



**TASTE ME
DO GOOD™**

TASTE ME DO GOOD

Shoppers have more information than ever and they want to know more about where their fresh foods come from and how they are produced.

interrupcion works directly with producers in Latin America to provide the highest quality fresh fruits and vegetables through socially and environmentally sustainable supply chains. All of our Taste Me Do Good products are grown with the highest levels of food-safety, with elevated social and environmental processes certified by trusted 3rd parties.



SEE WHAT
WE'RE UP TO
ON FACEBOOK

/TASTEMEDOGOOD

Interrupcion® Fair Trade :: Brooklyn, NY
(718) 417-4076 | info@interrupcion.net

WWW.INTERRUPCION.NET



**TASTE ME
DO GOOD™**

INVITE YOUR SHOPPERS TO TASTE ME DO GOOD*:

TASTE ME*: Enjoy the flavors of fresh, nutritious produce grown the way mother nature intended.

Hand-selected fruits and vegetables come to you directly from family farms and cooperatives throughout Latin & Central America.

DO GOOD*: Make a difference in the lives of families, communities, and our environment.

- Guarantee fair wages and safe, dignified working conditions for farm workers.
- Minimize or eliminate the use of harmful chemicals
- Safeguard land and water resources for future harvests and future generations.
- Create positive community impacts: every Taste
- Me Do Good* product sold generates a small social premium that goes directly back to communities to invest in much needed health, education, and other urgent community projects.

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INVITE YOUR SHOPPERS TO TASTE ME DO GOOD:

Let us add value to your produce section and drive sales. Provide shoppers more information that connects them to the people and positive stories behind their fresh products.



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When you buy a Taste Me Good* product:

- You're choosing a flavorful, healthy and nutritious option.
- You're participating positively with farmers, workers, and communities.
- You're supporting sustainable agriculture.
- You're growing a healthy and nutritious food system.

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PROMOTIONS & MARKETING: TASTE ME DO GOOD*

Taste Me Do Good* drives sales and builds excitement. Our primary marketing focus is on education, inviting shoppers to celebrate quality produce that makes a positive difference for people, the planet, and the community.

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WE INVEST WITH OUR RETAIL PARTNERS TO TELL THE STORY THROUGH DIVERSE CHANNELS.

In-store signage

interrupcion* provides store signage and can customize displays/signs to complement existing initiatives and highlight certain parts of the Taste Me Do Good story.

Product Packaging

Taste Me Do Good* product packages work to tell the story. Every item comes with information designed to get the attention of shoppers and educate them during and after the time of purchase.

Print Ad Content

Print Ad Content – interrupcion* provides producer stories, community project information, social & environmental facts and impact stories creating a special opportunities for weekly print Ads.

Internet / Viral

The world is now mobile and shoppers are connected: interrupcion* can support efforts on Facebook, Twitter and other forms of interactive content for shoppers to participate.

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