A Boutique Agency Serving the Marketing, Branding, PR, Social Media and Business Development needs of companies and organizations involved in the $500-billion market for natural, organic, socially responsible and eco-friendly products and services.

Info@CompassNatural.com

Connecting Media and Markets in Natural & Organic Products
Navigating the Natural Products Market

Compass Natural founder Steven Hoffman brings 35 years immersed in PR, communications, editorial, trade show production, sales, marketing, business development, policy and public affairs dedicated to advancing the market for natural, organic, nutritional, eco-friendly and healthy lifestyles products.

From serving on Colorado Governor Jared Polis’ inaugural transition team and leading internationally renowned nonprofit organizations in regenerative and organic food and agriculture to building nationally recognized natural and organic brands, Steve and the Compass Natural team bring a deep knowledge of trade and consumer channels, along with key players, influencers and other leaders in the healthy lifestyles market.
BRANDING & PACKAGE DESIGN

Working closely with the client and our copy, creative design and photography team, Compass Natural creates state-of-the-art brand identity, packaging, website & sales material.
MARKETING & SALES COLLATERAL

Marketing materials, sell sheets, and sales collateral developed to reflect the new look of the brand and to highlight key product features.
INTEGRATED CAMPAIGNS

Sales, marketing and PR, industry relations, trade show planning, packaging copy & edits, web & blog development, social media for Starbars, a woman-owned, functional food line of raw, organic snack bars.
INTEGRATED CAMPAIGNS

Figo! Means cool in Italian.

Email marketing & public relations for organic gelato maker Figo! in advance of new product launch and trade show season.

Introducing Figo! Organic Gelato made in the traditional slow batch-churn style
Currently available in grocery stores in the Rocky Mountain region. For retailer and national distribution inquiries, please contact Glennise Humphrey at glennise@bouldercake.com or 303.494.0366.

For Immediate Release
Contact:
Stephen Remer, Compass Natural Marketing, tel 503-339.0742, stremer@compassnatural.com
Glennise Humphrey, Boulder Homemae Inc., tel 303.494.5606, glennise@bouldercake.com

Figo! Organic Gelato, made in the Italian artisanal slow batch-crafted tradition, will debut at Natural Products Expo West in March 2013 with immediate distribution in leading natural foods stores and supermarkets in the Rocky Mountain region, and is positioned to become the leading national organic gelato brand.

Boulder, CO (February 20, 2013) – Figo! Organic Gelato, a super premium, USDA Certified Organic, non-GMO gelato line made by Boulder Homemae Inc., will soon be available in leading natural foods stores and supermarkets in the Rocky Mountain region, and the company is positioning the new organic gelato brand for national distribution in Spring 2013.

As part of a strategic national launch, Figo! Organic Gelato will debut its sophisticated, seven-flavor, slow batch-crafted organic gelato line to buyers and media at Natural Products Expo West, the world’s largest natural, organic and healthy products industry trade show, held March 7-11, 2013, in Anaheim, California.

Made in the authentic, traditional style using recipes created under the guidance of a master Italian gelato maker, Figo!, which means ‘cool’ in Italian, is slow-batch churned by Italian crafted machinery. The ten-gallon Italian-made machines use a proprietary slow-churn process to create an ideal mixture of low air and butter fat, which lends to the gelato’s smooth, creamy and rich texture while creating under one-tenth of a percent of product waste, and a lower fat, premium product.

Figo! Organic Gelato is USDA Certified Organic, non-GMO, gluten free and egg free.
Email marketing helps brands communicate.

Consumers
Stakeholders
Trade
Community

Event marketing on behalf of **Evol Foods**, a leading, nationally distributed natural foods brand and division of Boulder Brands.
Best-selling author of *The Unhealthy Truth*, public speaker, and founder of Allergy Kids, **Robyn O’Brien**, a former Wall Street Analyst turned healthy food advocate, has been dubbed the “Erin Brockovich” of food.

Compass Natural helped Robyn develop, design, write and distribute her email newsletter, which ties in with Robyn’s website, blog and social media, and public speaking dates.
NEWSLETTERS

FINCA LUNA NUEVA
SUSTAINABLE RAINFOREST ECOLodge

MAKE MEMORIES AT ONE OF COSTA RICA'S BEST ECO-LODGES
Finca Luna Nueva is a recreational paradise and a living classroom. We offer a delicious "farm to table" experience of regenerative agroforestry, together with miles of biking trails through pristine rainforests, organic farmland, and herbal gardens.

