

A human brain is shown from a top-down perspective. The left hemisphere is a realistic, light grey color. The right hemisphere is painted with vibrant, swirling colors including orange, red, pink, purple, and blue, with some paint splatters extending outwards. The background is a textured, light grey surface.

LEFT BRAIN – RIGHT BRAIN

Unpacking what makes a great
fresh produce brand

Lisa Cork and Gianni Russo



FRESH PRODUCE
MARKETING LTD.



WE BELIEVE IN A LONG, BEAUTIFUL LIFE

WE BELIEVE ORGANIC JUICE IS A GROCERY

NOT A LUXURY.

WE BELIEVE LIVING FOOD

MAKES US FEEL MORE ALIVE.

AND IF YOU HAVE TO REMEMBER TO EAT YOUR VEGETABLES,



YOU HAVEN'T TASTED OURS.

WE BELIEVE KINDNESS QUENCHES THE SOUL.

WE BELIEVE

DOGS

SHOULD BE ALLOWED

IN BOARDROOMS & ON BEACHES.



WE BELIEVE YOGA REDUCES STRESS AND SO DOES DRINKING GREEN JUICE IN YOUR YOGA PANTS.

WE BELIEVE IN ABSOLUTE ACCOUNTABILITY FOR OUR INGREDIENTS.

WHEN WE JUICE WITHOUT THE JUNK, WE FEEL IT.



WE BELIEVE HEALTHINESS IS THE ROOT OF HAPPINESS

WE BELIEVE IN EQUAL OPPORTUNITY

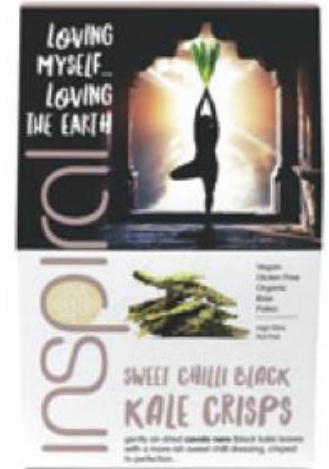
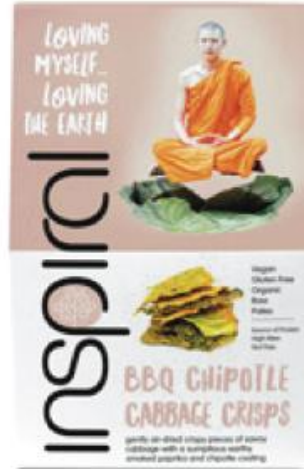
ORGANICS FOR ALL



SO ALL MAY LIVE A LONG, BEAUTIFUL LIFE.



inspiral

**IF YOU'VE HAD ENOUGH
OF ALL THE CRAP AS
WELL THEN 'JOIN THE SHIFT
WITH US AND CELEBRATE
LIFE AND HEALTHY LIVING**



**FRESH PRODUCE
MARKETING LTD.**
LISA CORK & GIANNI RUSSO



LOGICAL
VERBAL
PART AND DETAIL
DIGITAL
SYMBOLIC
ORDER
MATH
RATIONAL
OBJECTIVE
LINEAR
TARGET AND DIRECTION
SYSTEM
ANALYTIC

art
RANDOM
AND
FREE **BIG**
PICTURE
Music
emotion
IMAGINATION
DREAM
SUR-REAL
NOVEL
Colors
Creative
analog
FUN



PRODUCT-CENTRIC



CONSUMER-CENTRIC



PIRELLA GÖTTSCHE LOWE
PARIS MILAN NEW YORK TORONTO

LISA CORK & GIANNI RUSSO



BLOG

PRODUCTS

ABOUT US

STORE LOCATOR

Search



AVAILABLE IN 4 PACK



AVAILABLE IN 4 PACK



FRESH PRODUCE MARKETING LTD.

