

Project Overview: Garden Fresh Gourmet

The logo for Garden Fresh Gourmet, featuring the text "Garden Fresh Gourmet" in a stylized font with "Garden" in green, "Fresh" in blue, and "Gourmet" in pink, all contained within a yellow ribbon-like banner.

Company: Garden Fresh Gourmet

Industry: Social Media Management & Blogging

Scope: Social media posts, infographics, weekly blog posts

Message: We love fresh food, our community, and our customers


Audience: Food (and salsa) lovers of all demographics

Problem: I worked with Garden Fresh Gourmet (GFG) for 6 months to help increase social media engagement and boost its social audience using fun, branded content.

When I was asked to help the team, the blog had been dormant for several months and the goal was flood it with posts about the company, community events, and new products.

I was able to boost the audience significantly while promoting GFG's values with fun food & health focused content.

During the six-month engagement I profiled several individuals within the organization, featured markets that sold GFG products, and shared information GFG's innovative manufacturing processes. Other topics included food related inventions, health tips, and nutritional information about GFG products & ingredients.




Garden Fresh Gourmet Blog.

SALSA NIRVANA, HUMMUS HEAVEN & OTHER MISCELLANEOUS MUSINGS

Home Recipes About Us FAQ Go Green Store Locator Events

The Marriage of Science and Taste

OCTOBER 2, 2014 BY NATALIE • [LEAVE A COMMENT](#)



Is it Always a Good Thing? Take for example, the Aromafork. This scientific wonder promises to provide a "fascinating olfactive experience" by tricking the senses. The fork comes with 21 different fragrances, including: 3 "Beans" aromas - chocolate, coffee, and vanilla, 4 "Fruits" aromas - banana, lychee, passion fruit and strawberry, 3 "Herbs" aromas - basil, cilantro and mint, 3 "Nuts" aromas - almond, coconut and peanut, 4 "Spices" aromas - black pepper, cinnamon, ginger and wasabi, and 4 "Umami" aromas - butter, olive oil, smoke and truffle. These, they claim, will ... [\[Read more...\]](#)

FILED UNDER: MISCELLANEOUS MUSINGS

Boosting Metabolism for Fall


SEPTEMBER 22, 2014 BY NATALIE • [LEAVE A COMMENT](#)

It is autumn, the time of year when we slow down and our metabolism gets more sluggish. There are many natural methods for boosting your immunity. Let's look at some foods and spices can kickstart the metabolism in time for the cold weather slowdown. What is Metabolism? Metabolism encompasses all chemical reactions that occur in living organisms. These are genetically determined chemical transformations that keep us alive and are key to the healthy functioning of the human body. Basically, what we refer to as metabolic rate is the rate at which your body burns fuel for energy. There are ... [\[Read more...\]](#)

FILED UNDER: HEALTHY CHOICES

Cassandra Thomas, one Sweet Potato

SEPTEMBER 18, 2014 BY NATALIE • [LEAVE A COMMENT](#)




written by Jack Aronson Years ago, when I first opened Clubhouse Barbecue (1988) I happened to meet another person launching a food business. Cassandra Thomas had just started a bakery called Sweet Potato Sensations. Cassandra would deliver me sweet potato cookies and pies, which we would serve in the restaurant and deliver to customers with their orders. I loved Cassandra's products, and was inspired by her drive as she built her business. When we launched Garden Fresh Salsa out of the restaurant, Cassandra was one of my first customers and a trusted taste tester. The salsa ... [\[Read more...\]](#)

FILED UNDER: UNCATEGORIZED

Heirlooms vs. Hybrids

SEPTEMBER 11, 2014 BY NATALIE • [LEAVE A COMMENT](#)

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I love your hummus! You would not believe how many different kinds of hummus I have tried before trying yours. Now I will not buy another brand. Garden Fresh is the BEST! - Cheryl

Tantalizing Topics

Garden Fresh on Facebook

Heirlooms vs. Hybrids

SEPTEMBER 11, 2014 BY NATALIE • [LEAVE A COMMENT](#)

Have you been wondering what the difference between heirloom and hybrid is?



What does heirloom mean?

Heirloom tomatoes, for example, are varieties that have been grown without crossbreeding for 40 or more years.



What does hybrid mean?

Hybrids, on the other hand, have been carefully crossbred to have particular characteristics including resistance to disease and firm flesh.



The blog also included branded infographics.

Social media management

Social media management for GFG meant joy and enthusiasm, first and foremost.

I visually promoted the freshness and energy of the brand through covers and posts while also expressing the deeper values of community and wellness with quotes, recipes, and tips.



In case you were wondering, cilantro is the most polarizing topic on the Internet

Social media campaigns

Happy Together! #foodsynergy



Eating hummus with a light dip such as salsa will help you feel more full and eat less! Recent studies show that people who eat chickpeas regularly weigh less than people who don't!

Garden Fresh Gourmet.

www.gardenfreshsalsa.com

Happy Together! #foodsynergy



The monosaturated fat in avocado boosts the cancer fighting properties of the lycopene found in tomato.

Garden Fresh Gourmet.

www.gardenfreshsalsa.com

Campaigns like **Happy Together** encouraged the consumption of GFG's hummus and salsa by showing nutritional compliments of the ingredients. This kind of helpful tip epitomized the friendly tone of the brand and exemplified GFG's promotion of fresh, healthy food.

Happy Together! #foodsynergy



Iron & Vitamin C: Eating foods containing Vitamin C with foods containing iron enables the body to absorb Iron more easily.

