



# THE ZIMMERMAN GROUP

## Fresh Produce Experience

For over 30 years, The Zimmerman Group has worked on a wide range of fresh produce projects for a number of clients:

- ▶ Initial agency for **GREEN GIANT FRESH**, which was launched from our office.
- ▶ Helped launch over 30 **GREEN GIANT FRESH** products as the agency of record.
- ▶ Created a wide range of new fresh products for **PEPSICO/NAKED**.
- ▶ New product work and multiple communication projects for **ROBINSON FRESH**.
- ▶ Created Tomorrow's Organics, Mott's, Welch's, and Tropicana websites for **ROBINSON FRESH**, along with consumer recipe campaigns for each.
- ▶ Trade show design and support, including creating a new 30x40 foot trade show display for **GREEN GIANT FRESH** for the 2022 Fresh Produce Show in 2022.

# SOME OF OUR CLIENTS

The Zimmerman Group (started in 1984) is a full-service digital and traditional marketing agency dedicated to helping our clients strategically build their businesses.

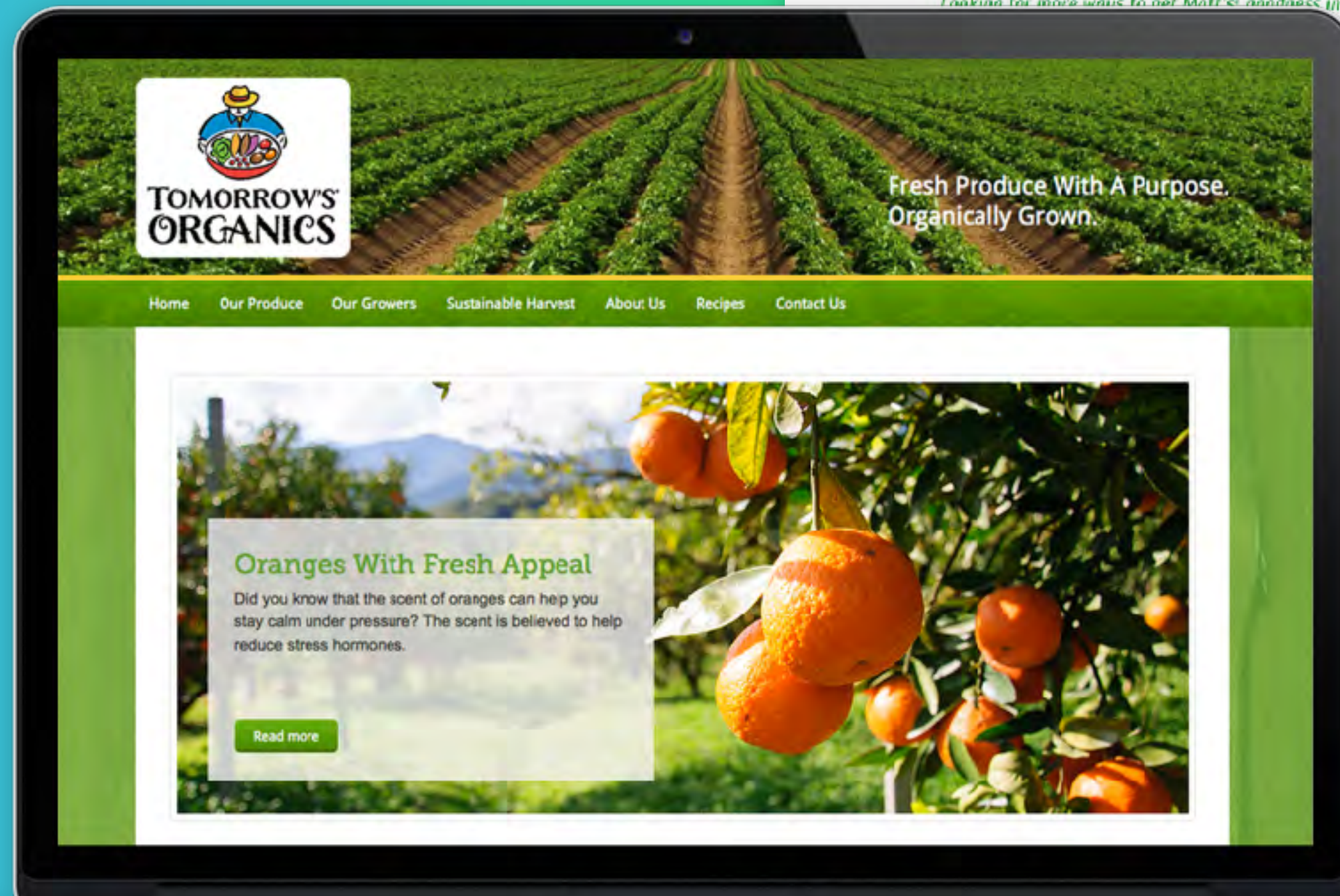
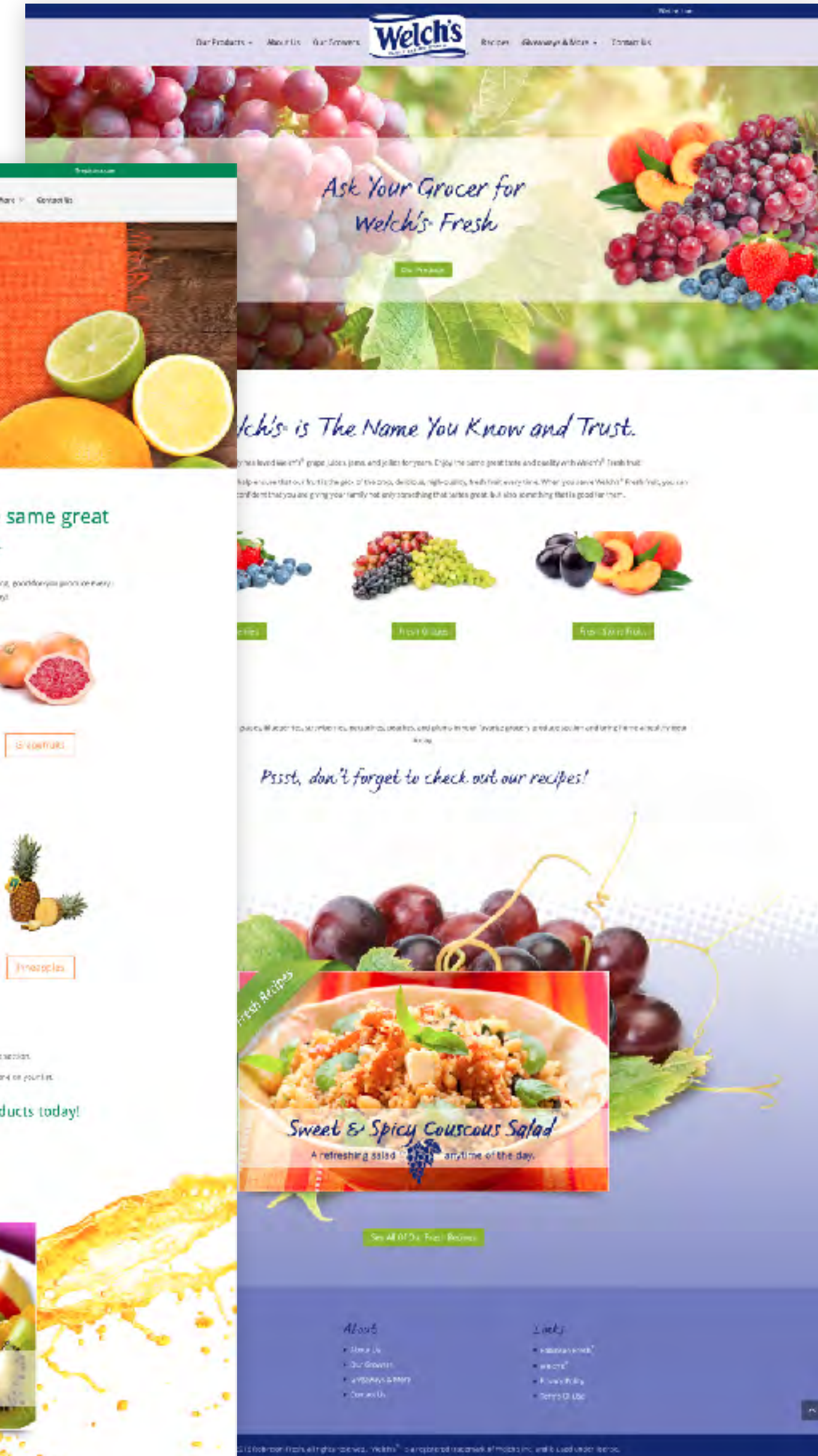
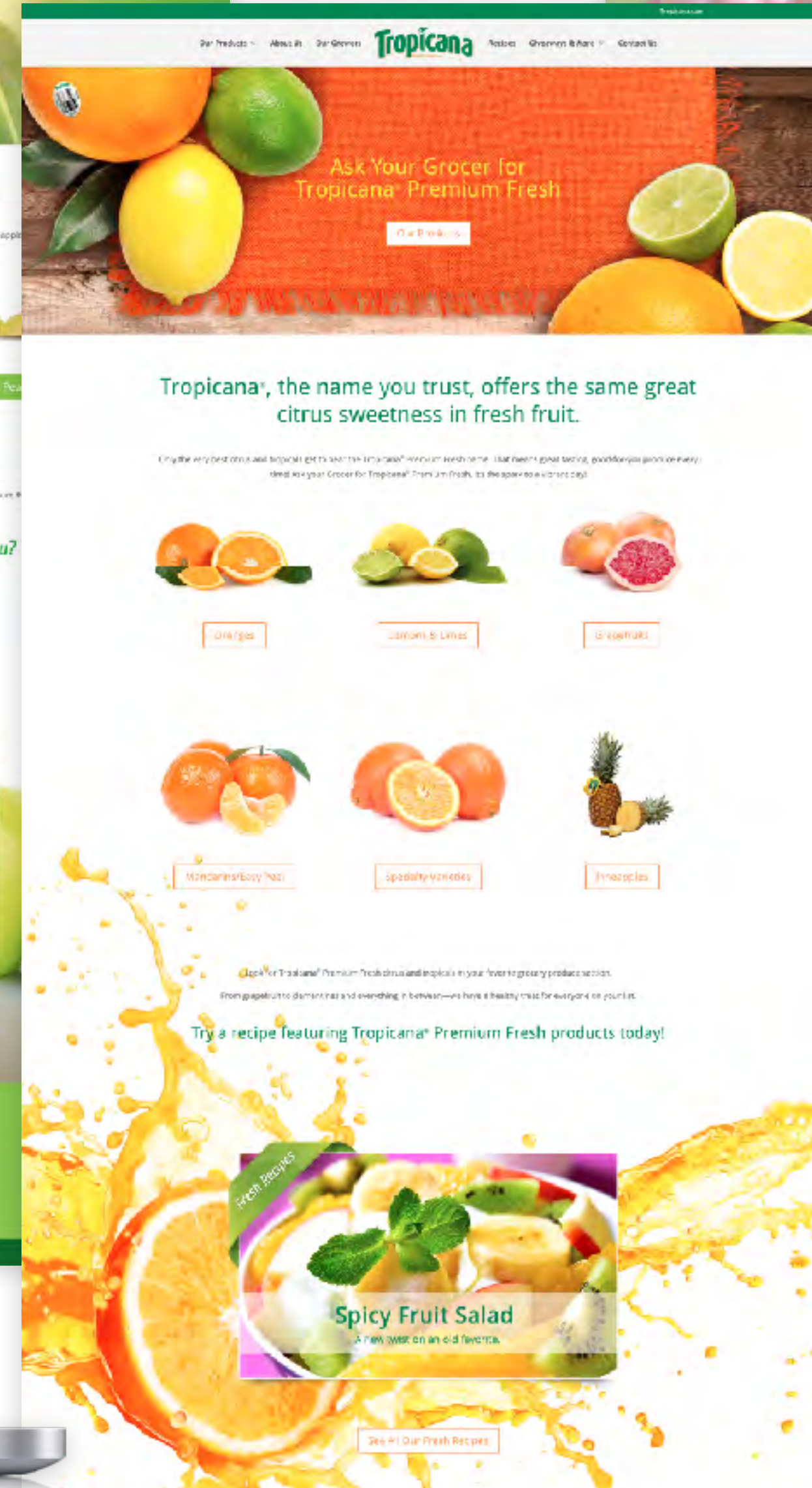
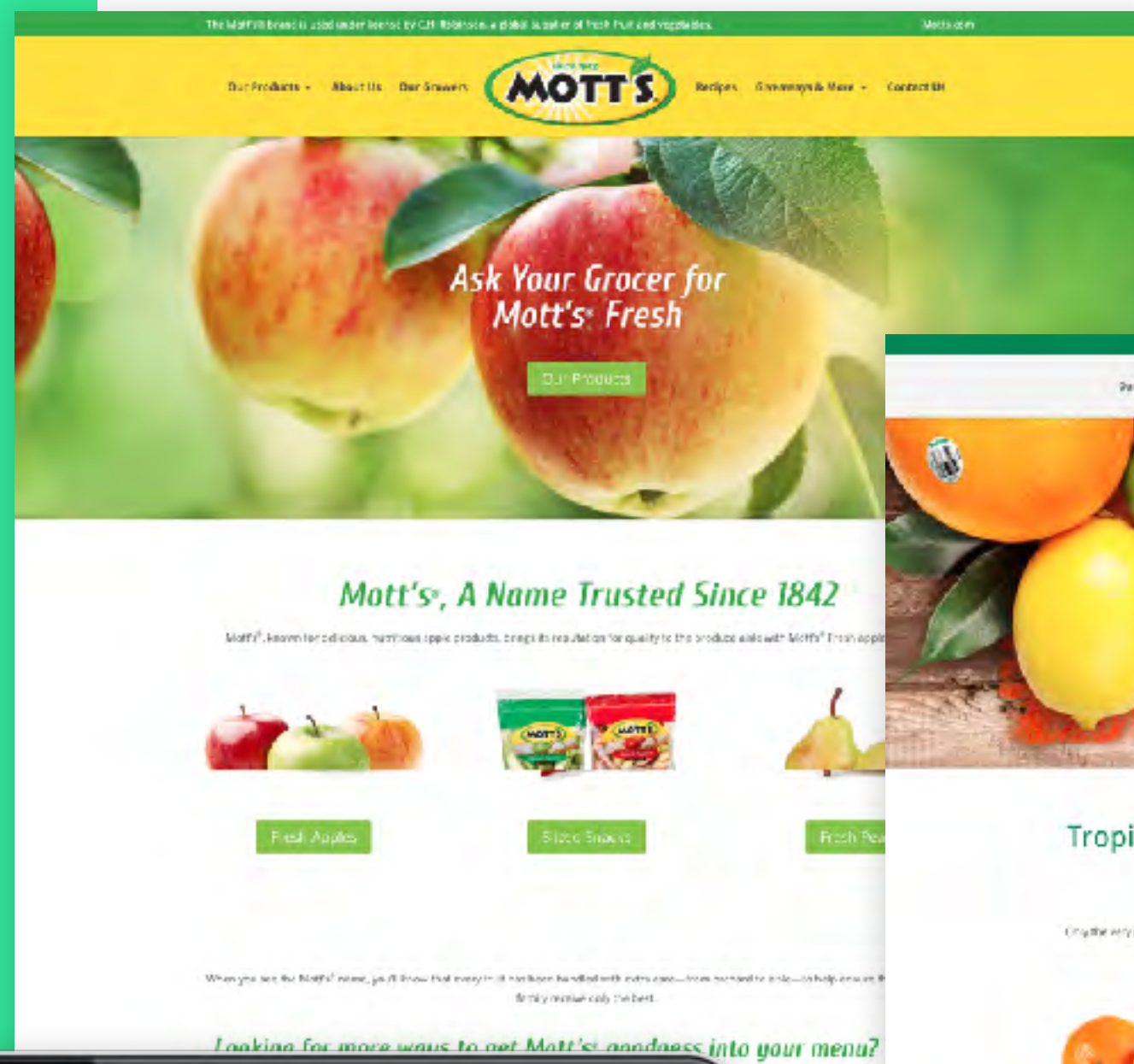
TZG serves clients in a wide range of businesses and industries.

