
Portfolio of Toby Davidson

2017

Concept to Shelf

Telephone	Fax
416-454-4664	416-352-6062

	% Value
Production	100%
Design	100%
Strategy	100%
Packaging	100%
Project Management	100%
Quality Assurance	100%

Creativity 99% • Savvy 95%
Insight 89% • Innovation 90%

INGREDIENTS: EXPERIENCE, CUSTOMER SERVICE, ENTHUSIASM (MAY CONTAIN FUN), FLEXIBILITY, PRACTICALITY. CAFFEINE MAY BE ADDED TO PACKING MATERIAL TO MAINTAIN FRESHNESS.

• **Our Clients** •

CONCEPT TO SHELF'S CHAPTERS OF ACHIEVEMENT

IDEATION/
INNOVATION

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NAMING

DESIGN

BRAND
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PRODUCT
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GUEST
SPEAKING

**“The best way to predict
the future is to invent it.”**

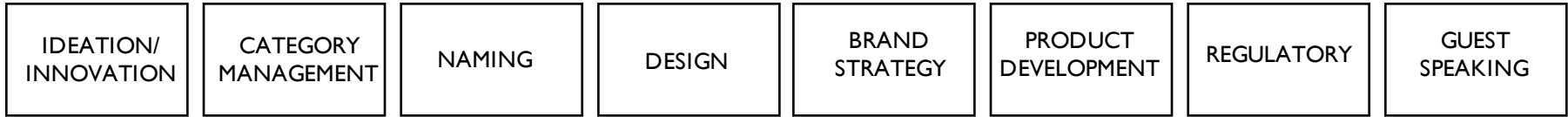
—Alan Kay

Concept to Shelf



Concept to Shelf

The Concept To Shelf System © 2017



Concept to Shelf
 84 Wild Gingerway, Toronto, Ontario M6H 5X1

Telephone: 416-399-4329 Fax: 416-631-9995

Product Development 100%
 Design 100%
 Strategy 100%
 Packaging 100%
 Project Management 100%
 Quality Assurance 100%

Creativity 95% • Savvy 95%
 Insight 80% • Innovation 90%

INGREDIENTS, EQUIPMENT, CUSTOMER SERVICE, ENTHUSIASM (MAY CONTAIN FEAR), FLEXIBILITY, PRACTICALITY, GARDING MAY BE ADDED TO PACKING MATERIAL TO MAINTAIN FRESHNESS.

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Shop from over 50 stores with just one shipping fee. 15

The Wine Preservation Steward.

Our wine preservation steward greatly reduces oxidation in opened bottles with a layer of harmless, high-purity inert argon gas. A built-in temperature management system keeps preserved wine at an ideal serving temperature of your choice between 48° and 59° F. Includes two argon cartridges; each provides approximately 15 preservations. Status indicator light, quick-chill option for more rapid cooling, temperature control, and chart showing ideal temperatures of wine types. High-impact polycarbonate. Black or Silver. Plugs into AC. 15" H x 7" W x 6" D (4 lbs.) 71833J \$229.95
Four Argon Gas Cartridges. 71693J \$14.95



Pop-Up Hot Dog Cooker.

Like a pop-up toaster, this unique kitchen appliance prepares two hot dogs and buns in minutes. Simply drop hot dogs in the warming basket, and the buns in the two warming chambers on either side; the 400-watt heating coil has time settings so that you can heat to your taste preference. Crumb basket removes for cleaning. Plugs into AC. 8" H x 10" W x 5" D (6 lbs.) 5092N \$49.95

The Ball-Shooting "Burp" Gun.

Three of fans that toy air gun uses air-powered pump action to safely fire up to 15 table tennis balls one at a time or in multi-shot bursts. Accurate up to 20', each ball makes the famous "burp" sound when shot. ABS plastic. Includes 15 balls. 22" L x 4.6883J \$19.95
Ten Extra Balls. 54577J \$4.95

The Nostalgic Turntable.

Rediscover your treasury of music on vinyl; this turntable plays 33s, 45s, and 78s, and has a built-in AM/FM radio with full stereo sound. Made by TEAC, the turntable has a cabinet design borrowed from the 1970s, but its electronics are straight from the modern day, with a belt-driven three-speed turntable that can play by itself or connect to a larger stereo system. The stereo has easy-touch analog tuning dial and rotary volume control. Plugs into AC. UL listed. Specify Black or Red. 7" H x 15" W x 15" D (12 lbs.) 66735J \$149.95



The Splash- and Shock-Resistant Cordless Phone.

Rubberized walls and trim help this cordless phone withstand the rigors of everyday use, including accidental splashes or falls. It has 2.4 GHz technology for longer range use and improved reception, and a voice enhancement feature makes conversations sound more lifelike, without the digitized echo of many cordless phones. Has 30-number memory caller ID (subscription to local service required) that shows up clearly on the backlit three-line LCD. With illuminated keypad, handset and ringer volume controls, and handset locator. Also includes matching headset. Wall mountable base plugs into AC. UL listed. Specify Red or Blue. 71745J \$89.95



My Father: Brian Davidson, the inventor

Converted a standard household bread toaster into a Hot Dog/Bun Toaster in the 70's.

Currently available on E-Bay and many In-Flight Consumer Catalogue Magazines.

His Legacy — My Inspiration

Date: 1960's - 1992

Objective: "You can have a hundred Ideas...make one work"

Accomplishments: Taught vision, principals of 'early adoption', a Malcolm Gladwell type character from his best selling book called "Tipping Point"

Outcome: The ability to apply intuition, discipline, experience and passion into every project taken on by the author and it's team of 'Unbelievable Resources'.

Concept to Shelf



Concept to Shelf

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Retail - 1993-2001

Client: Loblaw Companies

Positions:

1. Category Manager/Buyer
2. Brand/Product Manager

Private Label Brands:

President's Choice, no name, PC Organics, Seaquest and TGTBT Brands.

Along with my team, we launched over 150 PL new products a year and project managed over 400 per year.

Concept to Shelf



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AND THE WINNER IS ... A TURKEY!

A SIAL d'OR award is the most significant international recognition any food company can receive.

This year, the SIAL d'OR judges deemed our Semi-Boneless Easy-Carve Turkey™ to be "the best new product in the world" in the category of meat, poultry and deli. That was after they'd already judged it to be "the best new product in Canada."

The trophies look nice up on the shelf with the seven other SIAL d'ORS we've won over the years.

We think you'll agree that our turkey was a natural choice. It arrives with a savoury cranberry stuffing and has all but the leg bones removed, which makes carving a breeze.

Basically you pop the bird into the oven, sit back and enjoy yourself. It makes for an amazing presentation and there's absolutely no fuss to slicing it into attractive portions.

In fact, you can confidently toss that electric carving knife, the one that's a real conversation stopper. No more chattering and rattling and turkey shavings flying around the table.

Reward yourself.

President's Choice® Semi-Boneless Easy-Carve Turkey™ 1100/Kg with cranberry stuffing frozen **lb 4.99**

Blueberry Vodka Fizz

Tastefully festive, this fizzy drink packs a punch.

Prep time: 5 minutes. Makes 2 servings.

Ice cubes
1/2 cup (125 mL) vodka
1/4 cup (50 mL) lemon juice
1 tbsp (15 mL) granulated sugar
1 can (355 mL) chilled PC Sparkling Blueberry Soda, regular or diet

Fill PC® Bullet Cocktail Shaker halfway with ice. Add vodka, lemon juice and sugar. Shake well. Strain into 2 PC Classic Martini Glasses. Add blueberry soda. Serve.

Per serving: regular soda, 265 calories; diet soda, 171 calories.

President's Choice® Sparkling Blueberry Soda Regular or Diet 12 x 355 mL tins **2.99**

Impress your guests by pouring something blue.

Guest: "Gee, I feel like something different and I'm not sure what. I'd like it cold. Maybe a little bubbly. Not too sweet. You know, why don't you surprise me."
You: "Coming right up!"

Oh the site you'll see.

We've never had enough room in any edition of the *Insider's Report*® to include all of our new products and ideas. We never will.

Now you can get all the extra delicious news by visiting **presidentschoice.ca**

PC RECIPES!

Recipe Box Use our quick search and then save your favourites in your personal recipe box.

PC TIME SAVERS!

Menu Planner Build your daily or weekly menus easily around our delicious suggestions.

Shopping List Add items from menu plans, your recipe box or add your own items. Just print, and take it along when you're ready to shop.

There's more online...

- More NEW! products exclusive to the web.
- Web exclusive EasyWOW recipes.
- Entertaining ideas to carry you right through the season.
- Super Premium pet foods for your cat and dog.

presidentschoice.ca
Get caught up in our web!

EASY-CARVE TURKEY READY-TO-ROAST • WITH CRANBERRY STUFFING AND GRAVY

People often ask me "what was your most memorable/successful product while working on the PC Brand" ... by far it was the PC EASY-CARVE TURKEY IN A BOX.

Role: Concept development, naming, packaging development.

Team: Perishables

Outcome: Items sells out every Thanksgiving and Xmas Season. In/Out Item – Random Weight.

Approximately \$40/unit with 35% GM

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Client: Loblaws/President's Choice

Date: 2000

Objective: Innovation: Drive sales and profit into the value-added seafood category.

Accomplishments: First to launch a 'thaw and serve' coldwater shrimp salad.

No prep. IQF Shrimp and IQF Sauce.

Outcome: Launch in Xmas 2000 Insider's Report – sold 5000 cases pk 12 contributing (\$4.99 at 45% GM).

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Ethnic Foods Marketing

Packaging Pioneers

PC was one of the first mainstream brands to take the leap from conservative Anglo mainstream graphics to authentic ethnic marketing.