Garden Fresh Gourmet.

www.gardenfreshsalsa.com

Happy Together! #foodsynergy



Power up cancer-fighting nutrients by combining tomato and broccoli!

Garden Fresh Gourmet.

www.gardenfreshsalsa.com

Social media infographics

Infographics used in GFG's blog provided a break from text-based posts and regularly delivered cheerful, easily digestible content to the audience.



What's so GREAT about GARLIC?

Boosts Immune System



Helpful at fighting many modern ailments such as colds and flus. Keeps the immune system running smoothly.

Improves Heart Health



Consuming garlic can help fight high blood pressure, high cholesterol, coronary heart disease, and artery hardening

Anti-Inflammatory Properties



Garlic contains sulphuric compounds which cut inflammation, these compounds work like pain medications (such as ibuprofen), shutting off the pathways that lead to inflammation.

Antioxidant Rich



Garlic is an excellent source of antioxidants, known for their free radical eliminating capabilities. Antioxidants can also help with acne by killing irritating bacteria on the skin.

References:

http://www.huffingtonpost.ca/2013/09/25/benefits-of-garlic_n_3990616.html
<http://www.ncbi.nlm.nih.gov/pubmed/16822206>
http://www.health.com/health/gallery/0,,20705881_12,00.html



Contests like the one below or the those asking customers to send the best photos of them or their families enjoying salsa. Provided dramatic boosts in likes and engagement.



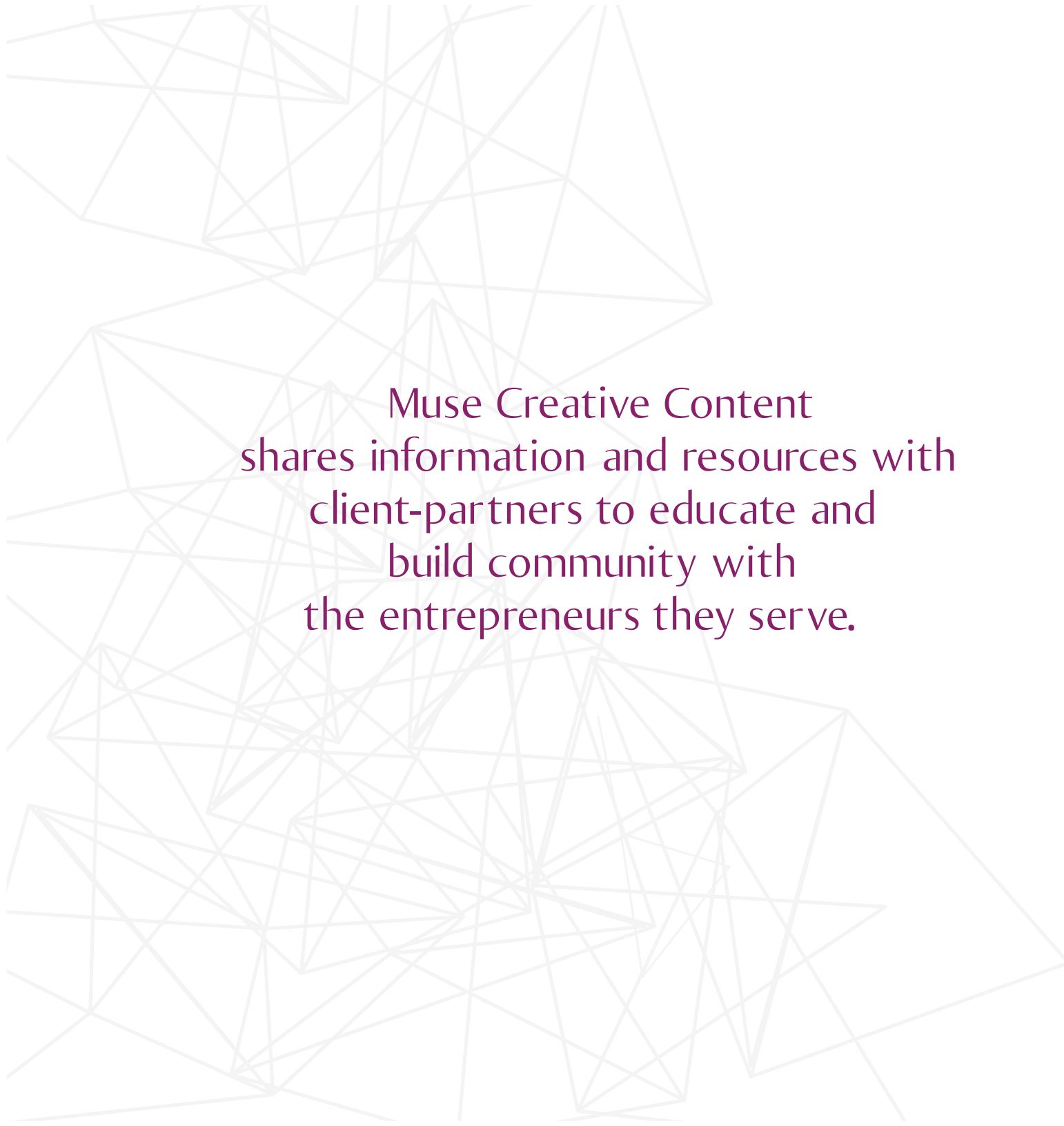
ENTER TO WIN!

Delicious Dozen Giveaway!

12 coupons for FREE Garden Fresh Products!

- ✓ Like us on Facebook
- ✓ Follow us on Twitter
for a chance to win

Garden Fresh Gourmet.



Muse Creative Content
shares information and resources with
client-partners to educate and
build community with
the entrepreneurs they serve.