We work to form long-term marketing partnerships with clients – our average client relationships exceed eight years.



# WEBSITES

All four of the websites we created for **ROBINSON FRESH** were designed to be consumer-focused with recipes and usage ideas while still keeping the buyer in mind with product and variety information.



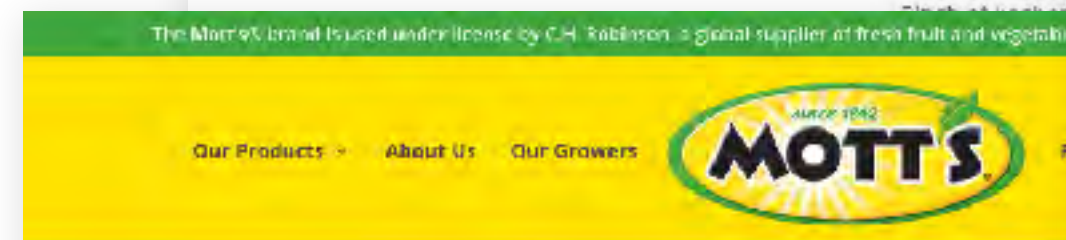
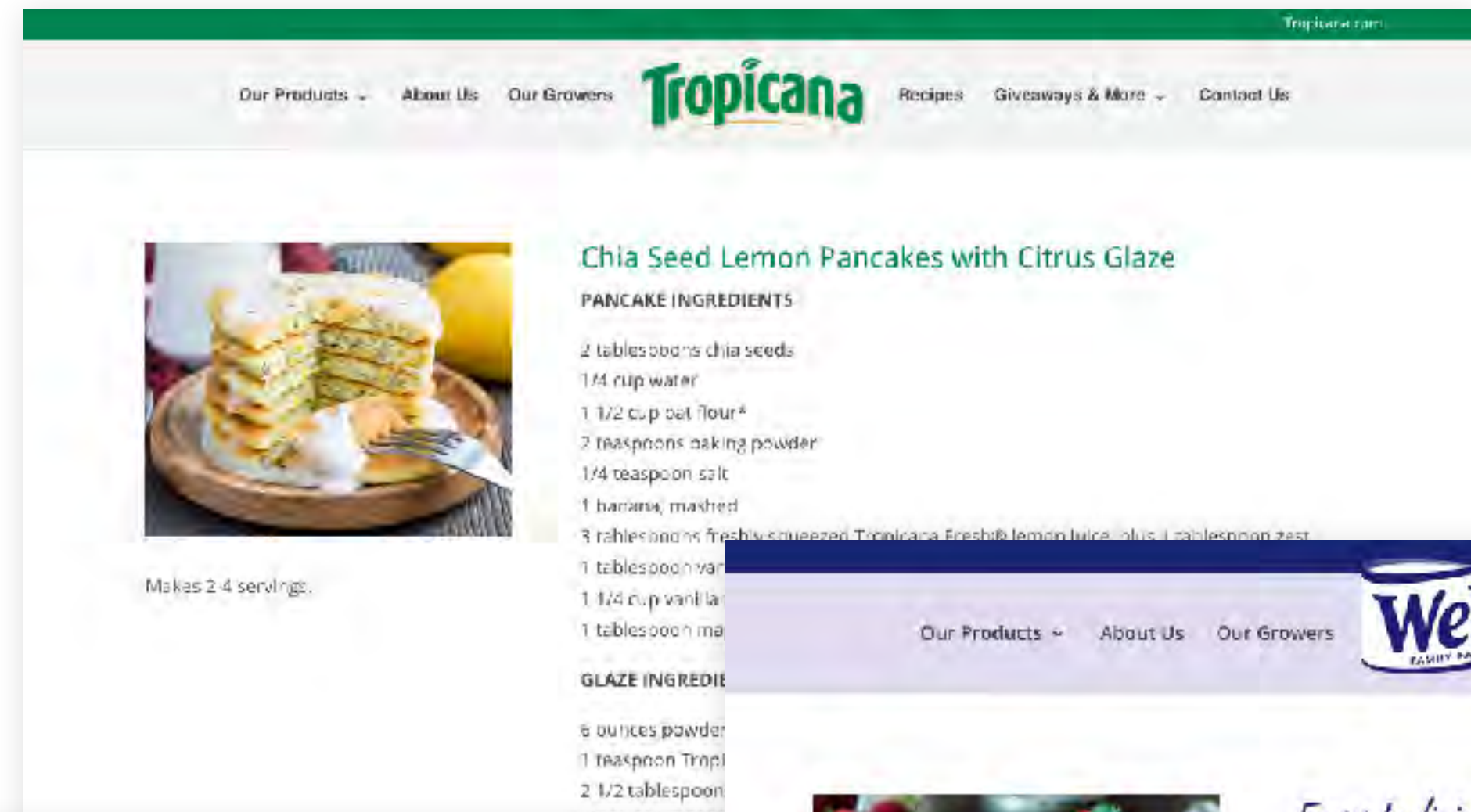
# RECIPES

- ▶ Create original or adapted recipes to be posted on websites.
- ▶ Multiple page PDFs created for “recipe book” downloads.

Click on image to view video in browser window



# FREE DOWNLOAD!



Makes 1 serving.

## Easy Apple Fritters

### BATTER INGREDIENTS

- 1 1/4 cups all purpose flour
- 1 teaspoon baking powder
- 2 tablespoons superfine sugar
- 1 cup whole milk
- 1 egg
- 1 teaspoon vanilla

### FRITTER INGREDIENTS

- 4 Mott's® Fresh apples
- scented 1/2 cup rum or juice of 2 lemons, strained
- sunflower oil for deep-frying
- 1 batch Butter
- confectioners' sugar, for dusting

### PREPARATION

#### BATTER

Sift (sieve) the flour, baking powder, and sugar into a bowl. Beat together the milk, egg, and vanilla in a small bowl, then whisk this mixture gradually into the flour mixture until smooth.

#### FRITTERS

Peel and core the apples. Cut into thick slices, about 4-5 per apple, and sprinkle with the rum or lemon juice.

Heat oil to 350°F in a large, deep skillet or frying pan, or until a drop of the batter turns golden brown in 20 seconds.

Dip the apple slices in the batter, making sure they are evenly coated. Place the slices into the skillet, a few at a time, and fry for 1-2 minutes on each side or until light golden brown.



# VIDEOGRAPHY

Produced, shot, and edited video within a short timeline to introduce GREEN GIANT FRESH BABY VEGETABLES for ROBINSON FRESH.

- ▶ Scripted
- ▶ Features Stop Action

Click on image to view video in browser window



# VIDEOGRAPHY

Supported introduction by **ROBINSON FRESH** of new ALBERT BARTLETT Perfect Potatoes to retail market

- ▶ Scripted
- ▶ Features Stop Action
- ▶ Developed recipes

Click on image to view video in browser window



# RECIPE VIDEOS

Supported introduction by **ROBINSON FRESH** of ALBERT BARTLETT Rooster Irish potato products into the U.S. market.

