

batten ISLAND gourmet condiments

CAMPAGNS

With thousands of cases product and no sales the only thing Hot about Batten Island were the creditors until we were hired.

We took what seemed to be a failure and turned it into the hottest selling Caribbean condiment launch some had ever seen.

We produced TV spots, radio spots, newspaper ads, coupons, recipe books, press campaigns, dealer recruitment and broker recruitment, all point of purchase materials. And oh, by the way, a walk-around alligator chef with a bad attitude.

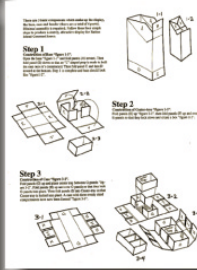
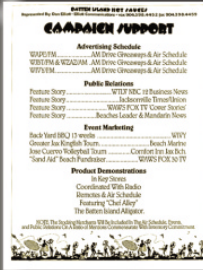
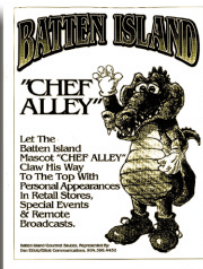
We had to reduce manufacturing

costs, but increase prices and sales.

How does the story end? It hasn't. Batten Island went from 10 cases per month to more than 1,200 cases per month and growing.

Incidentally, it only took 4 months.

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