Watch the Video to Learn More About Finca Luna Nueva

BE IMMERSED IN A WORLD AWAY

Reserve Now | Discover More | Contact Us

Compass Natural
Communications by
E-BLASTS

Consumer, trade and seasonal promotions, coupons and contests tied in with social media campaigns.
Compass Natural was engaged to conduct advance publicity and to represent leading socially conscious beverage company RUNA and actor Channing Tatum to media and major retail buyers onsite at Natural Products Expo West, the world’s largest natural and organic products trade show.
PRESS RELEASES

HUNGRY FOR MORE: Hudson River Foods Rounding Out Product Offerings with Acquisition of Dancing Deer Bakery and Hodgson Mill

Boston-based Koster Gourmet Gift Basket Company and Minnie-based Whole-Grain Products Manufacturer Move to 100,000-Square-Foot Manufacturing Plant in the Hudson River Valley

Castleton, NY (May 21, 2019) – Hudson River Foods, a family of organic, non-GMO, kosher, vegan and allergy-free food and beverages, has acquired Boston-based premium gift basket brand Dancing Deer Baking Co. and Millersville, MD-based Hodgson Mill, which produces flour, cereals, baking ingredients and baking mixes. Both companies’ operations have moved to Hudson River Foods’ headquarters in the Hudson River Valley, just south of Albany, NY.

“The strategic acquisitions, Hudson River Foods continues to reinforce its leadership position in every aspect of the non-gmo, kosher and organic food and beverage market,” said Donna Fisher, chief operating officer of Hudson River Foods. “As we come a long way since we first started selling green olive oil in 2005 and made our first acquisition in 2009, we’re absolutely thrilled to bring these cutting-edge brands into the fold.”

Dancing Deer offers gourmet apple and brownie gift baskets and handmade-style bakery items. Founded in 1994 in a former pizza parlor in West Roxbury, MA, Dancing Deer made a name for itself selling baked-from-scratch gift baskets through grocery, direct-to-consumer, reseller and corporate channels. The company, which was started by a baker, is a business strategist and an artist who has since moved on, offers dedicated allergen-free options in their lines.

For Immediate Release
Contact: Michael Lyon, Dancing Deer, michael@dancingdeer.com, 617-783-1074
Steven Hoffman, Compass Natural, steven@compassnatural.com, 512-587-1048

Grand New Daisy – Non-Dairy Products Under Daisy Foods Acquire Healthy Lifestyles, Consumer Products Industry Veteran Terry Tenney as CEO

Natural, organic and consumer packaged goods industry veteran Terry Tenney assume CEO helm from Daisy Gardiner Gregoire. Deer, executive leadership and is proud company in

Vancouver, British Columbia (June 25, 2019) – Daisy Foods, creator of best-selling dairy-free, soy-free and gluten-free dairy alternatives products, is pleased to announce the appointment of Terry Tenney as its CEO. Experienced revenue growth in the non-dairy, cheese alternative products market, the addition of Mr. Tenney to the board brings the company to the next level of strategic growth, said company Co-Founder Gregoire. Daisy Foods’

The recent growth of Daisy Foods’ – founded in Vancouver in 2008 and based on an innovative, all natural, non-dairy alternative renowned for its remarkable cheese-like taste, consistency and troth properties – was facilitated in this time frame by a seasoned executive with a track record of strong revenue growth. Mr. Tenney has served as a director of Daisy since 2015 and has been instrumental in strategic growth in the company’s success to date.

Mr. Tenney’s career in the natural, organic and conventional grocery industry spans 30 years, serving in various roles as the President and CEO of McNevan, a leading national convenience chain; President and CEO of Mocha Coffee, one of this nation’s premier specialty and organic coffee brands; Chief Marketing Officer of Frontier Natural Foods. He has served on numerous natural products companies over the last 20 years. Mr. Tenney began his career in marketing and brand management at Kraft Foods.