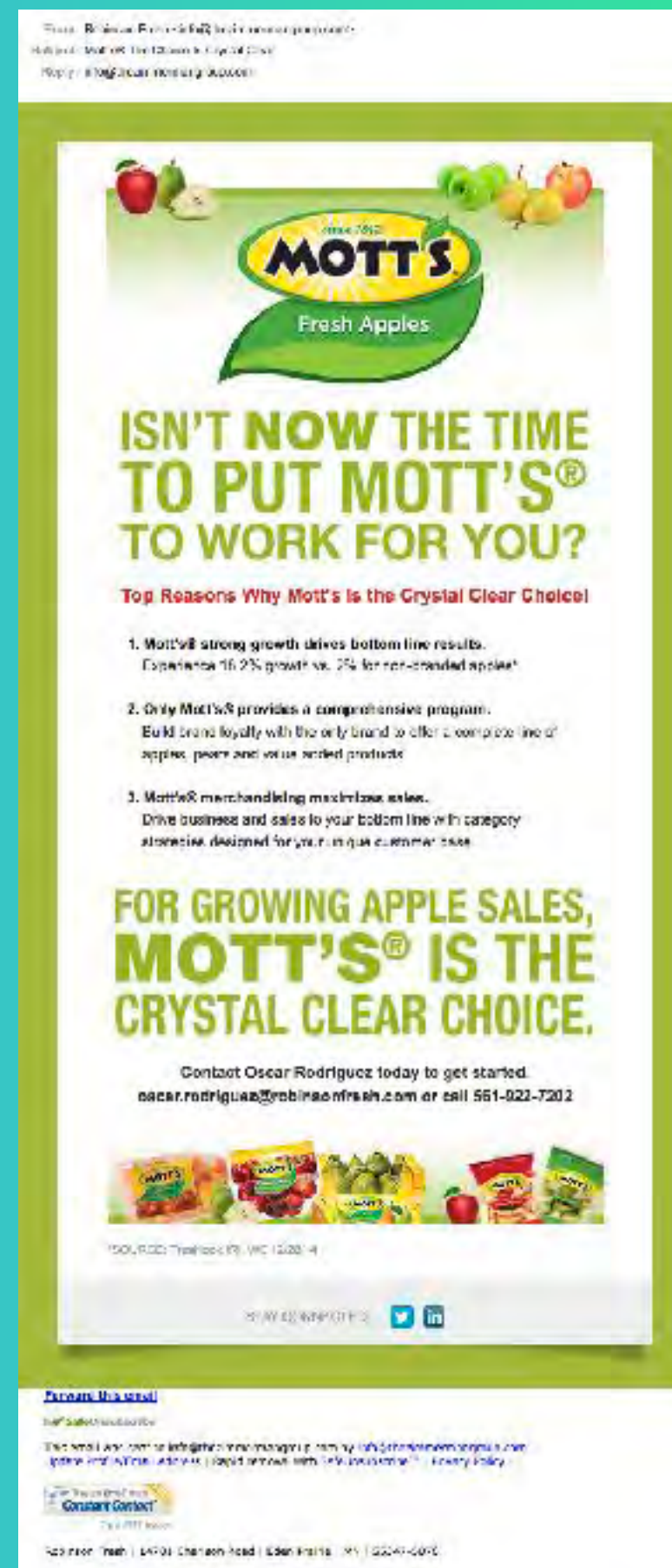
- ▶ Scripted
- ▶ Features Stop Action
- ▶ Developed recipes

