

SARATOGA PEANUT BUTTER



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AGENDA

Discovery

Industry Analysis, Company Insights,
Broad Cultural Context

Strategy & Creative

Challenge, Target Audience, Competitive
Analysis,
Positioning, Creative Concepts

Conclusion

Recap

DISCOVERY

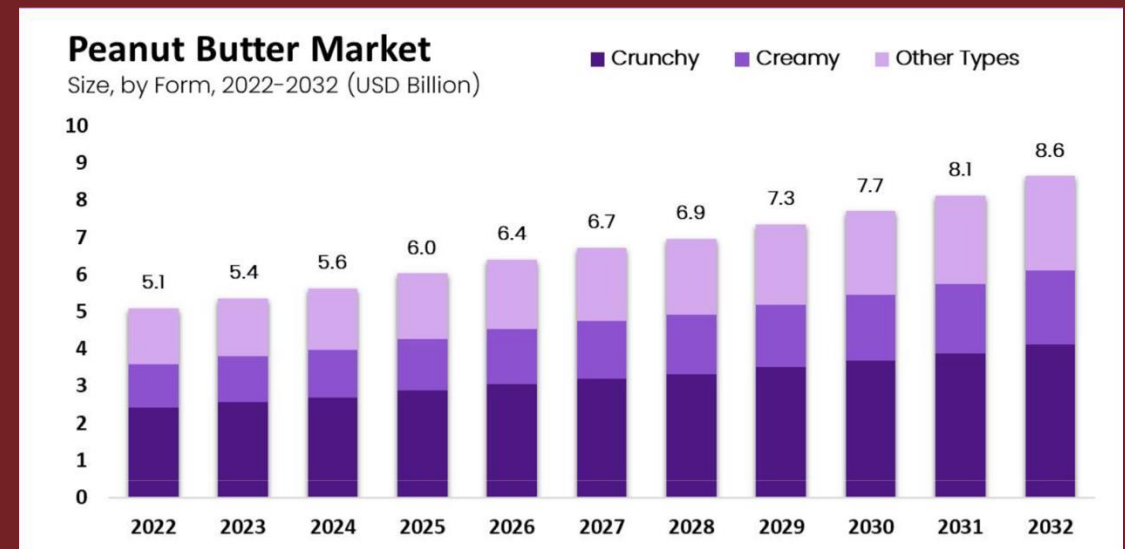


INDUSTRY ANALYSIS

90M JARS SOLD ANNUALLY

\$7B INDUSTRY

5.6% CAGR



COMPANY INSIGHTS

Saratoga Peanut Butter solves three challenges for consumers:

- **Unhealthy** nut butter options
- **Boring** nut butter options
- A need for easy, plant-based **protein**



"We started at nuts and then went crazy!"

BROAD CULTURAL CONTEXT

CONSUMER PRIORITY

- Taste

CONSUMPTION TRENDS

- Sandwiches
- Ingredient in smoothies or meals

BROAD CULTURAL CONTEXT

ASSOCIATIONS

- Being flexible for any lifestyle and making people feel good

INFLUENCES ON CONSUMERS

- Increase in Plant-Based Diets
- Industry Innovation
- Social Media

STRATEGY



THE CHALLENGE

The nut butter industry is very saturated– Saratoga Peanut Butter needs **clear differentiators** and a **strong brand message** in order to stand out.



TARGET AUDIENCE

OVERALL NUT BUTTER INDUSTRY

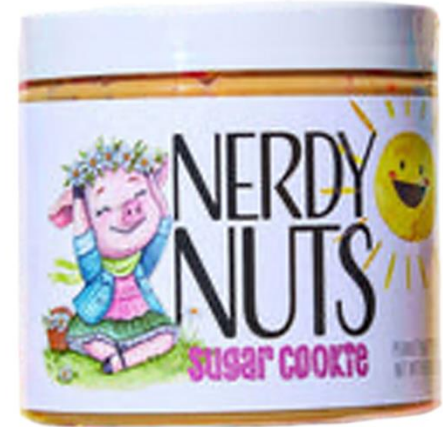
- Consumed by a wide range of demographics
- Industry is primarily driven by **Millennials and Gen Z**
- **Mothers** hold major buyer power, influencing 85% of all household purchases

TARGET AUDIENCE

SARATOGA PEANUT BUTTER

- 30-60's
- Northeastern US
- Middle to upper-middle class
- Values health, sustainability, adventure