FOR IMMEDIATE RELEASE
Sold Out! 2019 NoCo Hemp Expo Expected to Draw Capacity Crowd of Hemp Industry Professionals to Denver

Featuring a special address from Colorado Governor Jared Polis, an Investor Forum, Business Conference, Farm Symposium, Exhibit Hall and an impressive Lineup of Workshops and Education, the 6th Annual NoCo Hemp Expo is bringing a capacity crowd from throughout the U.S. and over 20 countries to Denver for its sold-out show.

DENVER, Colorado (March 29, 2019) – Hemp growers, producers, manufacturers, retailers, investors and others will be descending this week in Denver to convene at the Crowne Plaza Denver Convention Center on March 29-30 for the 6th Annual NoCo Hemp Expo. And while tickets are still available for certain events, NoCo is nearly sold out.

What began in 2014 as a modest meeting of intracoastal hemp entrepreneurs has grown into the world’s largest gathering of hemp industry professionals under one roof. Approximately 16,000 visitors are expected from throughout the U.S. as well as over 20 countries.

“We are very excited to welcome visitors from all over the world to this year’s NoCo Hemp Expo,” said Elizabeth (Eli) Knight, co-founder of Colorado Hemp Realty. “Our small team has created, along with the help of all our supporting exhibitors, sponsors, speakers and other partners, a truly unique event that has never been done before. Together, from the ground up, we have created a world-class convention and conference that celebrates all things hemp – from biodiversity and CBD to bioplastics and building materials – and that showcases Colorado as a center of the hemp marketplace.”
Social Media – How Do You Like Me Now?

Through managing Facebook advertising, posts, coupons, and other social media, along with web and blog strategies, Compass Natural helped increase Jolly Llama’s fan base from 750 Likes to more than 12,000 Likes in a six-month period, and the number of Likes continues to grow for the brand.
Blogging builds SEO and website and social media visitation, brand awareness and product sales, and can be used as original content in e-newsletters and more.

Natural, organic and specialty foods pioneer Edward & Sons engaged Compass Natural to conduct public relations and create, write and edit an ongoing blog, Honest Food News, covering news, trends, nutrition information, the latest research, recipes and more from the world of natural, organic, vegan and gluten free food.
INFO MARKETING

Compass Natural worked with healthy lifestyle consumer brand **I AM Enlightened Creations** on PR, email marketing and e-newsletters targeted to consumers and trade, including recruiting and working with guest authors. The articles linked back to I AM’s e-commerce site and blog.
When Compass Natural distributes a press release, e-newsletter or other email communications on behalf of a client, we employ the following proprietary email subscriber lists, comprising more than 15,000 industry and media contacts involved in natural and organic foods and healthy lifestyles.

**CONSUMER MEDIA**  |  Compass Natural reaches nearly 2,200 Healthy Lifestyles Consumer Media contacts, including editors, journalists, bloggers, podcasters, social media influencers, and related consumer media. In addition, we have researched and included nearly 1,400 mainstream media contacts in major U.S. markets who report on natural, organic, hemp-centric and eco-friendly products.

**TRADE MEDIA**  |  Compass Natural reaches more than 1,200 Business and Trade editors, journalists, bloggers, podcasters and others reporting on the natural, organic and sustainable products industry.

**NATURAL, ORGANIC & LOHAS INDUSTRY**  |  In addition to our media contacts, Compass Natural’s proprietary B2B subscriber list comprises more than 10,500 industry contacts in the natural, organic, hemp/CBD and sustainable products market, including leading chain and independent retailers, distributors, brokers, manufacturers, service companies, and other decision makers in the Lifestyles of Health and Sustainability (LOHAS) market.

**HEALTHY LIFESTYLES CONSUMERS**  |  In addition, Compass Natural has more than 1,300 active consumer subscribers—who we refer to as on the ground influencers who speak of brands via word of mouth and through social media.
WEBSITES

We develop easy-to-navigate websites that accelerate your Brand Image.
Compass Natural produced and promoted a day-long symposium on behalf of Whole Foods Market Rocky Mountain Region for more than 200 local vendors. The event featured workshops, “speed dates” with Whole Foods grocery buyers, and vendor exhibits.
EVENT MARKETING

**THE SOUTHERN HEMP EXPO**
**SEPT 6-7, 2019**
**FRANKLIN, TN USA**

It's "Hempening" in the South!