Click on image to view video in browser window

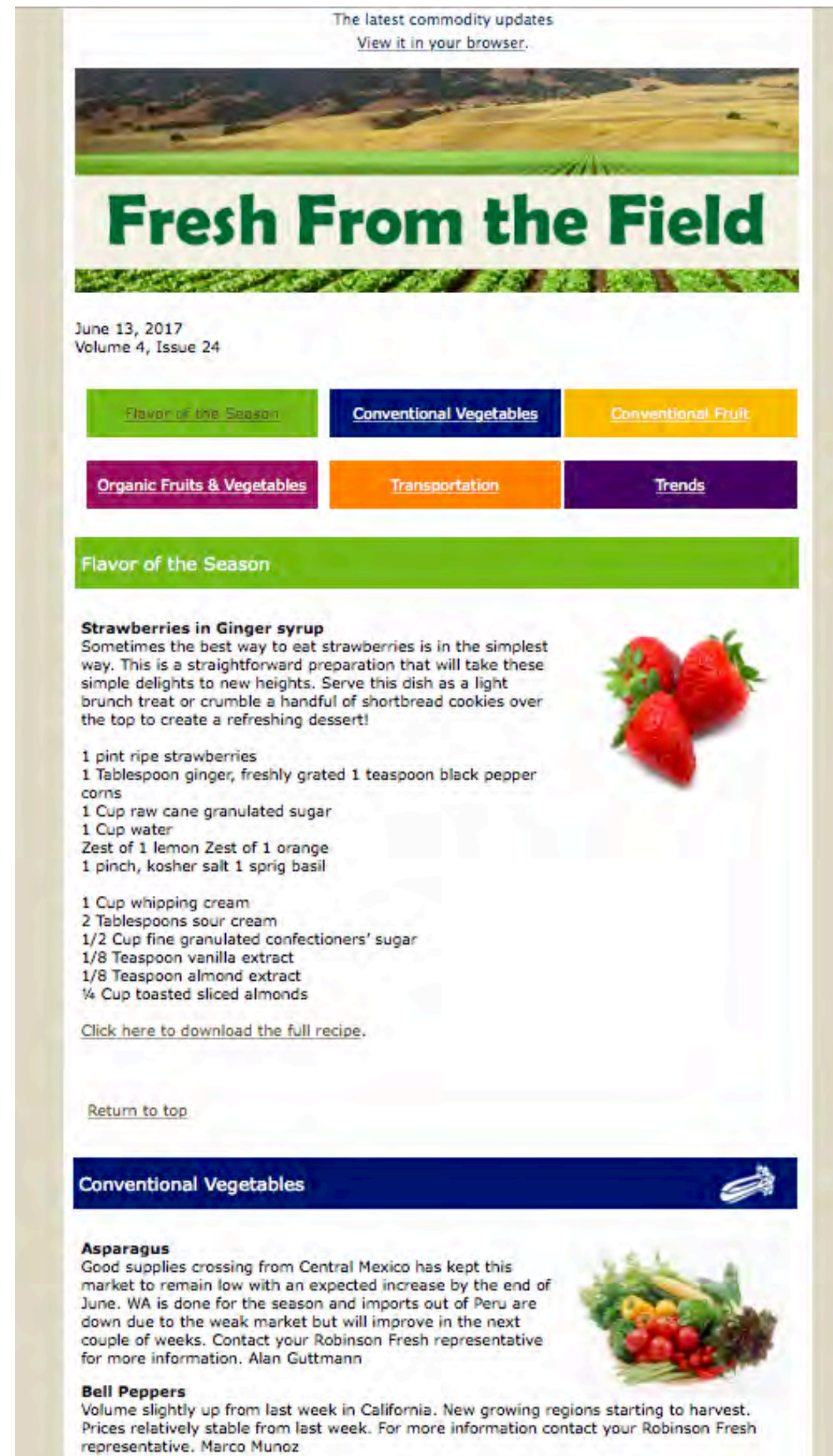


# E-NEWSLETTERS

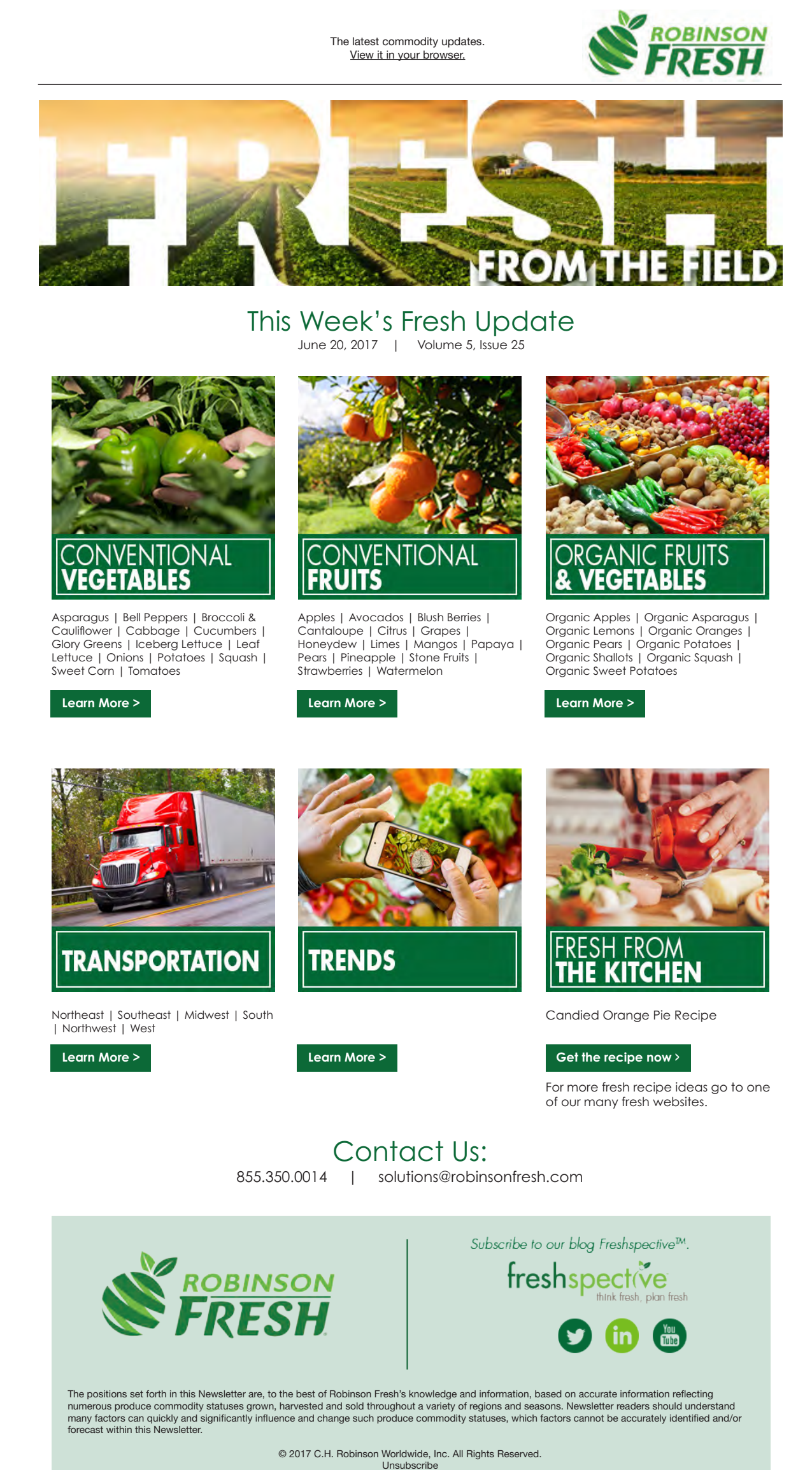
Create and/or update existing formats for e-Newsletters.



## Original Design



## Final Design





# BROCHURES

Designed brochure for **HAAS FRUIT** and negotiated with photographer to shoot one photo with apple for us and one shot without apple for him. This reduced photography costs by 40%.

Designed Onion and Garlic brochures for **HAAS FOODS**, who identified unique, naturally low bacteria positioning versus the industry competitors. This positioning was so strong and effective that their competition purchased the business and shut its doors.