Demystifying the origins of many products that are now pantry items.

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Chapter: Naming

Company: President's Choice Brand – Canada; the leading private label brand in Canada.

- Sprite = “Spritz Up”
- “Moist Mates” – unique to bathroom tissue category

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France Favorite

Maille Sweet & Mild

The Deal: Maille's new *Sweet & Mild* mustard is made with a secret blend of 11 herbs and spices, along with malt vinegar, mustard seeds and a dash of honey — giving it a sweet taste and velvety texture. Another sweet thing about this mustard is it doesn't contain fat or cholesterol, and has few calories. The *Sweet & Mild* can be used to top burgers and sandwiches, and can also be added to sauces and marinades.

Its Origins: The House of Maille premium condiments line was founded in 1747. The *Sweet & Mild* is the first of its kind in Canada and since 1899 has long been a favourite in France.

Price: \$3.29 (250 mL bottle)

Chapter: Naming

Company: Unilever

Brand: Maille Mustard

Request: Name their new new 'everyday mustard'.

To competes with 'French's Mustard.

Deliverable: They selected (and are using):

SWEET & MILD

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Target Private Label Brand: ARCHER FARMS

Wikipedia: Archer Farms is the store brand of premium foods offered exclusively by [Target Corporation](#).^[1] Archer Farms products can be found in all Target stores. The Archer Farms slogan is *Tasty Food, Tasty Price*. Many Archer Farms products sold in Target Stores are Certified Organic such as applesauce and oatmeal.

Consumables : Archer Farms

Archer Farms is a premium, affordable brand of groceries found throughout Target and SuperTarget stores. The Archer Farms brand is known for its superior-quality, unique product offerings including a wide variety of gourmet groceries, appetizers and European-style baked goods. From breads, juices, kettle chips and ice cream to imported olive oil and coffee harvested by hand, SuperTarget guests are sure to find an array of foods to please the entire family, while knowing they are purchasing quality, one-of-a-kind foods at affordable prices

Chapter: Innovation/PD
Company Target
2002-2004

Brand: Supported the Archer Farm premium PL brand.

Role: Sourcing products and managing the packaging development process between co-packer and Target.

Results: Launched over 25 products with 6 vendors – (all frozen). Today, their internal PD process is based on Concept to Shelf's work.



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Target Private Label Brand: ARCHER FARMS



Exclusively at Target 

[TARGET.COM/ARCHERFARMS](https://www.target.com/archerfarms)

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Chapter: Innovation

Client: Authentic Mexican Cooking Sauces, 2002

Responsible for:

- Product Development (co-packer)
- Naming the brand: “Cocina Del Sol”; approved and trademarked
- Packaging Design Direction
- Recipe Tag Development—the concept of ‘by region’ which was relatively new in 2002.

Outcome: the brand was launched nationally with distribution in gourmet/specialty food channels in Canada.

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Right: LaRocca Sell Sheets
Below: Packaging Proposals



Chapter: Food services to Retail

Client: LaRocca Cakes

Objective: Create a retail brand using equity established in the food service channels for their top-selling super-premium range of decadent desserts

Deliverables:

Provide consulting services assisting with the nuances of shifting from foodservice to retail.

Packaging design: Presented various retail packaging concepts of which one was selected (right)

Outcome: After a thorough risk analysis client abandoned the strategy.

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Chapter: Brand Development

Client: Flamaglo Foods (Yoso), 2001-2005

Role

- Led client from concept to shelf
- Sensory support
- Naming
- Packaging design, Marketing collateral
- Sales strategy/Support (broker)
- Trade Show Asset Development
- Line extension; repeated cycle

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yoso

Simply healthy
and delicious.

Cool'n wholesome foods and
beverages made fresh for you with
nutritious soybeans from Canada.



soy
yogurts



soy
spreads



soy
Sour Cream



soy
beverages



Yoso continued

Category extensions:

- Soy yogurt
- Soy sour cream
- Soy smoothies
- Soy milk

Brand's first sell sheet: (B2B)

Outcome: the foundation to continue to
be a leading value-added soy based
company in Canada.

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Chapter: Regulatory NHP

Frank's Energy Drink



ABOUT FRANKS

PRODUCTS

GET FRANKS

FRANKS EVENTS

Frank's
Energy Drink

Keeps you yodeling all night long!
on off

WIN
The *Frank's* Energy Drink
MODEL SEARCH

SANTA ANITA PARK
SUNSHINE MILLIONS
GULFSTREAM

UP TO
\$100,000
IN MODELING OPPORTUNITIES

CLICK HERE

Contest Closes January 21

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Red Bull \$2.99 unit, Franks, \$1.29 unit, Red Rain Cott - \$1.49 unit



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Cat litter packaging and
merchandising innovation

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Copyright 2002 Concept to Shelf

Chapter: Design

Client: Kik Corporation/Wal Mart Canada, 2004

Introduction of easy flow valve within the liquid dish category for GV (private label brand) warranted an label redesign.

Role: Creative Director

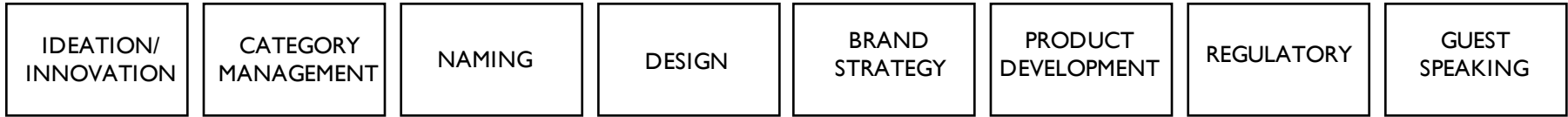
Outcome: Presented to Wal-Mart Designs not used. Seen as too high end at the time.

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Ahead of the trend....



Chapter: Innovation and Brand Development

Company: Smartware

Need: Develop an eco-friendly brand for a line of sugarcane-based disposable tableware. 100% Biodegradable.

Roles: Naming, Creative Director Brand Strategy.

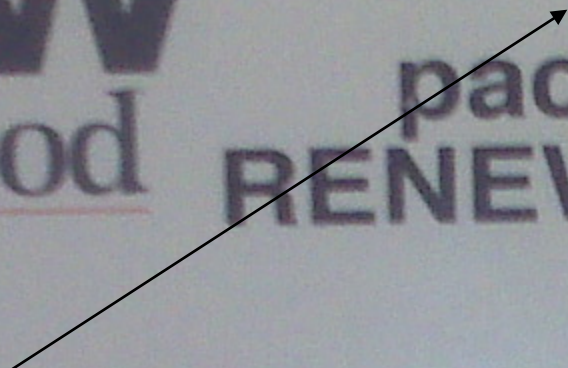
Outcomes: Ahead of it's time. Consumer not ready to pay the premium for eco products. Incarnates of the product now exist as consumers have caught up.



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loblaw
greatfood

INTRODUCES
SUGARCANE
packages made from
RENEWABLE RESOURCES



June 2008, Loblaws, Toronto



COMPOSTABLE
for green bin recycling

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dapasoft
Beyond Boundaries

Chapter: Design/Brand
Development

Client: Dapasoft, 2005
Design by: The Boomerang Group

Role: Creative director

Outcome: Client continues to use
this corporate identity.

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A match made in heaven...

A fully-integrated solution designed for the consumer and retailer.
The Greenbox system is ready to go!



Hand-Held Scanning

&
Greenbox System



San Francisco Chronicle

17-cent fee on bags OK'd by
environment panel

The San Francisco Commission on the Environment
unanimously approved a proposal Tuesday evening
asking the city to charge grocery shoppers 17 cents for
every paper or plastic bag they take home...

If approved by the Board of Supervisors and mayor,
which could take six months, the fee would be the first
of its kind in the country, though several nations charge
for shopping bags, and New York City entertained the
idea last year.

The commission wants the fee initially to apply only to
customers at larger grocery stores. But it wants an
option to later extend it to smaller markets, drugstores,
department stores, hardware stores, dry cleaners,
food takeout, newspapers and other bag
distributors.

"We're not trying to just charge a user
fee; we're trying to make a change in
behavior," said Paul Pelosi Jr., commis-
sion vice president.

[Jared] Blumenfeld [director of the
city's Department of the Environment]
said the fee was determined by dividing the total cost
in cleanup, disposal and lost recycling revenue because
of plastic shopping bags -- about \$8.7 million -- by the
number of bags dispersed in the city by large grocery
stores each year, which is about 50 million..."

Wyatt Buchanan, Chronicle Staff Writer
Wednesday, January 26, 2005

Chapter: Innovation and Brand
Development

Client: Instore Products Limited, 2005

Need: Eco-friendly method of transporting
groceries from cart to home

Roles: Naming, Creative Director
Brand Strategy.

Outcomes: Boxes featured in Loblaw's to
this day

Concept to Shelf



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instore
products limited

**binson
wheels**[™]

The Clip is it!

The original mobile, stackable, nestable
portable container system.

A by-component merchandising approach. We can customize merchandising display units to meet your needs.



- + Bins
- + BinLids
- + BinClips
- + BinTray
- + BinRails



**binson
wheels**[™]



Chapter: Innovation and Brand
Development

Client: Instore Products Limited, 2005

Need: Develop stackable, portable, eco-
friendly storage boxes

Roles:

- Idea development from concept to shelf
- Creative Director, branding strategy,
product naming

Outcome:

- Item featured in Costco

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Chapter: Innovation and Brand Development 2005

Client: Toppits

Role: Management consulting

Outcomes: Product listed nationally at all major retailers.