Join us for the Second Annual Southern Hemp Expo September 6-7, 2019, Franklin, TN

Southern Hemp Expo. Set for Sept. 6-7, 2019, at the Williamson County Ag Expo Park in Franklin, TN, to offer full-scale exhibit hall, networking opportunities, presentations and workshops by pioneers, innovators and advocates in the rapidly growing hemp industry.

Colorado Hemp Company, producer of *NicGo Hemp Expo*, the world’s largest industrial hemp exposition held each spring in Colorado, is excited to bring the momentum South with the second annual Southern Hemp Expo (SHE), set for this September in Franklin, TN.

Exhibit Space and Sponsorship Opportunities Now Available

Exhibit space and sponsorship opportunities for the Southern Hemp Expo are filling up quickly. Apply online at www.southernhemexpo.com.

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**ARIS MUSIC FESTIVAL**
**AUGUST 14-18**
**LOVELAND, CO**

**STAND UP AND BE COUNTED!**

Arise Music Festival invites your eco-friendly, natural, organic & sustainable brand to exhibit and sponsor at an enlightening three-day camping festival featuring:

- **MUSIC**
- **YOGA**
- **FILM**
- **ECO-PRESENTATIONS**
- **HEMP VILLAGE**
- **ART**
- **KIDS VILLAGE**

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**THE HEALTHY & NATURAL SHOW**
**MAY 5-7 2016, NAVY PIER, CHICAGO**

Attend the Midwest’s largest natural, organic and healthy lifestyle products tradeshow for three days of innovation, inspiration and education.

**THE HEALTHY & NATURAL SHOW**
Where Emerging Brands and Hungry Retailers Meet

- **Thursday, May 5:** Education: 10:00am - 5:00pm
- **Friday, May 6:** Tradeshow: 10:00am - 6:00pm
- **Saturday, May 7:** Tradeshow: 10:00am - 5:00pm

**Navy Pier**
600 E. Grand Avenue
Chicago, IL 60611

All channels of retail are invited to attend from the local, independent stores to large retail chains. With Healthy & Natural products among the fastest growing categories across the entire marketplace, the Healthy & Natural Show creates an opportunity for retailers to better understand this high growth potential.

The show provides a needed venue where retailers have direct and intimate contact with manufacturers’ products and expertise. The goal is to empower the retail community by giving them access to an exhibitor base filled with leaders and disruptors while also enabling retailers to meet one-on-one with exhibitors.

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**Compass Natural**

Communicators by:

Register Now
Boulder Green Streets | Event marketing and production.

Compass Natural for three years produced and promoted the Organic Alley Pavilion at Boulder Green Streets, attracting local, regional and national exhibitors and 20,000 core healthy lifestyle consumers.
Compass Natural was engaged by eco-fashion brand Under the Canopy in a campaign to promote its new Spring organic bed & bath collection, and also by MetaWear, maker of U.S. made organic T-shirts.
This press release, developed and circulated by Compass Natural on behalf of Metabrand Capital, announced a $5.75 million investment in “healthy energy” organic beverage company RUNA. The press release generated nationwide news coverage for RUNA and MetaBrand Capital, a recently formed private equity “conscious capital” investment firm.
NEW MARKETS: HEMP & CBD

From helping launch market research, publications, trade shows and conferences in hemp to promoting CBD and hemp food brands, Compass Natural has worked with a number of entrepreneurs to help them succeed in the rapidly growing hemp food, industrial hemp, and CBD products market. In addition, Compass Natural founder Steven Hoffman serves on CHAMP, the state of Colorado’s public-private management initiative for hemp.
ECO-TOURISM

Compass Natural is the marketing & public relations agent for Finca Luna Nueva, a 300-acre eco-resort, biodynamic farm and nature preserve in the heart of the Costa Rica rainforest.

Announcing Costa Rica’s Most Sustainable Gastronomic Retreat...Chocolate Included!

Finca La Nueva Lodge, voted one of Costa Rica’s 10 best eco-lodges, invites conscious escapers and nature lovers to celebrate the rich biodiversity of the Costa Rican rainforest, chocolate, enchanting local foods, eco-tours, and biodynamic agriculture during an exclusive retreat taking place Sept. 24-26, 2016.