# PACKAGE DESIGN

We have designed a large number of fresh produce packaging, including all of the **GREEN GIANT FRESH** initial potato packaging, with the goal of creating a very premium image and conveying the strong Green Giant brand equity.



# NEW PRODUCTS

Worked with **PEPSICO** to develop a range of new fresh **NAKED** products that both fit the brand positioning and could fill out the **NAKED** display units.



## In Your Fresh Produce Section

### Introducing Naked. Soup Pots. Chilled Vegetable Soups

**10 Varieties:**

- Roasted Red Potatoes and Vegetable Soup
- Italian Style Vegetable
- Corn Chowder
- White Beans with Basil and Olive Oil
- Roasted Potatoes and Cheddar Cheese
- Asparagus Lentil Soup
- Tortilla Soup
- Garlic and Herb Chicken Soup
- Roasted Red Potatoes
- Chunky Hearty Tomato and Lentil Soup

**2 To 3 Servings Of Vegetables And Less Than 250 Calories Per Pot**

Naked Soup Pots are made from fresh, locally sourced vegetables and are packed in a convenient, easy-to-use pot. Each pot contains 2 to 3 servings of vegetables and less than 250 calories. They are perfect for a quick and healthy meal or snack.

**In The Produce Section**

### Introducing Naked. Bento Chef. Fresh Vegetable Entrées

**10 Varieties:**

- Roasted Carrots and Sugar Snap Peas with Ginger Sesame Sauce
- Roasted Cauliflower and Broccoli with Lemon Dressing
- Roasted Potatoes and Chickpeas with Tomato Sauce
- Roasted Potatoes and Chickpeas with Tomato Sauce
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**Delicious, Easy Vegetable Entrées With 3 Servings Of Fresh Vegetables In Every Bag**

Naked Bento Chef Fresh Vegetable Entrées are made from fresh, locally sourced vegetables and are packed in a convenient, easy-to-use bag. Each bag contains 3 servings of fresh vegetables and is perfect for a quick and healthy meal or snack.

**In The Produce Section**

### Introducing Naked. Soup Pots. Fresh Vegetable Soups

**10 Varieties:**

- Roasted Red Potatoes and Vegetable Soup
- Green Chile Salsa
- Roasted Potatoes and Chickpeas with Tomato Sauce
- Roasted Potatoes and Chickpeas with Tomato Sauce
- Roasted Potatoes and Chickpeas with Tomato Sauce
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**3 To 4 Servings Of Vegetables In A Delicious Make-Home Fresh Soup**

Naked Soup Pots are made from fresh, locally sourced vegetables and are packed in a convenient, easy-to-use pot. Each pot contains 3 to 4 servings of fresh vegetables and is perfect for a quick and healthy meal or snack.

**In The Produce Section**

### Introducing Naked. Veg Pots.

**10 Varieties:**

- Roasted Red Potatoes and Vegetable Soup
- Roasted Red Potatoes and Vegetable Soup
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- Roasted Red Potatoes and Vegetable Soup

**2 To 3 Servings Of Vegetables And Under 350 Calories Per Pot**

Naked Veg Pots are made from fresh, locally sourced vegetables and are packed in a convenient, easy-to-use pot. Each pot contains 2 to 3 servings of fresh vegetables and under 350 calories. They are perfect for a quick and healthy meal or snack.

**In The Produce Section**

### Introducing Naked. Fresh Snacks

**10 Varieties:**

- Roasted Carrots and Sugar Snap Peas with Ginger Sesame Sauce
- Roasted Cauliflower and Broccoli with Lemon Dressing
- Roasted Potatoes and Chickpeas with Tomato Sauce
- Roasted Potatoes and Chickpeas with Tomato Sauce
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**A Convenient, Ready-To-Eat, Nutritious Snack Alternative**

Naked Fresh Snacks are made from fresh, locally sourced vegetables and are packed in a convenient, easy-to-use bag. Each bag contains a convenient, ready-to-eat, nutritious snack alternative.

**In The Produce Section**

### Introducing Naked. Simply Seasoned. Fresh Vegetable Sides

**10 Varieties:**

- Roasted Carrots and Sugar Snap Peas with Ginger Sesame Sauce
- Roasted Cauliflower and Broccoli with Lemon Dressing
- Roasted Potatoes and Chickpeas with Tomato Sauce
- Roasted Potatoes and Chickpeas with Tomato Sauce
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**Lightly Seasoned Vegetables With Less Than 80 Calories Per Serving**

Naked Simply Seasoned Fresh Vegetable Sides are made from fresh, locally sourced vegetables and are packed in a convenient, easy-to-use bag. Each bag contains lightly seasoned vegetables with less than 80 calories per serving.

**In The Produce Section**

# RESEARCH

We worked with **GREEN GIANT FRESH** to test, develop, and launch a number of value-added fresh vegetable products.

## Introducing Green Giant® Fresh Healthy Seasoned Vegetables

Lightly seasoned with healthy Mediterranean herb butter containing virgin olive oil, natural herbs and spices, and pure sea salt



Green Giant Fresh Healthy Seasoned Vegetables are lightly seasoned to add a healthy twist and great flavor to Green Giant Fresh vegetables. Our light touch of Mediterranean herb butter enhanced with virgin olive oil, all natural herbs and spices, and pure sea salt adds flavor and nutrition to Green Giant's all natural, fresh vegetables. With Green Giant Fresh's patented Steam Perfect™ packaging, the vegetables steam in the package in only 2 minutes giving them the best flavor, texture and nutrition.

Available in Your Grocers' Produce Aisle.