COMPETITIVE ANALYSIS



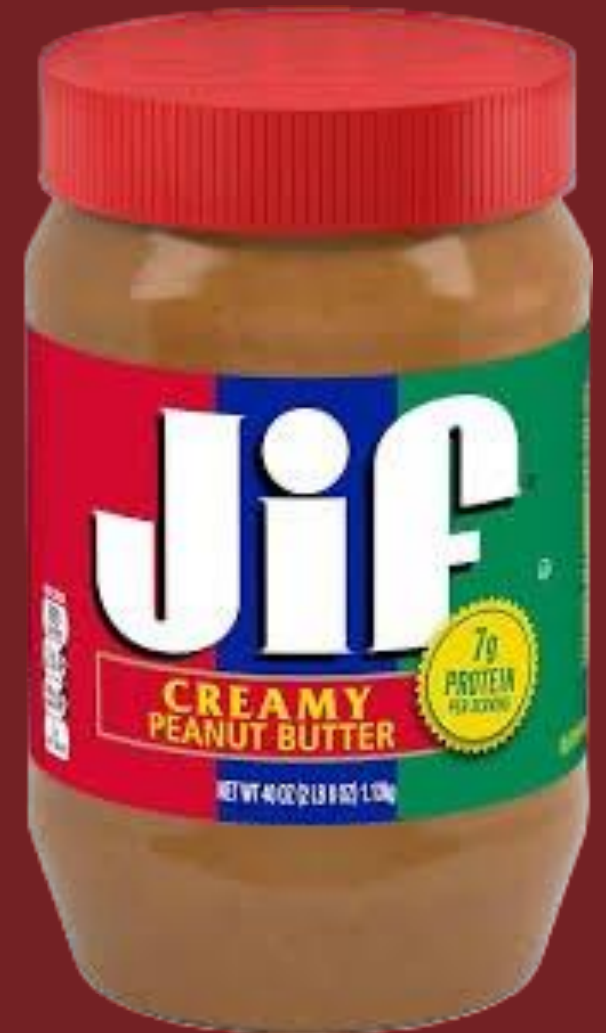
JIF

Appeal: Reliable, Inexpensive, Approachable

Key Market: Parents, adults 65+

Points of Competition: Well-known and trusted

Differentiation from Saratoga Peanut Butter:
Artificial, boring, corporate



NERDY NUTS

Appeal: Fun, Artsy, Whimsical

Key Market: Children, adults seeking healthier dessert alternatives

Points of Competition: Small-batch, product variety, price point

Differentiation from Saratoga Peanut Butter: Not organic, prioritizes fun



JUSTIN'S

Appeal: Clean, Relatable, Sustainable

Key Market: Millennials and Gen Z, active people and adventurers

Points of Competition: Health, variety, mainstream with a boutique feel

Differentiation from Saratoga

Peanut Butter: Not organic, tied to another demographic



COMPETITOR RECAP



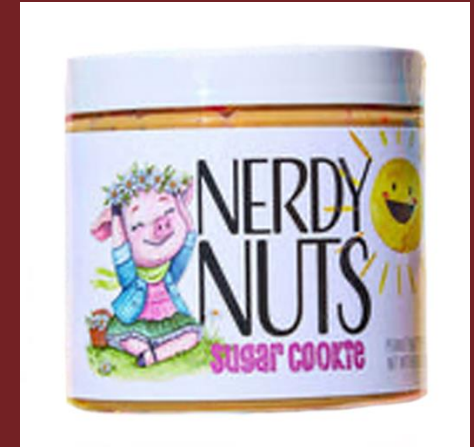
The Everyman

- Basic
- Trusted
- Accessible



The Explorer

- Healthy
- Relatable
- Adventurous



The Jester

- Family-Friendly
- Unique Flavors
- Cute and Quirky

POSITIONING 1

Health • Simplicity • Quality



KEY MESSAGE

You don't have to choose between health and temptation anymore—
Saratoga Peanut Butter is nutritious and delicious!

RATIONALE

DIFFERENTIATION: **FEATURE-BASED**

- **Healthier** than conventional nut butters.
- Taste and texture are not sacrificed in pursuit of health.

INFLUENCE

- Consumers will **no longer feel the need to choose** between a healthy and satisfying product

ARCHETYPE: **INNOCENT**

Simplicity • Purity • Honesty • Trustworthiness

TAGLINE



"Indulge in Health."

Indulge in Health.



**No Palm Oil.
No Added Sugar.
All Flavor.**



Find Your Flavor at www.yopeanut.com

Indulge in Health.



POSITIONING 2

Family • Fun • Care



KEY MESSAGE

Created to brighten up her son's lunchbox, this founder has crafted something for every member of the family to enjoy.

RATIONALE

DIFFERENTIATION: EMOTION-BASED

- Relatability and personal connection
- Clear brand objective

INFLUENCE

- The key market will **identify with our story** and **develop an emotional attachment** to the brand, leading to stronger brand loyalty.

ARCHETYPES: INNOCENT & CAREGIVER

Goodness • Optimism • Trustworthiness • Nurturing

TAGLINE



"Made With Love, Loved by All!"

Made With Love, Loved by All!



**Find Your Flavor at
www.yopeanut.com**

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AS AN ASIDE

On - The - Go Chocolate Protein Smoothie



Ingredients

- 1/2 cup Chillin' Chocolate PB
- 1 cup almond milk
- 1 tablespoon chia seeds
- 1 banana
- 1/2 cup rolled oats

Instructions

- Set out all your ingredients

As a working parent, my mornings can be too busy to spend time making a big breakfast. This smoothie is easy, delicious and nutrient-dense, so I can start my day off right. Thanks, Saratoga Peanut Butter!



About Us

Saratoga Springs, 2005

With a small kitchen and a big idea, our founder, Jessica Arceri, set to work.

A Family Recipe

Jessica spent years perfecting specialty nut butters to give as gifts to family and friends. Her nutty creations loved by all, it was time to let everyone get a taste.

Small Batch Success!

Beginning to ramp up production, we were so excited to start bringing our nut butters to farmers markets.



Our Founder, Jessica Arceri



Grandma Janie's Banana Peanut Butter Cookies



Ingredients

- 1 cup Monkey Boy PB
- 1 cup sugar
- 1 teaspoon vanilla extract
- 1 large egg
- 1 teaspoon coarse sea salt

Instructions

- Preheat the oven to 350° F

When I was a little girl, I would spend weekends with my grandmother. We would play games, see plays, and bake. These cookies were always a favorite to make together. Thanks, Saratoga Peanut Butter!



CONCLUSION



RECAP

The Challenge: Identify clear differentiators and a strong brand message for Saratoga Peanut Butter.

The Competition: In a highly saturated industry, Saratoga Peanut Butter is uniquely healthy, with a moving story behind its genesis.

"Indulge in Health": Rather than choose between health and a tasty treat, choose Saratoga Peanut Butter for the best of both worlds.

"Made With Love, Loved by All": Discover your family's new favorite treat with this mom-owned brand.

THANK YOU!



ANY QUESTIONS?



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