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SEASONED SKEWERS

CALLISON'S EST. 1995

"CALLISON'S SEASONED SKEWERS FINALLY BRING SEASONING TO THE MIDDLE OF YOUR MEAT. MARINADES AND INJECTIONS JUST DON'T COMPARE. I'M EXCITED BY THE SIMPLICITY OF THIS FLAVORING SYSTEM AND THE ENDLESS CREATIVE CULINARY POSSIBILITIES."

— CHEF JENNY WOODS
DIRECTOR OF NEW PRODUCT DEVELOPMENT
CLUB MARKETING SERVICES, AN

FEATURES

- ALL NATURAL FLAVOR
- NATURAL ESSENTIAL OILS AND HERBAL EXTRACTS
- FAT FREE
- SODIUM FREE
- GREAT FLAVORS
- 15 MINUTE FLAVOR

BENEFITS

- No mess
- Flavor from the inside out
- Grill, bake or roast
- Consistent flavor delivery for meat, poultry, fish and vegetables
- Easy prep
- Food does not spin on rectangular skewer
- Healthy eating made simple for the busy life
- Fun party item
- Revolutionary product with patent pending

WWW.SEASONEDSKEWERS.COM CONTACT: 206-812-7448

**CHICKEN STEAK FISH GRILL BAKE ROAST VEGGIES MEAT
MUSHROOMS ONION POTATOES PINEAPPLE TURKEY LAMB SHRIMP**

Client: Callison's Fine Foods, 2006

Responsibilities:

- Opened the Canadian market for this innovative new product line.
- Launched Seasoned Skewers at the 2006 Food and Beverage Show.

Outcome: Currently distributed by Neal Brothers. Product can be found nationally at various retail channels.

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Client: Brand Strategy Consultants
(Tom Stephens – President)
www.brandstrategyconsultants.com
2005-Present

Responsibilities:

- The marketing of a new Canadian concept called 'Value-Chains' for Canadian private label manufactures (multiple channels).
- Prepared creative brief, responsible for naming all trademarks.
- Continuing to market 2008 Value-Chain session.

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Client: Aqua Star, Based in Seattle, Washington, Jan 2003 – May 2006

Alongside Aquastar's president, I converted the largest importer of frozen shrimp and seafood in the US from a sales driven company to a product development marketing driven company.

Results: Company's sales have grown over 60% (as of 2007). The Marketing and Product Development team has grown from 1 to 20 (and growing).

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shrimp



crab



finfish



culinary

AquaStar

When you can't catch your own.™

Deliverables:

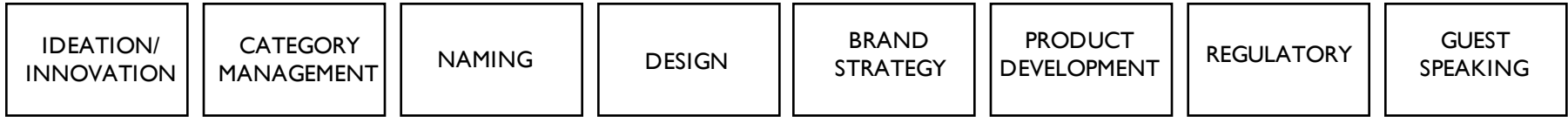
1. Logo redesign
2. Tagline development
3. Icon development representing the key categories they participate in.

Concept to Shelf



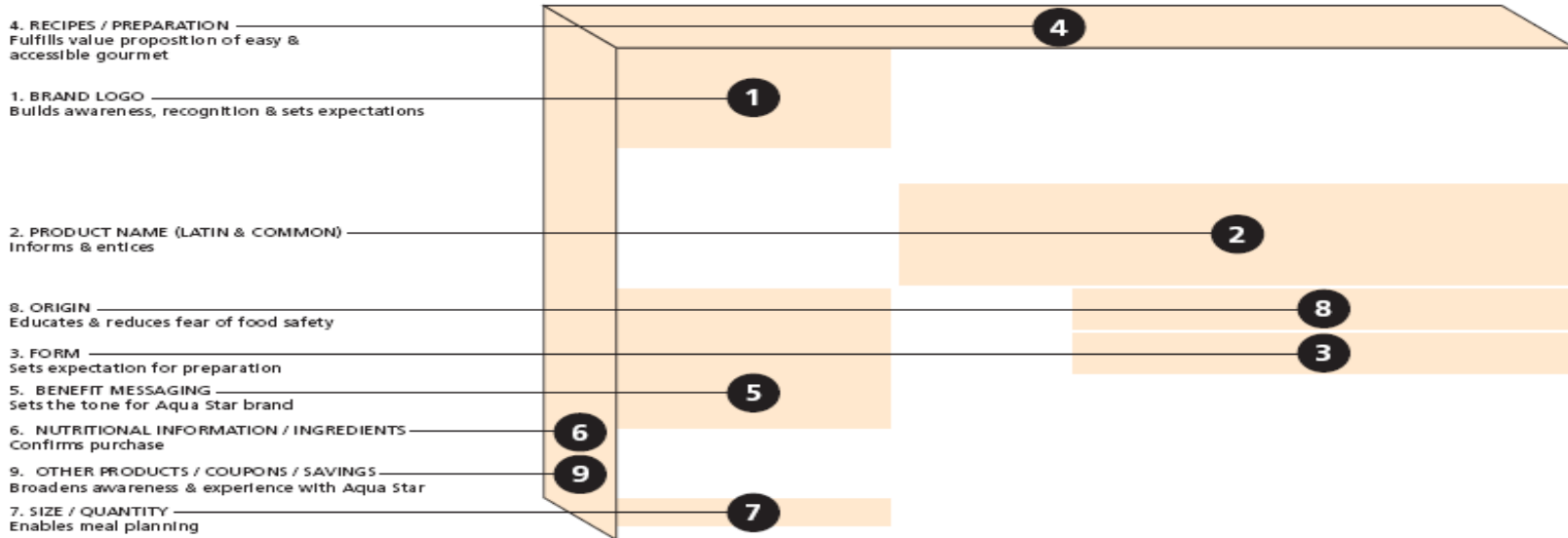
416 454 4664

Concept to Shelf



1 2 3 **High Level Packaging Implications**

Priority for Packaging / Labeling: Retail
RETAIL BRAND FOCUSED SELL
 Both verbal and visual elements use packaging real-estate to express the emotional content of the master brand.



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Redesigned entire range of retail and foodservice packaging.

Completed a category analysis – (line rationalization via IRI, then proceeded to redesign fast moving products first.

Complete new look (templated due to the fact that there were hundreds of SKUs.

Created a full brand for their key foodservice categories- shrimp, crab, value-added.

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New Packaging design:
shrimp

Key segmentation:
-Raw and Cooked
-Shell On /Shell Off
-Easy-Peel

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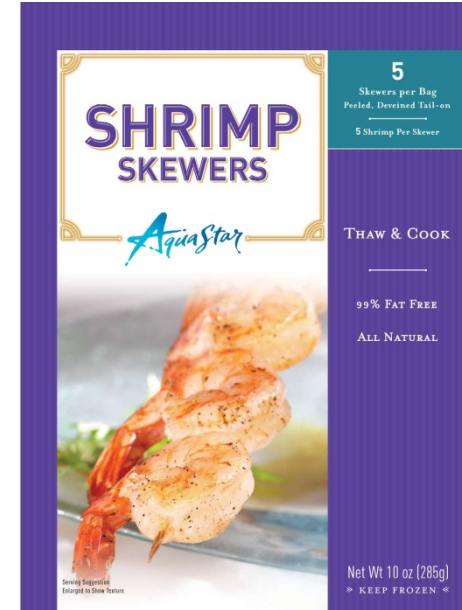
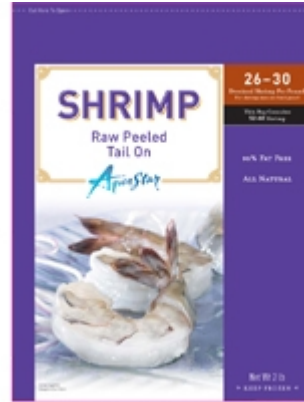
DESIGN

BRAND
STRATEGY

PRODUCT
DEVELOPMENT

REGULATORY

GUEST
SPEAKING



Concept to Shelf



Concept to Shelf

TEMPURA SHRIMP

Large tail-on Shrimp prepared in an authentic Japanese batter

AquaStar



with
Traditional Tempura
Dipping Sauce

10 Shrimp

NO ARTIFICIAL
COLORS, FLAVORS
OR PRESERVATIVES

OVEN READY

Net Wt 13oz (369g)

» KEEP FROZEN «

Hardly Recognized
Enlarged to Show Texture

SHRIMP SKEWERS

AquaStar



Serving Suggestion
Enlarged to Show Texture

5

Skewers per Bag
Peeled, Deveined Tail-on

5 Shrimp Per Skewer

THAW & COOK

99% FAT FREE

ALL NATURAL

Net Wt 10 oz (285g)

» KEEP FROZEN «

SALMON SKEWERS

Chunks of Atlantic Salmon fillet

AquaStar



Serving Suggestion
Enlarged to Show Texture

Atlantic
Salmon

4 Skewers

THAW & COOK


ALL NATURAL

Net Wt 12.8 oz (363g)

» KEEP FROZEN «



The Star System™

Learn how Aqua Star's process and service ensure quality in every product, with every bite 



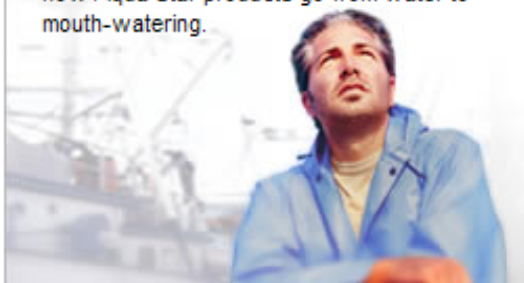
Aqua Star StarSystem™

Aqua Star's unique way of procuring, processing and importing seafood – it's called the StarSystem™ and it's how we can provide superior value, quality products and top-notch customer service.