**Varieties**  
Broccoli with Herb Butter  
Green Beans with Herb Butter

## Introducing Green Giant® Fresh Nutritious Advantage Sauced Vegetables

More healthy nutrition plus the premium quality vegetables and convenience of Green Giant Fresh's patented Steam Perfect™ packaging



Green Giant Fresh starts with the finest premium grade vegetables and then adds color and nutrition in created sauces to give you fresh vegetable products with superior flavor and nutrition. Our vegetable and sauce products provide twice the fiber and vitamins A, C, and D as plain vegetables and as much vitamin C as an apple. Furthermore, Green Giant Fresh's patented Steam Perfect™ packaging lets you conveniently compare nutrition information. Sauted Vegetables in the microwave in 2 minutes. Steaming helps to maintain freshness, giving you superior taste, texture and nutrition.

Available in Your Grocers' Produce Aisle.

**Varieties**  
Butternut Squash with Creamy Sauce  
Green Beans with Garlic Butter  
Vegetable Medley with Cheese Sauce

## Introducing Green Giant® Fresh Premium Vegetables

The highest quality fresh vegetables; hand sorted and packed in the USA



Green Giant Fresh Premium Vegetables start with the highest USDA grade vegetables to ensure you get only the most perfect produce. All Green Giant Fresh vegetables are hand sorted and packed in the USA to guarantee maximum quality and satisfy Green Giant Fresh is the brand to choose for fresh vegetables.

Available in Your Grocers' Produce Aisle.

**Varieties**  
Broccoli Medley  
Snow Peas  
Butter & Cauliflower and Cauliflower Medley

## Introducing Green Giant® Fresh Nutritious Gourmet Stir-Fry

Highest USDA grade vegetables and delicious chef created sauces provide you with all you need for a fresh, healthy stir-fry at home



New Green Giant Fresh Nutritious Gourmet Stir-Fries are made with the highest USDA grade vegetables and are packed in the USA. Each Stir-Fry includes sauces created by chef and nutritious ingredients. Be made in less than 15 minutes by prepping your favorite Green Giant Fresh Stir-Fries, you are providing them a healthy, nutritious meal. Each Stir-Fry contains the Vitamin A, C, and D as plain vegetables. Preparing Green Giant Fresh Stir-Fries is a convenient way to make a delicious and healthy meal. The crispness and nutrition of the fresh vegetables are retained through steaming, so you get the best texture and nutrition. Steaming helps to maintain freshness, giving you superior taste, texture and nutrition.

Available in Your Grocers' Produce Aisle.

**Varieties**  
Garlic Sesame with Broccoli, Carrots, Sugar Snap Peas and Bok Choy  
Soy and Sesame with Carrots and Sugar Snap Peas  
Teriyaki with Broccoli, Carrots, Sugar Snap Peas and Bok Choy

## Introducing Green Giant® Fresh Fresh Vegetable Soup Kits

Everything you need to make healthy, delicious fresh vegetable based soups



With new Green Giant Fresh Vegetable Soup Kits, you can make fresh soup quickly and easily at home. Each Green Giant Fresh Soup Kit contains premium quality fresh vegetables and a pouch of fresh, all natural soup base. All you do is add water or milk and heat. Unlike any canned or frozen soups, Green Giant Fresh Soup Kits give you the crisp fresh taste and texture of vegetable soup. You can also make the soup even healthier by adding chicken, turkey, or other fresh ingredients. Green Giant Fresh Soups cook or steam in only 10 minutes or 15 minutes in the microwave. Each Green Giant Fresh Soup Kit makes three 10-ounce servings.

Available in Your Grocers' Produce Aisle.

**Varieties**  
Creamy Chicken with Broccoli, Carrots, Sugar Snap Peas, and Tomatoes  
Lentil, Potato and Tomato Soup with Organic Kale  
Southwest Garden Vegetable with a Zesty Pesto Sauce

## Introducing Green Giant® Fresh Simply Seasoned Vegetables

Seasoned with herbs and just a hint of butter plus the convenience of Green Giant Fresh's patented Steam Perfect™ packaging



New Green Giant Fresh Simply Seasoned Vegetables provide you with the ultimate in convenience and great taste. Seasoned with herbs and a hint of butter, they provide great flavor and all the natural flavor of the vegetables come from a Green Giant Fresh variety. Steam Perfect™ packaging allows you to easily prepare vegetables with no mess in less than 2 minutes in the microwave. The patented packaging allows the products to be perfectly steamed, which gives you the best flavor, texture and maximum vegetable nutrition.

Available in Your Grocers' Produce Aisle.

**Varieties**  
Broccoli with Herb Butter  
Green Beans with Herb Butter

# LICENSING

We negotiated a GREEN GIANT FRESH licensing agreement with our client HAAS FRUIT and negotiated a promotional partnership with Apple Computer.



It was a biggie, all right. A rare flesh of brilliance that came to him right off the top of his head. Now, after months of hard work, you can enjoy the fruit of his labor.

**Introducing Green Giant Fresh™ Premium Apples.** Crisp, delicious Washington apples from one of the best-known names in produce. In Red Delicious, Golden Delicious and Granny Smith varieties.

## The Giant Knows A Great Idea When It Hits Him.

All are packed to demanding Green Giant standards, so you know you're getting the best apples available. And the Green Giant name helps you move more product, with higher margins on every sale.

Try the apples that are sure to be a hit with your customers. New Green Giant Fresh™ Premium Apples.

For more information, call our exclusive sales representatives, Haas Fruit Co., Yakima, Washington at **1-800-752-9761**

**Green Giant**  
*Fresh*  
WASHINGTON  
A Benchmark of Quality

# TRADE SHOW BOOTHS & BANNERS

We create pull-up banners and booth sizes from 10x10 to 30x40 – concept and design through final print-ready art. We just finished this 30x40 booth for **POTANDON/GREEN GIANT FRESH** for the 2022 Fresh Produce Show.

Meeting Area



Kitchen for preparing tasting samples.

6' rotating backlit cube suspended from ceiling.



30' Pergola



Product bin displays.

Video Kiosks



**TZG**

**We would welcome** the opportunity to discuss how TZG could be a project or agency resource for you.

With our capabilities and experience, we can provide effective and efficient solutions with quick turnaround.

Thanks for your consideration.

For more information contact

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