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*Armstrong Associates Creates SIMPLY SUPPER™
for Redwood Empire Food Bank*

Santa Rosa, CA—July 27, 2010—Armstrong Associates has completed brand development and product packaging for a line of ready-to-cook meals called *Simply Supper™* for the Redwood Empire Food Bank, Sonoma County’s largest hunger-relief organization.

The Redwood Empire Food Bank (REFB), established in 1987, sources and distributes food items to people in need through its own programs and through a network of affiliated food pantries and local charities. Recognizing that the constantly changing mix of foods available created meal planning issues for their recipients, REFB decided to create a series of main dishes that could serve as the primary item on the dinner plate. According to David Goodman, REFB executive director, “We wanted to be able to offer an easy-to-prepare, healthy and delicious main course dish that would bring the family together at mealtime.”

REFB plans to launch the *Simply Supper* line in late summer with three entrées: Baked Ziti, Curried Lentil and Rice Stew, and Black Bean Chili. *Simply Supper* entrées will initially be available through the REFB’s hunger relief initiatives serving children, seniors and families; the REFB’s WIC store; and through food pantries and smaller food banks that access groceries at the REFB.

For the REFB, creating *Simply Supper* presented a challenge: formulate recipes, source the ingredients, create the packaging and keep the cost below \$2.50 for four generous servings. Goodman added, “Those were our requirements and all three of these dishes meet the criteria with flying colors. It was a real team effort by local leaders in the food community to make it happen. Tom Armstrong and his group are big supporters and we’re thankful they were on board.”

Armstrong Associates was tasked with naming the product and developing the brand and the product packaging. They facilitated the brand naming process that resulted in *Simply Supper*. The brand identity is an illustration of a classic cast iron pot to reinforce the homemade, “in a single pot” *Simply Supper* recipes. The package designs utilize bold food-related colors and appetizing photography of the prepared dishes, with instructions and descriptions in English and Spanish.

Armstrong Associates provides marketing communications and design services to clients that include Beam Global Spirits & Wine, Hybrinetics/Voltage Valet, Exchange Bank, Hilmar Cheese and Hilmar Ingredients, Culinary Farms, SupHerb Farms, Redwood Empire Food Bank, Pinnacle Homes, Quattrocchi Kwok Architects, Moss Adams LLP and ZORK USA. To learn more about Armstrong Associates visit www.armstrongcreates.com.

To learn more about the Redwood Empire Food Bank visit www.refb.org.

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