 [More](#)

» About Aqua Star

It's always been about quality seafood. Now it has a name: StarSystem. Start [here](#) to learn how Aqua Star products go from water to mouth-watering.



» Food Service & Restaurant Chains

Special wants, specific needs – we take care of them for [Restaurant Chains](#) and Distributors:

- [Broadline](#)
- [Protein](#)
- [Seafood](#)



» Consumers

Delicious, nutritious, expeditious! [Here's](#) what

» Retail & Club

Experience, knowledge, size and scope.

You may be wondering
why our business model gets a
trademarked name

» **Fair enough.**

Simply put, it deserves a title because it is the combination of steadfast principals and proven processes that have made Aqua Star one of the largest and most trusted seafood companies in the world.

It's the essence of our heritage and the foundation of our success, built upon solid business practices including:

- **Obsessively** drawing upon our experience to fine-tune a worldwide system.
- **Actively** nurturing a network of like-minded industry suppliers and customers.
- **Consistently** supplying quality products and service with built-in traceability and accountability.
- **Constantly** delivering products to customers when, where, how and at the price point they want.
- **Endlessly** refining new and better ways to locate and source seafood.
- **Continuously** developing new value-added products that showcase seafood in smart and appetizing ways.

We call it the StarSystem™



Understanding the
StarSystem™

- Global Sourcing
- Processing
- Packaging
- Logistics
- Market Focus


Select an area to explore!

STARSYSTEM™ TERMINOLOGY

StarTechs

Aqua Star's hands in the field: skilled workers around the world who apply Aqua Star's proprietary methods to prepare flavorful, quality seafood.

Key Locations

-  **Regional**
 Calgary, Canada
 Montreal, Canada
 Quebec, Canada
 Toronto, Canada
 Vancouver, Canada
 China
 Hildesheim, Germany
 Atlanta, USA
 New Jersey, USA
 Seattle, USA
 Studley, UK
 Cape Town, South Africa

-  **Environmental & Social**
 France

-  **Processing**
 Qingdao, China
 Zhanjiang, China
 Shantou, China
 Ranong, Thailand
 Florida, USA
 California, USA
 Ho Chi Minh, Vietnam

-  **Research and Development**
 Qingdao, China
 Zhanjiang, China
 Ranong, Thailand
 Seattle, USA
 Studley, UK

-  **Purchasing and Quality Assurance**
 Perth, Australia
 Khulna, Bangladesh
 Santiago, Chile
 Yantai, China
 Shantou, China
 Guayaquil, Ecuador
 Madras, India
 Jakarta, Indonesia
 Mazatlan, Mexico
 Los Mochis, Mexico
 Auckland, New Zealand
 Ho Chi Minh, Vietnam

 **Aqua Star USA**
 2025 First Avenue
 Suite 200
 Seattle, WA 98121
 Tel: +1 206 448-5400
 Fax: +1 206 448-2818
 Web: www.aquastar.com

 **Aqua Star Europe**
 Eagle House, The Slough
 Studley, Warwickshire B80 7EN
 United Kingdom
 Tel: +44 1527 460460
 Fax: +44 1527 460461
 Web: www.aquastareu.com

IDEATION/
INNOVATION

CATEGORY
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NAMING

DESIGN

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SPEAKING



Chapter: Innovation

Introduced the idea of frozen sushi to client.

Work for over a year on product development.

Launch a range of branded products in the US in 2006 and is the supplier of frozen sushi for President's Choice (left)

Key accounts have taken on the product line including Wal-Mart.

Concept to Shelf



Concept to Shelf

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Stages of Development:

Working backwards from finish to start...

1. 'Finished prototype from Asian supplier. Includes wasabi, soy sauce and ginger kit).
2. Raw and Cooked developed.

Concept to Shelf



Concept to Shelf

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Stage 2

- Multiple rounds of samples
- Various combinations
- Biggest challenge is food safety and maintaining quality of frozen rice during distribution (avoid abuse)
- Pictured: various samples for R and D to review.

Concept to Shelf



Concept to Shelf

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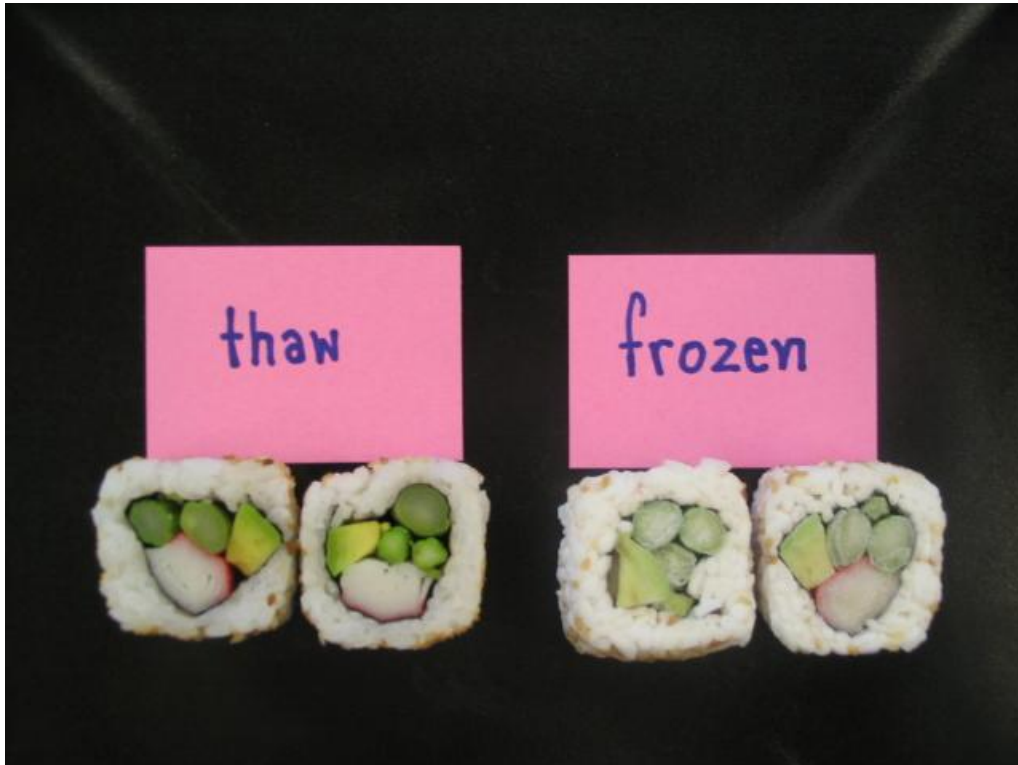
DESIGN

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Samples:

Ensuring the conversion from frozen to thaw maintained quality – visual, texture, taste.

Ensuring moisture levels were right between the various components and the interface with the rice.

Concept to Shelf



Concept to Shelf

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China

- Value-Added Crab Workshops
- Working with the local business people, Aqua Star partnered with multiple plants (or set them up from scratch).

Concept to Shelf



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Aqua Star
ChinaStar Plant
Qingdao, Province

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Aqua Star

Foodservice

Branded Master Cases

Dungeness Crab Meat -
China

Concept to Shelf



Concept to Shelf

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Aqua Star
StarNEW

Food Service **PRODUCT BULLETIN**
CRAB

Aqua Star Snow Crab Circle Cut Arms

Fully Cooked with circular cuts through the shell, so it's easy to remove the meat in one complete section. Great as an appetizer or entrée; or pair with alternate protein for a "Surf and Turf". Your customers will appreciate the easy access to the succulent meat.

PRODUCT BENEFITS

- » Cooked and frozen fresh at sea to preserve "just caught" taste.
- » Thaw and serve chilled or warm with your choice of sauces.
- » Carefully hand cut around the girth of the leg for easy pull and eat.

FACTS

Pack Size: 10lb
Tie: 12 High: 6 Cube: .6161
Lead time from Order to Delivery: 6 weeks
Aqua Star Item #: 1147305
SCC #: 107 31449 11469 9
Pricing: Available on request

INGREDIENTS:
Crab, Salt



SAFE HANDLING:
Keep Frozen. Do not refreeze. Store defrosted crab in the refrigerator and use within 2 days.

THAWING INSTRUCTIONS:
Defrost in refrigerator or overnight or run under cold water for 5 - 7 minutes.

PREPARATION INSTRUCTIONS: (To Serve Warm)

	From Thawed	From Frozen
OVEN BAKE  350°F Bake 10'	Wrapped in foil 5 - 7 Minutes	Wrapped in foil 10 - 12 Minutes
STEAM  100°F 10'	4 - 6 minutes	9 - 11 minutes
BROIL  500°F 10'	Wrapped in foil 4 - 5 Minutes	Not recommended
BOLL  212°F 10'	2 - 3 minutes	5 - 7 minutes

To learn more about this product, or to place your order, call your area representative at Aqua Star.

(Seattle) 206-448-5400 / 800-233-6389
(New Jersey) 732-442-8727 / 800-231-5440
(Toronto) 905-880-8740 / 800-765-9059

Aqua Star
Where you can't cook your way.

Concept to Shelf



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Packaging Innovation/Value-Adding

CTS presented Aqua Star
an alternative/innovative
packaging format for the
standard frozen shrimp
ring.

Client patented design.