San José, Costa Rica (May 16, 2016) — Join Finca La Nueva Lodge in the heart of the Costa Rican rainforest for an exclusive six-day retreat celebrating the robust biodiversity and sustainable footprints of the “Rich Coast.”

Make chocolate using the same ingredients and methods as the ancient Mayans, enjoy organic meals and cooking demonstrations by farm to table chef Donna Magripils, visit a sacred seed sanctuary and medicinal herb garden described as one of the finest in the world, and more...

“This unique, organic gourmet retreat is a celebration of the flavors of the rainforest at their finest,” said Tom Neumann, co-owner at Finca La Nueva. “We’re thrilled to have Donna share her mastery of culinary experience at our biodynamic eco-lodge. The rich offerings available here provide some of the best food in the world. We can’t wait to share our Bogga with people who will appreciate what’s being created here.”

Upcoming events in San José on August 28th, will include an exploration of the city and a visit to the local galleries. The city is also renowned for its cultural events, such as the annual cultural festival, Festival de las Luces, which celebrates the city’s history and culture. Additionally, San José is known for its shopping and dining options, offering a wide range of international and authentic Costa Rican cuisine.
Compass Natural specializes in serving businesses and brands committed to natural health, local economies, fair trade, regenerative organic agriculture, social issues and the environment. Working with Natural Habitats, we helped develop Palm Done Right Month, a cause-marketing campaign to educate industry and consumers about the benefits of organic palm oil.
TRADE SHOWS

Trade show and event planning and promotion in advance of key trade shows, consumer fairs, and other events. Helping clients in advance and onsite to schedule VIP meetings, interviews, seminars, press conferences and related events.
MARKET RESEARCH

We specialize in monitoring consumer, product and industry trends, and can compile your market research needs for business plans, presentations, white papers and reports.

Additionally, we help other leading market research firms, such as Pure Branding and SPINS, reach key decision makers in the $300-billion market for natural, nutritional, organic and healthy lifestyles products.
We are often invited to author feature articles in leading publications and blogs to educate and inform consumers, business leaders, media, and health advocates about issues, trends, products and authentic brands.
STORYTELLING:
We are often published in our own right. Here, Compass Natural principal Steven Hoffman penned a feature article on coffee in Whole Foods Market’s popular holiday magazine.
PARTIAL CLIENT LIST

- Daiya
- Boulder Brands
- Sonoma Flatbreads
- RE: Botanicals
- Wild Organics
- Vital Farms
- Global Greengrants Fund
- Gaia Herbs
- Copper Mountain
- CoHempCo
- Compass Natural
BUILDING COMMUNITY

Compass Natural is giving back by providing Pro Bono services to select social and environmental causes, such as supporting Winona LaDuke’s Hemp and the Anishinaabe Agricultural Institute which is working to restore foodways, rematriate seeds and make a new economy; one based on local food, energy and fiber. Winona’s Hemp Heritage Farm is currently fundraising to build a processing mill to produce organic hemp fiber. WinonasHemp.com
TEAM COMPASS NATURAL

STEVEN HOFFMAN
Director

SHOSHANA KRESSLER
Account Manager
Shoshana has devoted her career to innovative natural products and sustainability, and her belief that the story and people behind a product is as important as the product itself. She has spent 15 years working with brands & companies in the food, environmental, healthcare and import textiles sectors, from start-up stage to Fortune 500.

ALLEN HAEGER
Art Director
Al has been on the ground floor of the natural products industry through excellence in branding, package design, product support and advertising. His comprehensive marketing and branding knowledge has supported the substantial sales growth of a number of the most progressive natural, organic and sustainable technology companies.

EVAN TOMPROS
Account Manager
Evan attended the Leeds School of Business at CU, Boulder. With a passion for developing marketing strategies, primary research, and creating business & client relationships, Evan excels at creating press releases, conducting high touch PR communications, and managing subscribers and media contacts.

HEATHER COLLINS
Account Manager
Food has been a cornerstone of Heather Collins’ 20+ year career in communications and marketing. Fueled by heart-healthy, gluten-free and organic products, Collins helps tell the story of food brands and manages media/public relations, events, crisis communication, social media and community relations for clients in the natural products industry.