LISA CORK & GIANNI RUSSO

FreshInsights™ Process





HOME ABOUT OUR PRODUCTS FIND A STORE NUTRITION GET IN TOUCH



AVOCADOS FOR LIFE

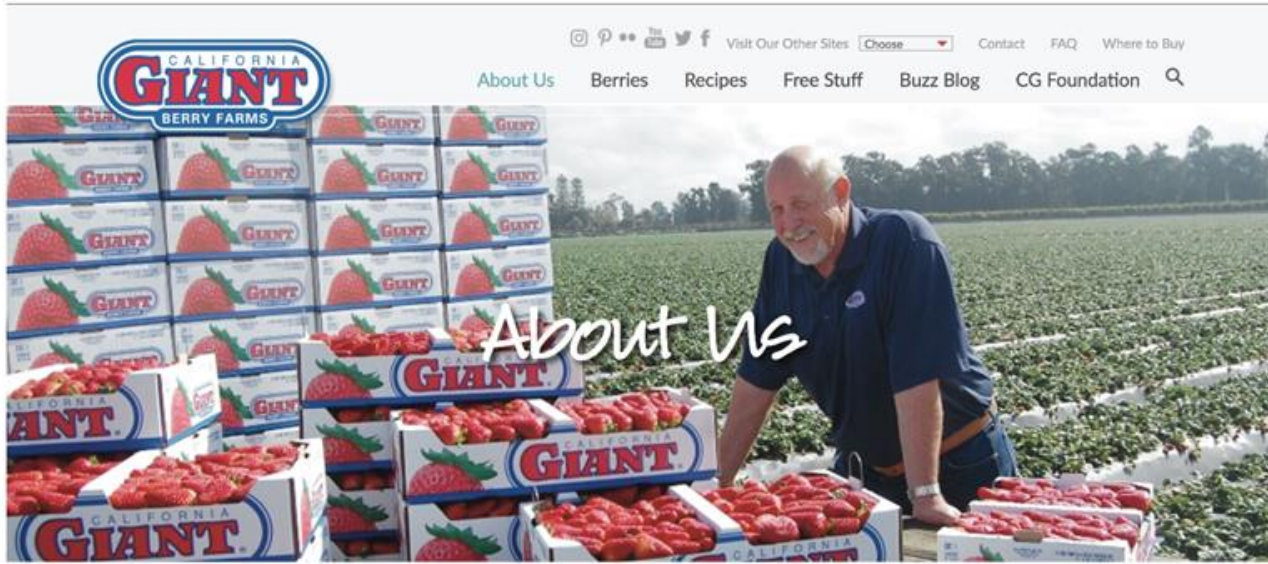
Eat better, feel better

free from lactose, gluten, peanuts, tree nuts, preservatives & anything artificial



FRESH PRODUCE MARKETING LTD.

LISA CORK & GIANNI RUSSO



When selecting strawberries at your local grocery store, common attributes of a tasty ripe berry are

- Fresh Green Caps
- Natural Sheen
- Plump Berries
- Bright Red Coloring

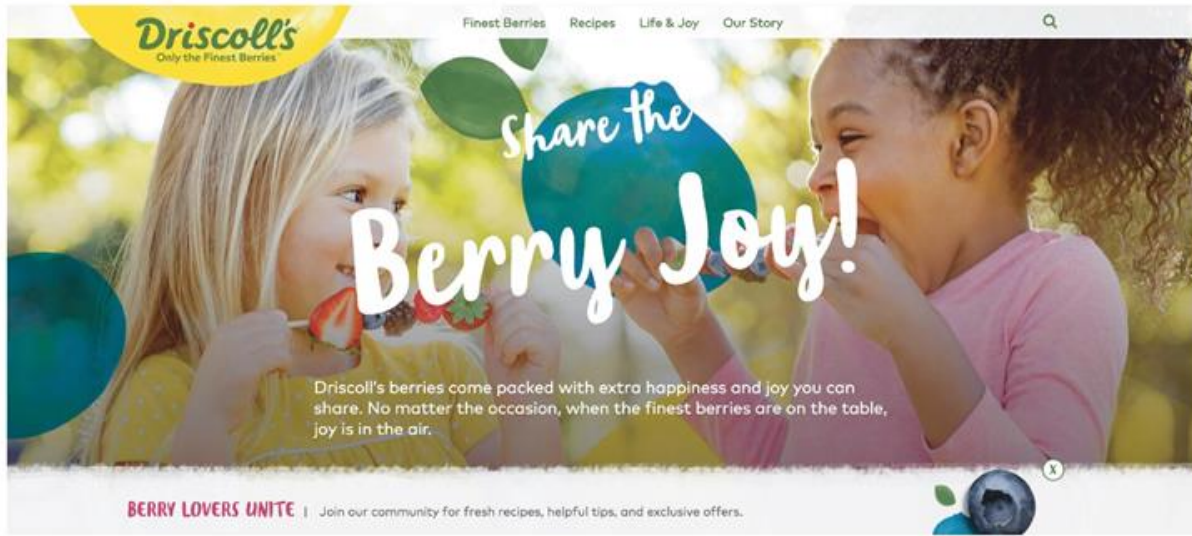
Consumer Tip

Strawberries DON'T ripen after harvest, so pass over berries that have white shoulders or if the entire berry is lighter in color. Also, skip strawberries that are wet or show signs of decay.

- White Shoulders
- Light Coloring

Storage & Serving Success







THANK YOU

Lisa Cork

+64 274 772 842

lisa@freshproducemarketing.com

Gianni Russo

+64 21 974 446

gianni@giannirusso.nz

www.freshproducemarketing.com



FRESH PRODUCE
MARKETING LTD.