Product in the
market as of 2007

Concept to Shelf



Concept to Shelf



VIDEO



AUDIO



ACTIVITY



AQUAPEDIA



GLOSSARY



PRINT PAGE

Crab Biology

Dungeness Intro

Habitat

Lifecycle and Growth

Reproduction

Nutritional Information

Key Points To Remember

Crab Biology

Seasonality

Harvesting

Historical price Overview

China Star Advantage



Crab Biology / Dungeness Intro

Page 1 of 6



PREVIOUS

Cancer Magister, or Dungeness crab as it is more commonly known, is found in the Pacific Ocean off the West Coast of the US and Canada. Production is distributed from as far South as Monterey CA to as far North as the Aleutian Islands.

Dungeness Crab is primarily sold three ways:

1. Whole Cooked
2. Clusters
3. Meat



NEXT

PREVIOUS

This specific learning module focuses on Dungeness crab-in-shell or more specifically – Whole Cooked and Clusters. Crab Meat will be covered off in a different module.

NEXT

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SPEAKING

From: Mike Girton [mgirton@aquastar.com]

Sent: January 29, 2007 2:12 PM

To: toby@concepttoshelf.com

Subject: FW: Reserve

Attachments: Reserve Shrimp.pdf

It has taken for ever...but this is how first products out in new design for Reserve Line. It is being very well received and already sold a number of containers and packaging not yet printed.

A lot is starting to come together in 2007 from big push of last two years. We did not really see benefits of the "Big Toby Change" in sales in 2006 but will in 2007 as we have fabulous meetings with many customers (10) this month alone and one can see we have really got their attention and view as a different company.

Mike Girton

President and CEO

**Email " Authentic 'letter of
reference' dated January
29, 2007**

We met our goals!

Concept to Shelf



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What's fresh in frozen

Chapter: Innovation

Client: Omstead Foods, May
2006 – October 2007

www.omsteadfoods.com
www.steamease.com

Role: Director of Innovation

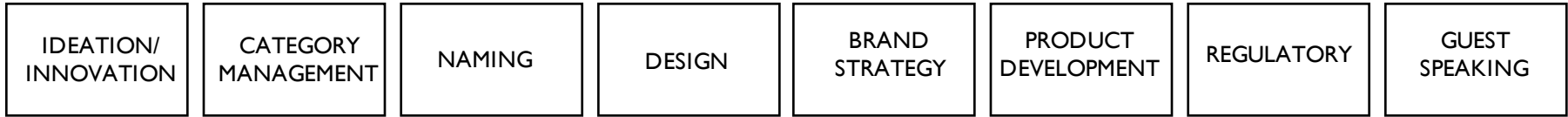
Responsible for the Innovation
agenda for all key categories:

- Frozen vegetables
- Frozen fruit
- Frozen appetizers

Concept to Shelf



Concept to Shelf



Omstead Psychographic*
& Demographic Concept Matrix

Last Updated: August 9, 2006
Prepared by: Innovation Team



*A technique of measuring and developing lifestyle classifications.

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STEAM



Definition of Steam
By first boiling water, causing it to evaporate into steam; the steam then carries heat to the food, thus cooking the food.
-Wikipedia

On Trend For:

- Lifestyle:
- Convenience
- Portion-Control
- Individuality
- Variety
- Health:
- Functional
- Weight Control
- Ailments:
- Obesity
- Heart and Stroke
- Alzheimer's
- Osteoporosis
- Bowel
- Environment/Globalization:
- Natural
- Organic
- Sustainability
- Slow Food
- Fair Trade
- Demographics:
- Baby
- Kids
- SuperMoms/Dads/Caregivers
- Boomers
- Seniors



US National Brand
Key Message:
Ease of use displayed in imagery by showing both bag and microwave at 5 minutes



UK Private Label Brand
Key Message:
USP / benefit very clear in brand name
Key Message:
Multi-pack format - 4 sachets
Key Message:
Best before date on front to eliminate guesswork for consumer

Phase One "SteamWorks"

Recommendations:
Formats: (Pack/Sizes)

- 481's (125g)
-Club, C&C, Dollar Stores
- 12/500g -Traditional Grocery "Plus"
- 12/500g (4 x 125g)
-Traditional Grocery "Plus"

FEATURES AND BENEFITS

Convenience • Health
Texture • Al Dente

Packaging Formats

Meaningful Differentiation

- Double Steam
- Superior Vegetable Spec
- #1 in overall performance
- Taste • Texture

Steamed Greens

COMPETITION

- Lemon pepper sauce - Steam in bag product
- Steam in the bag - Family size
- H.E.B. Private Label - Select Blend Bean - Also available: Baby Beans and Steamable Flour Tots
- Innovative Steam Value (in vented bags)
- H.C. Private Label - Innovative Steam Value (in vented bags)
- Piggin Convenience Cuisine - 4 individual sachets. Includes garlic and basil flavoring.
- Santitas Taste the Difference - Premium Line - Single serve pack. "Maple Roasted" peas, high spin.
- Walmart - Private Label - Fresh, uniform product. Clear, individual pouches.
- TESCO - Private label - 4 individual pouches.
- Bird's Eye UK - Easy to use container that can be eaten from.

Client: Steamwave

Developed full range of Retail products based on the new technology

Responsible for:
-developing strategy
-bench top recipes
-product development (with support)
-branding, naming, packaging development

Outcome: Launched full range of products in the Canadian market (nationally – Sept 07)

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416 454 4664

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MEGA HEALTH

Definition of Health

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity
-World Health Organization

On Trend For:

Lifestyle:

- Convenience
- Portion-Control
- Individuality
- Variety

Health:

- Functional
- Daily Food Guide Pyramid
- Weight Control

Ailments:

- Obesity
- Heart and Stroke
- Alzheimer's
- Osteoporosis
- Bowel

Environment/Globalization:

- Natural
- Organic
- Sustainability
- Slow Food
- Fair Trade

Demographics:

- Baby
- Kids
- SuperMoms/Dads/Caregivers
- Boomers
- Seniors

Validating The Strategy



Blends

Couscous



Grains

Brown Rice



Barley

Vegetables



Grazing And Snacking



Detox

BOSSA NOVA
100% JUICE
The antioxidant revolution is here



Health On Shelf



RECIPE & MULTIPLE APPLICATIONS

Definition of Recipe

Recipes may include various facts, including the history of the dish, nutritional information, dietary information, food philosophy, or anecdotes related to the recipe.

-Wikipedia

On Trend For:

Lifestyle:

- Convenience
- Portion-Control
- Individuality
- Variety

Health:

- Functional
- Daily Food Guide Pyramid
- Weight Control

Ailments:

- Obesity
- Heart and Stroke
- Alzheimer's
- Osteoporosis
- Bowel

Environment/Globalization:

- Natural
- Organic
- Sustainability
- Slow Food
- Fair Trade

Demographics:

- Baby
- Kids
- SuperMoms/Dads/Caregivers
- Boomers
- Seniors

Key Message:
Ethnic Blends "great for recipes"



MISE EN PLACE



PACKAGING



RECIPE IDEAS





Innovation is not a department. It's our culture.

STAGE GATE ZERO (0)

VEGETABLES

FRUIT

APPETIZERS

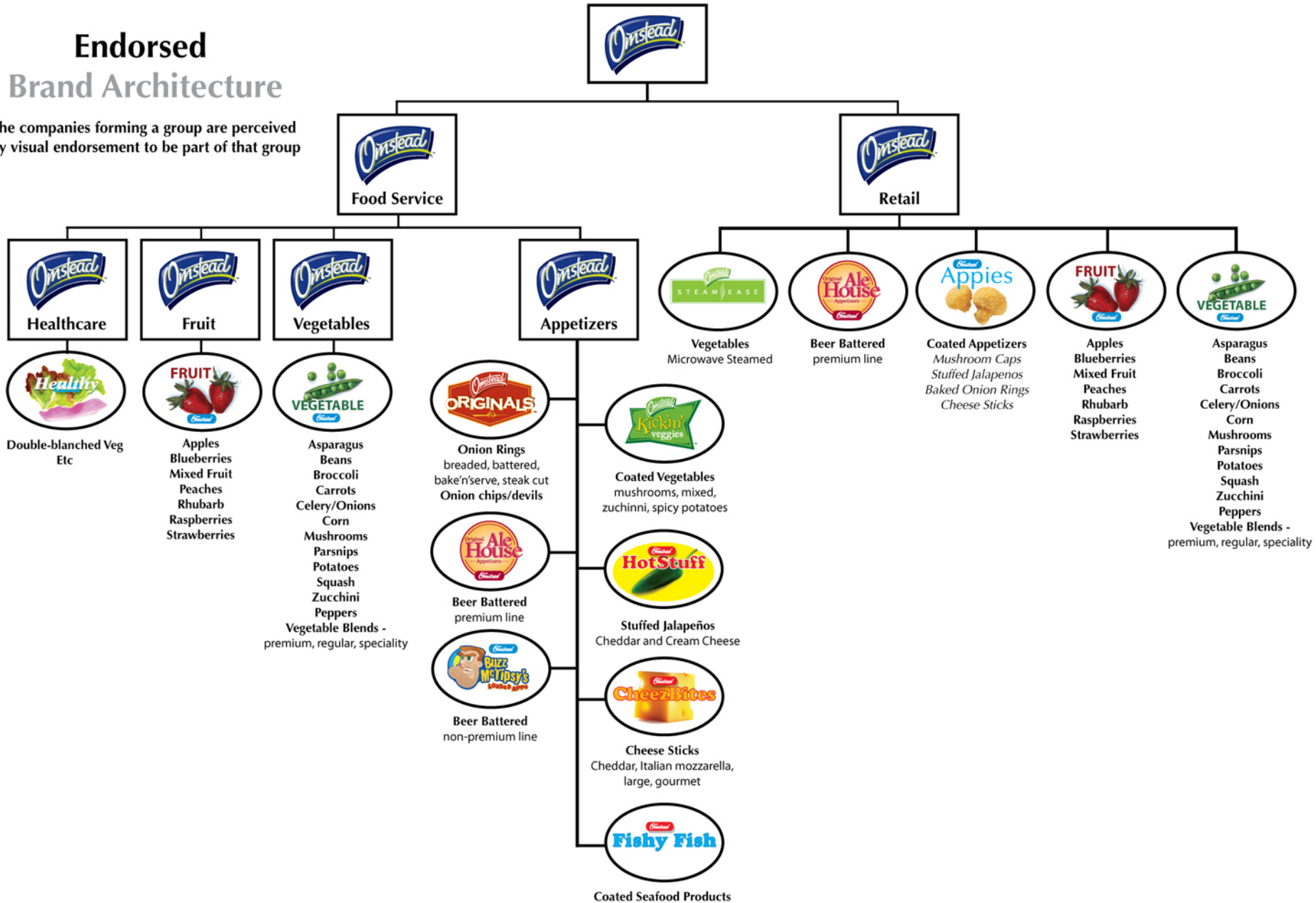
Do you have a "hopper" of an idea? Let's talk!

