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*Armstrong Associates Creates Delicious Results with
New Ad Campaign and Website for SupHerb Farms*

Santa Rosa, CA – April 30, 2010 – Armstrong Associates’ promotional campaign and new website for SupHerb Farms is producing exactly the results the company was looking to achieve.

“SupHerb Farms has a solid reputation with food manufacturers but growing our business in the foodservice market has been much more challenging,” commented Laurel Place, director of marketing for SupHerb Farms. “Traditional product lists and technical data aren’t what chefs need. They want on-trend recipes and ideas to create exciting signature dishes. Our products are extremely versatile; they add fresh flavor and are ready to use, but it took Armstrong Associates’ creativity to jumpstart our marketing.”

Armstrong Associates recognized that restaurant and foodservice chefs needed their imagination sparked. According to Creative Director Tom Armstrong, “SupHerb’s secret is how their products unleash creativity. The range is amazing – dozens of culinary herbs, blends like sweet red pepper sage, even pastes like chimichurri – and everything is ready to use.”

The ad campaign titled *Ready Set Create* features a series of tempting, on-trend main courses, sides, desserts and beverage items. Art Director Anna Wong, an avid San Francisco restaurant patron, knew a key to getting a busy chef’s attention would be in the presentation. “It had to look like something they would be proud to serve their guests – artful, and of course very appetizing.” Wong directed the food photography that included eclectic items such as chocolate ginger cupcakes with lemon grass cream butter frosting.

The new dual entry portal website was designed and customized to address the unique information needs of SupHerb Farms food manufacturer and foodservice customers. Each customer base could access a wide range of product use and selection information; recipes and on-trend articles; technical, quality and safety

certificates; and general information on SupHerb Farms. Brokers and company representatives also have a secure section to access proprietary information.

The response to the website has been outstanding – traffic is up 38% and the time spent on the website is up 268%. Place added “The feedback we’ve been getting from our brokers is very positive. They love the colorful new look and easy navigation, and all the information they want is right there. I couldn’t be happier with the end product.”

SupHerb Farms, located in Turlock, California, sells fresh frozen herbs, specialty vegetables, pastes, purées and custom blends wholesale to food manufacturers and restaurants. Their website is www.supherbfarms.com.

Armstrong Associates, based in Santa Rosa, California, provides brand and marketing communications services. Their clients include Beam Global Spirits, Hilmar Ingredients, Voltage Valet Travel Products, Culinary Farms, Quattrocchi Kwok Architects, Pinnacle Homes, and ZORK USA. To learn more about Armstrong Associates visit www.armstrongcreates.com.



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