Call (905) 315-8883 ext. 235 and ask for "Innovation" or
e-mail us at innovation@omsteadfoods.com

TO INNOVATION

Endorsed Brand Architecture

The companies forming a group are perceived by visual endorsement to be part of that group



IDEATION/
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555

MAROVINO



steamlease

Concept to Shelf



Concept to Shelf

Field Berry Cobbler
 12 x 8.5L or 12 cups
 1/2 cup granulated sugar
 1/2 cup all-purpose flour
 1/2 cup vegetable oil
 1/2 cup milk
 1/2 cup butter
 1/2 cup eggs
 1/2 cup vanilla extract
 1/2 cup raisins
 1/2 cup blueberries
 1/2 cup blackberries
 1/2 cup raspberries
 1/2 cup strawberries

In a large bowl combine the slightly warmed and melted granulated sugar, flour, vegetable oil, eggs, vanilla extract and fruit. Stir well.
 Spread 1 cup of the mixture on the bottom of a 9" x 13" pan. Spread the remaining mixture on top.
 Bake in a 350°F oven for 45 minutes. Cool for 10 minutes before serving.

Pavlova aux petits fruits
 12 tasses
 1/2 tasse sucre granulé
 1/2 tasse farine
 1/2 tasse huile végétale
 1/2 tasse lait
 1/2 tasse beurre
 1/2 tasse œufs
 1/2 tasse vanille
 1/2 tasse fraises
 1/2 tasse framboises
 1/2 tasse bleuets
 1/2 tasse myrtilles
 1/2 tasse fraises
 1/2 tasse framboises
 1/2 tasse bleuets
 1/2 tasse myrtilles

Préchauffer le four à 300 °F (300 °C).
 Dans un grand bol, mélanger le mélange de petits fruits et le mélange d'accompagnement. Répartir dans un moule à cake de 9" x 13".
 Couvrir le dessus avec le mélange de pâte à pain.
 Baisser le four à 350 °F (350 °C).
 Cuire pendant 45 minutes. Laisser refroidir pendant 10 minutes avant de servir.

KEEP FROZEN & SERVED CONSIDERED BEST QUALITY
 2.5 kg



**field berry blend
 mélange de petits fruits**

a blend of blueberries, blackberries, cranberries and raspberries
 un mélange de bleuets, de myrtilles, de canneberges et de framboises

KEEP FROZEN & SERVED CONSIDERED BEST QUALITY
 2.5 kg

Guestables® All Purpose Flour, 100% Whole Wheat, enriched and highly enriched flour.
 Multifunctional flour for all your baking needs. Perfect for bread, pizza, pasta, and more. It's the only flour that's enriched with 18 vitamins and 18 minerals.

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Nutrition Facts	
Per 1/2 cup (125g)	
Total Fat	0g
Total Carbohydrate	24g
Total Protein	4g
Total Sugar	0g
Total Fiber	0g
Total Fat	0g
Total Carbohydrate	24g
Total Protein	4g
Total Sugar	0g
Total Fiber	0g

**PRODUCT OF CANADA
 PRODUIT DU CANADA**

Spinach Cheddar Soup
 12 cups
 1/2 cup vegetable oil
 1/2 cup all-purpose flour
 1/2 cup milk
 1/2 cup cheddar cheese
 1/2 cup spinach
 1/2 cup onion
 1/2 cup carrot
 1/2 cup celery
 1/2 cup garlic
 1/2 cup salt
 1/2 cup pepper
 1/2 cup nutmeg
 1/2 cup nutmeg

In a large pot, heat the oil and sauté the onion, carrot, and celery for 5 minutes. Add the garlic and cook for 2 minutes. Add the flour and cook for 2 minutes. Add the milk and whisk until smooth. Add the cheddar cheese and spinach. Simmer for 10 minutes. Season with salt and pepper. Sprinkle with nutmeg.

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 1/2 cup carrot
 1/2 cup celery
 1/2 cup garlic
 1/2 cup salt
 1/2 cup pepper
 1/2 cup nutmeg
 1/2 cup nutmeg

KEEP FROZEN & SERVED CONSIDERED BEST QUALITY
 2.5 kg



Mise en place
 soup blend
 macédoine
 pour soupe

a blend of diced carrots, onions and celery
 un mélange de carottes, d'oignons et de céleris en dés



GRADE A / CATÉGORIE A
 2 kg

KEEP FROZEN & SERVED CONSIDERED BEST QUALITY
 2.5 kg

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 Multifunctional flour for all your baking needs. Perfect for bread, pizza, pasta, and more. It's the only flour that's enriched with 18 vitamins and 18 minerals.

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Total Protein	4g
Total Sugar	0g
Total Fiber	0g
Total Fat	0g
Total Carbohydrate	24g
Total Protein	4g
Total Sugar	0g
Total Fiber	0g

**PRODUCT OF CANADA
 PRODUIT DU CANADA**

Guestables

**snow peas
 petits pois de neige**

pieces of peas and snow peas
 morceaux de pois et de pois de neige

KEEP FROZEN & SERVED CONSIDERED BEST QUALITY
 2.5 kg

Guestables

**carrots and peas
 carottes et petits pois**

pieces of peas and carrots
 morceaux de pois et de carottes

KEEP FROZEN & SERVED CONSIDERED BEST QUALITY
 2.5 kg

Guestables

**spinach
 épinards**

pieces of spinach and snow peas
 morceaux de pois et de pois de neige

KEEP FROZEN & SERVED CONSIDERED BEST QUALITY
 2.5 kg



NEW



STEAM EASE MENU

PRODUCT DEMO

RECIPES

STEAM EASE FAQ'S

NUTRITION CORNER

FRESH START CONTEST

WIN A
Fresh
Start

Multi-Pack (4 x 125g)

Each Box contains four, single serve portions individually packaged for convenience and choice.



Family Pack (500g)

The perfect size for family meals and dinner parties.





4 x 125g Single Serve

OR



500g Family Size



125g



125g

Single Serve Portions



125g



125g

Here's a unique blend using vegetables everyone knows and loves – green beans, green peas, micro-broccoli florets and soy beans. It's a nutritious combination that delivers big on taste.

HEALTH BENEFITS:

Excellent source of Folate. Good source of Vitamin C. Source of Fibre.

[Nutritional Information](#)

[Preparation Time](#)

On the Border steam/ease.

NEW - NOUVEAU

corn & peas
corn & peas

EXCLUSIVELY GROWN BY FARMERS
FRESHLY GROWN IN CANADA

READY IN 3 MINUTES
FRESHLY READY IN 3 MINUTES

4 INDIVIDUAL STEAM POUCHES
INDIVIDUAL STEAM POUCHES

500 g

33.8¢
EQ LEAF SPRINCH 006

On the Border steam/ease.

NEW - NOUVEAU

butternut squash cubes
fr butternut squash cubes

EXCLUSIVELY GROWN BY FARMERS
FRESHLY GROWN IN CANADA

READY IN 3 MINUTES
FRESHLY READY IN 3 MINUTES

4 INDIVIDUAL STEAM POUCHES
INDIVIDUAL STEAM POUCHES

500 g

27.24¢
EQ COOKED SQUASH 004

On the Border steam/ease.

NEW - NOUVEAU

edamame
fr edamame

EXCLUSIVELY GROWN BY FARMERS
FRESHLY GROWN IN CANADA

READY IN 3 MINUTES
FRESHLY READY IN 3 MINUTES

4 INDIVIDUAL STEAM POUCHES
INDIVIDUAL STEAM POUCHES

500 g

48.7¢
EQ DROPPED BROCCOLI 006

On the Border steam/ease.

NEW - NOUVEAU

broccoli & cauliflower
fr broccoli & cauliflower

EXCLUSIVELY GROWN BY FARMERS
FRESHLY GROWN IN CANADA

READY IN 3 MINUTES
FRESHLY READY IN 3 MINUTES

4 INDIVIDUAL STEAM POUCHES
INDIVIDUAL STEAM POUCHES

500 g

49.4¢
EQ ASPARAGUS SPEARS 006

On the Border steam/ease.

NEW - NOUVEAU

broccoli florets
fr broccoli florets

EXCLUSIVELY GROWN BY FARMERS
FRESHLY GROWN IN CANADA

READY IN 3 MINUTES
FRESHLY READY IN 3 MINUTES

4 INDIVIDUAL STEAM POUCHES
INDIVIDUAL STEAM POUCHES

500 g

51.16¢
EQ ASPARAGUS SPEARS 006





Date: March 26, 2008

To: All Omstead Employees

Re: Omstead® Steam Ease® chosen as FINALIST in 2007 Canadian Grand Prix New Product Awards

The Canadian Grand Prix Awards New Product Awards is a consumer-focused awards program organized annually by the Canadian Council of Grocery Distributors (CCGD). The CCGD is basically a trade organization made up of all of the retail customers in Canada. The awards program is designed to encourage new product development and innovation for manufacturers of all sizes to ultimately result in continued growth for the grocery industry as a whole.

We are pleased to announce that Omstead® Steam Ease® has been chosen as a FINALIST in the 2007 Canadian Grand Prix New Product Awards in the category – Fruits, vegetables & produce. Winners will be announced on May 26, 2008 at the CCGD Conference in Victoria, B.C.

Omstead® Steam Ease® was tested and evaluated by 32 jury members that consisted of consumers, food editors, media, dietitians, CCGD distributor members and other food experts. Products were evaluated on criteria such as innovation, packaging, design, labeling, pricing, taste, nutritional value and overall benefits to the consumer.

We are very proud and excited to be chosen as a finalist this year. It is a great achievement for Omstead's first national retail brand in the Canadian marketplace. With this being said, this was truly a TEAM effort. We would like to take this opportunity to thank the entire team who worked on the launch and continue to work on production and development of the brand in the marketplace. This is an accomplishment we should all be proud of.

Concept to Shelf

Omstead

Kickin'
veggies

TM

KEEP FROZEN
GARDER CONGÉLÉ



battered
sour cream &
onion potato wedges

quartiers de
pommes de terre

en pâte à frire à la crème sure et à l'oignon

0 GRAMS TRANS FAT
IN A SINGLE SERVING
0 GRAMME DE GRAS TRANS
PAR PORTION

1 kg

Omstead

cheez
teezers

KEEP FROZEN
GARDER CONGELÉ



battered
cheddar
cheese bites

bouchées de
cheddar
en pâte à frire

0 GRAMS TRANS FAT
IN A SINGLE SERVING
0 GRAMME DE GRAS TRANS
PAR PORTION

1kg

Omstead

ORIGINALS

KEEP FROZEN
GARDER CONGELÉ



battered
1/4" buffalo
onion rings

battered
1/4" buffalo
onion rings

0 GRAMS TRANS FAT
IN A SINGLE SERVING
0 GRAMME DE GRAS TRANS
PAR PORTION

1kg

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104 FOODSERVICE AND HOSPITALITY APRIL 2007
Innovation - Coated Appetizers – Foodservice



Omstead
cleez
teezers

Buffalo Onion Rings,
Sour Cream & Onion Potato Wedge
And Chipotle Cheddar Cheese Bites
Launched Feb 07

Concept to Shelf



Concept to Shelf



What's fresh in frozen™

ENGLISH / FRANÇAIS

HOME

WHAT'S NEW

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PRODUCT CATALOGUE

CONTACT US

▶ **New Products**

▶ Press Releases



New Products

Omstead Originals Buffalo Flavoured Battered Onion Rings



Our famous rings with a tasty zip of Buffalo flavour in the batter!

- Buffalo flavour is one of the most popular profiles in cuisine today
- No transfer of flavour in oil
- 1 Kg bags are easy to store

Omstead Cheez Teezers Battered Cheddar Cheese Bites



Real medium Canadian cheddar cheese bites battered with a hint of heat. Too good to have just one bite!

- Lighter batter absorbs less oil while cooking = cost savings through more efficient use of oil
- Delivers "flavour layering" – a hint of spice with natural cheese so customers enjoy unexpected, complimentary taste sensations



What's fresh in frozen

ENGLISH / FRANÇAIS

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▶ **New Products**

▶ **Press Releases**



Real medium Canadian cheddar cheese bites battered with a hint of heat. Too good to have just one bite!

- Lighter batter absorbs less oil while cooking = cost savings through more efficient use of oil
- Delivers "flavour layering" - a hint of spice with natural cheese so customers enjoy unexpected, complimentary taste sensations

Omstead Kickin Veggies Sour Cream & Onion Flavoured Battered Potato Wedges



Popular sour cream and onion flavour lightly battered on russet potatoes. Perfect baked or fried!

- Sour cream, onions and potatoes are a natural fit - people enjoy them together all the time!
- Prepare in whichever way you prefer (oven or deep fry)

IDEATION/
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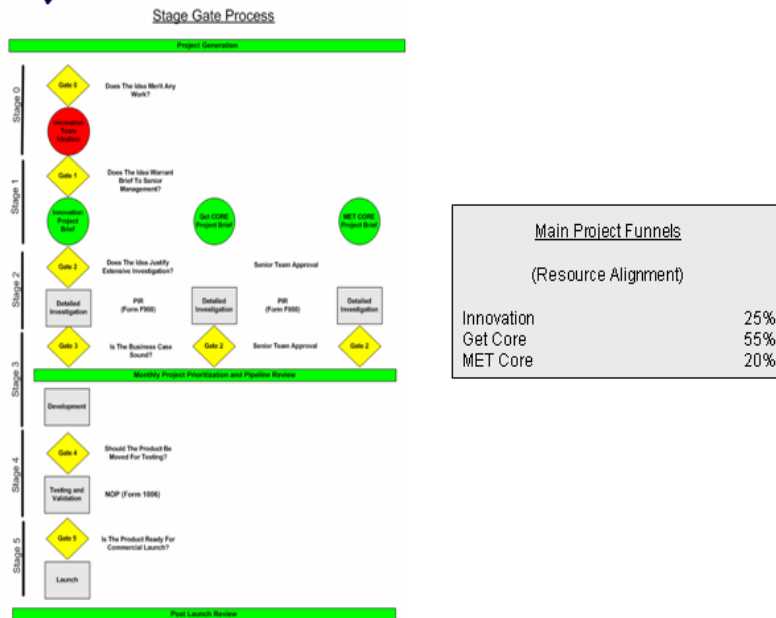
PRODUCT
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Stage Gate - Process Overview



Process Development & Project Management

Focus:

Commercialization Stage

- Critical Path
- Timelines
- Briefing Process

Concept to Shelf



Concept to Shelf

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How can RACI do all this?

Responsible

Accountable/Approve

Consulted

Informed

Vision • Belief • Commitment • Passion • Courage • Integrity

Best practices around
accountability within a product
development process

Concept to Shelf



Concept to Shelf

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From: Blair Hyslop [bhyslop@omsteadfoods.com]

Sent: Thursday, September 27, 2007 11:56 AM

To: Toby Davidson; Toby Davidson

Subject: try this

To Whom It May Concern;

At Omstead Foods we engaged the services of Toby Davidson and Concept to Shelf for a period of approximately 18 months ending in the fall of 2007.

During the time of our contract Toby served as Director of Innovation, engaging herself in all functional areas of the

organization. The resources and talent that Toby brought to our organization can only be described as a best in class example of product and packaging innovation. We often describe our organization as a "95 year old start up" which is reflective of the transformation that the organization went through during the period of Toby's tenure.

When presenting the companies credentials to potential customers, I would often hold Toby's experience and position up as an example of the quality of our people and our commitment to innovation. In my opinion Toby is likely the best product innovator in the country. Toby Davidson has an uncanny ability to connect with consumer insights and challenge conventional thinking delivers product concepts that are destined for success. Developing successful concepts is one thing,

the challenge from that point is to keep the integrity of the concept and insights through product, packaging and marketing support materials as you take the product to market, this is another key area where Toby excels.

I have no hesitation in recommending Toby Davidson and Concept to Shelf for any assignment and would welcome

the opportunity to discuss any concerns you may have regarding her abilities.



Concept to Shelf



Concept to Shelf

Panago Pizza – 365 Units – Project Management Team & Regulatory Affairs



PHILOSOPHY

OUR PRODUCT

OUR BUSINESS

OUR RESULTS

NEXT STEPS



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Logo redesign: old vs new



Treehugger® Organics, 2008

Retained by client to support all facets of the brand development process.

Brand strategy, logo design, packaging design, B to B sales collateral, corporate stationary, B to C communication

Concept to Shelf



Concept to Shelf

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Packaging concept development stage - carton



Packaging concept development stage - carton



Packaging concept development stage - single serve



New Size: Single Serve
First Organic Shelf Stable OJ in
Canada
Design Concepts

Packaging concept development stage - single serve

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May 2008
Final Front Panel Artwork
Gable Top x 2
Single Serve x 1

Concept to Shelf



- **Concept to Shelf**

Certified by Quality Assurance International, our juice is available in various formats, with or without calcium added and with different levels of pulp, according to the consumer's preference.



Nutrition Facts Valeur nutritive	
Per 1 cup (250 mL) / pour 1 tasse (250 mL)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 120	
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Potassium / Potassium 520 mg	15 %
Carbohydrate / Glucides 28 g	9 %
Fibre / Fibres 1 g	4 %
Sugars / Sucres 22 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	80 %
Calcium / Calcium	2 %
Iron / Fer	0 %
Thiamine / Thiamine	10 %
Vitamin B ₆ / Vitamine B ₆	8 %
Folate / Folate	25 %
Phosphorus / Phosphore	4 %
Magnesium / Magnésium	10 %

Treehugger Organic Orange Juice Pulp Free

Ingredients: Filtered water, 100% organic concentrated orange juice.



Nutrition Facts Valeur nutritive	
Per 1 cup (250 mL) / pour 1 tasse (250 mL)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 120	
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Potassium / Potassium 520 mg	15 %
Carbohydrate / Glucides 28 g	9 %
Fibre / Fibres 1 g	4 %
Sugars / Sucres 22 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	80 %
Calcium / Calcium	30 %
Iron / Fer	0 %
Thiamine / Thiamine	10 %
Vitamin B ₆ / Vitamine B ₆	8 %
Folate / Folate	25 %
Phosphorus / Phosphore	4 %
Magnesium / Magnésium	10 %

Treehugger Organic Orange Juice With Calcium

Ingredients: Filtered water, 100% organic concentrated orange juice, calcium lactate.



Nutrition Facts Valeur nutritive	
Per 1 bottle (355 mL) / pour 1 bouteille (355 mL)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 170	
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 50 mg	2 %
Carbohydrate / Glucides 39 g	13 %
Fibre / Fibres 0 g	0 %
Sugars / Sucres 32 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	160 %
Calcium / Calcium	4 %
Iron / Fer	0 %

Treehugger Organic Orange Juice Pulp Free

Ingredients: Filtered water, 100% organic concentrated orange juice.



Nutrition Facts Valeur nutritive	
Per 1 cup (250 mL) par 1 tasse (250 mL)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 90	
Fat / Lipides 0 g	0 %
Sodium / Sodium 5 mg	1 %
Carbohydrate / Glucides 22 g	7 %
Sugars / Sucres 21 g	
Protein / Protéines 0 g	
Not a significant source of saturated fat, trans fat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron.	
Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, vitamine C, calcium, et fer.	

Treehugger Organic Lime Lemonade

Ingredients: Filtered water, organic concentrated lemon juice, organic concentrated lime juice, organic cane sugar.

Ingredients: Filtered water, organic concentrated lemon juice, organic concentrated lime juice, organic cane sugar.



Nutrition Facts Valeur nutritive	
Per 1 bottle (355 mL) / pour 1 bouteille (355 mL)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 140	
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 55 mg	2 %
Carbohydrate / Glucides 36 g	12 %
Fibre / Fibres 0 g	0 %
Sugars / Sucres 29 g	
Protein / Protéines 0 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	8 %
Calcium / Calcium	2 %
Iron / Fer	0 %

Treehugger Organic Lime Lemonade

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RIO MÁTE LOGO DESIGN – FINAL



Rio
MÁTE®

**Final Logo
Design, May 2008**

Concept to Shelf



Concept to Shelf

Label 4

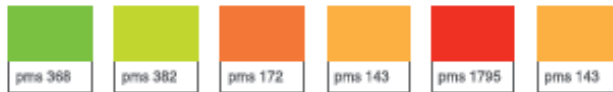
The Story

A more contemporary take, yet with a retro flair, the use of the board-walk wave in different colours makes a bold statement on the shelf.

Multiple bottles shelved side by side show the wave in motion. A more monochromatic colour scheme is a calming, yet noticeable effect away from the loud, visual chaos that is spread along the display shelf. This is a more controlled, sophisticated use of colour.

Special processes, like metallic solid colours and/or spot varnishes on the wave forms will add that much more punch and tactility to the label.

Inspired by retro Pucci designs.



suggested pantone SOLID colours,



suggested @emate pantone METALLIC colours,



Label 4



red or orange, green: colours not final



Concept To Shelf

Rio MATE Label Design
Phase 1: Concept sketches
Bottle & Cap applications
May 28, 2008

Label 1



Label 2



Final design as of July 2008

phase 2: Label 1



Phase 2_Label 1

The Story

After culling all information from the focus groups, it appeared that the original wave label design resonated well, as did the postcard design, so we've used elements from both for this phase.

Taking in comments about needing a more mature colour scheme that didn't appear too juicy, we've toned down the palette; a stronger reference to Rio/Brazil was desired, so adding a strong wave in the traditional colours, topped off by a handstamp illustration was incorporated; "more complexity" was also requested, so a more layered and textured look was added.

Although colour acts as an identifier per sku, we recommend a bolder approach by adding in an image that is relative per flavour. Use of the gourd is a suggestion that we feel takes the product back to its roots, even though this product may not reflect the *truest* use of the gourd.



Initial suggested colour schemes per sku:

unsweetened: browns and tans

lightly sweetened: browns with possibly oranges or greens

lightly sweetened with lemon: browns and yellows

bold lemon: greens and yellows

passionfruit: oranges, rusty reds and orange

Please note: all sketches are concepts only. Type design, images and placement, colours, copy and copy placement are initial suggestions and not final.



Concept To Shelf

Rio MATE Label Design
Phase 2: Concept sketches
July 18, 2008



RIO máté

Organic Yerba Mate
Herbal Iced Tea



6 July 2010

[Leave a Comment](#)

Capoeira roda at Afrofest

This coming Saturday Toronto plays host to its yearly festival Afrofest, a hugely popular

ALL CATEGORIES

NEWS

EVENTS

MUSIC & DANCE

LIFESTYLE &
SPORTS

ART

CAPOEIRA

FMI 2008 - LAS VEGAS
MARKETING COLLATERAL
FOR INSTORE PRODUCTS



Back Panel

Front Panel



GREENBOX[®]

[Click for Home](#)

instore
products limited



bins on wheels™

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instore
products limited



the planet thanks you!

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Green cleaning that works



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Launched
March 09

Cookin' Greens^{TM MC}

100% Natural
Naturelle

www.cookingreens.com



Concept to Shelf



Concept to Shelf

Cookin' Greens™



Food Service

About Cookin' Greens™

Our Products

Store Locator

Recipes & Kitchen Tips

Health & Wellness

Contact Us



New Fall 2010



Find out how you can save money & time with Cookin' Greens
Click & find out more!

We have

Photo & Video Gal

Media & Testimon

Try our products
our demo locatio

Retailer distribut
information

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Academic Achievements 2007

1) George Brown College, Toronto, Canada

Wrote curriculum for a **new** 1 year post diploma program called: "Food Concept Management" within their Hospitality and Tourism Management Program.

Inaugural year: Sept 2007

Course curriculum approved:

Concept and Product Evolution (Semester 2)

<http://www.georgebrown.ca/Marketing/FTCa/hosp/H407.aspx>

SEMESTER 1

HOST1181 Contemporary Food Business

HOST1182 Sensory Evaluation

HOST1183 Quality Assurance

HOST1184 Marketing

HOST1186 Product Development

HOST1187 Research and Development

HOST1188 Online Case Studies I

HOST1189 Online Case Studies II

HOST1190 Pricing Strategies

SEMESTER 2

HOST1185 Financial Planning

HOST1221 Merchandising and Packaging

HOST1222 Concept and Product Evolution

HOST1223 Online Case Studies III

HOST1224 Partnership Development

HOST1225 Branding and Positioning

HOST1226 Business Planning

HOST1227 Sales, Promotion and Media Training

HOST1228 Online Case Studies IV

HOST1229 Industry Simulations and Field Placement

HOST1230 Small Group Tutorial

HOST1231 Field Placement

PROGRAM CODE: H407

PROGRAM LENGTH: 1 year (2 semesters)

STARTING: January

CERTIFICATION: Ontario

College Graduate Certificate

LOCATION: St James Campus

APPLY TO: OCAS

Concept to Shelf



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- “Food Concept Management is an interdisciplinary program that combines the knowledge of food product development with retail /restaurant food concepts, supported by an understanding of marketing, financial planning, sensory evaluation, and research and development. The learning environment for Food Concept Management will utilize classroom learning, online case studies, group work, field trips and a one week intensive industry experience. As well, students will benefit from the access to the new Compliments Culinary Centre (Lab) for hands-on applications.
- This is a unique program offering in the college system. The industry has identified this as a program to meet the gap that exists between culinary arts and food science. The Centre for Hospitality and Tourism management at George Brown College is advantageously positioned to leverage students from our current Diploma programs to help launch this new educational opportunity.
- This program prepares students for employment in a wide variety of positions in both the food service sector and manufacturing sectors including marketing, research and development, consulting, recipe and test kitchens, and product development. Career options may vary with education and experience.”

Food Concept Management Course Description



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Guest Speaker Engagements 2001-2007

1) Guelph Food Technology Centre

“Designing & Marketing Food to Boomers”

February 28- March 1, 2006, Guelph, Ontario

Topic: Global Retail Food Trends

<http://www.gftc.ca/newslett/2006-06/global-trends.cfm>

2) Women’s Culinary Network

Topic: Food Trends *“Think Global, Shop Local”*

Toronto, Canada, April 24, 2006

3) Cuisine Canada

Topic: *“The Many Faces and Flavours of Canada”*

A conference about Canadian Food and Beverages

October 4-6, 2002, Sponsored by the University of Guelph

4) Soyfoods Canada – Annual General Meeting Sept 2001

Topic: *“Soya Wanna Be Big with Consumers”*

CLIENT

DATE: *month/year*

OBJECTIVE: *fill in objective here*

ACCOMPLISHMENTS: *fill in project accomplishments here and here and here and here and here and here and here and here and here and here and here*

OUTCOME: *fill in outcome here*

Concept to Shelf



Concept to Shelf

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Articles/Publications

1. Vending Canada - April 06

“Trends Suggest Time to Revamp”.

Page 27 Eye Appeal

“Packaging expert Toby Davidson addresses the need to revamp designs to appeal to the new buyer.”

<http://vending.retailfoodservice.com/Files/cvapr06.pdf>

2. Meat & Seafood Merchandising

Oct 2005 (The Final Word)

“Know Your Latin Names”

3. Quick Frozen Foods – January 2005

QFFI'S Global Seafood Magazine – Baby Boomers, Health, Ethnic Trends Help Spur Frozen Seafood Innovation

CLIENT

DATE: *month/year*

OBJECTIVE: *fill in objective here*

ACCOMPLISHMENTS: *fill in project accomplishments here and here and here and here and here and here and here and here and here and here*

OUTCOME: *fill in outcome here*

Concept to Shelf



Concept to Shelf