



**‘True team leader & marketing innovator’**

*Brian Stick*

VP of Sales & Marketing, Sunflower Vegetable Oils, Inc.

**‘EXCELLENT PRESENTATIONS’**

*Ron Stroup*

VP Sales, Tata Global Beverages

**‘Extremely dedicated with real loyalty &**

**passion for his work’** *Lisa Avery*

Associate Director, World Peace Foundation/Tufts University

**‘ORGANIZED & HARDWORKING’**

*Ruby Stone*

Founder & CEO, Stone Media Consulting

**‘Excellent design & communication**

**skills’** *Cathy Kolumbus*

Director of Brand Marketing, Straus Family Creamery

**‘CREATIVE THINKER’**

*Cate de Cossy*

Owner, SpiritThroughout Publishing and Artistry

**‘Maintains enthusiasm for his work**

**even in times of high pressure’** *Jon Polkinghorn*

Financial Advisor, Edward Jones

**‘I’d give up BACON to work  
with ROBERTO again’**

*Matthew Klingensmith*

Product Manager, WorldPantry.com

**‘INTENSE POSITIVE ENERGY’**

*Cindy Galvan-Moore*

Graphic Designer, Sinclair

**‘Inspired by crafting stories that matter**

**& designing emotional experiences’**

*Anna Duran Rosell*

Senior Brand Manager, Columbus Craft Meats

**‘HIS IDEAS & VISION**

**CREATE PRODUCTS THAT**

**ARE CONSISTENT WINNERS’**

*Craig Grantham*

Founder / Principal, PeopleMovers, LLC

**‘OUTSIDE**

**the box**

**IDEAS’**

*Rudy Placencia*

VP Sales & Marketing,

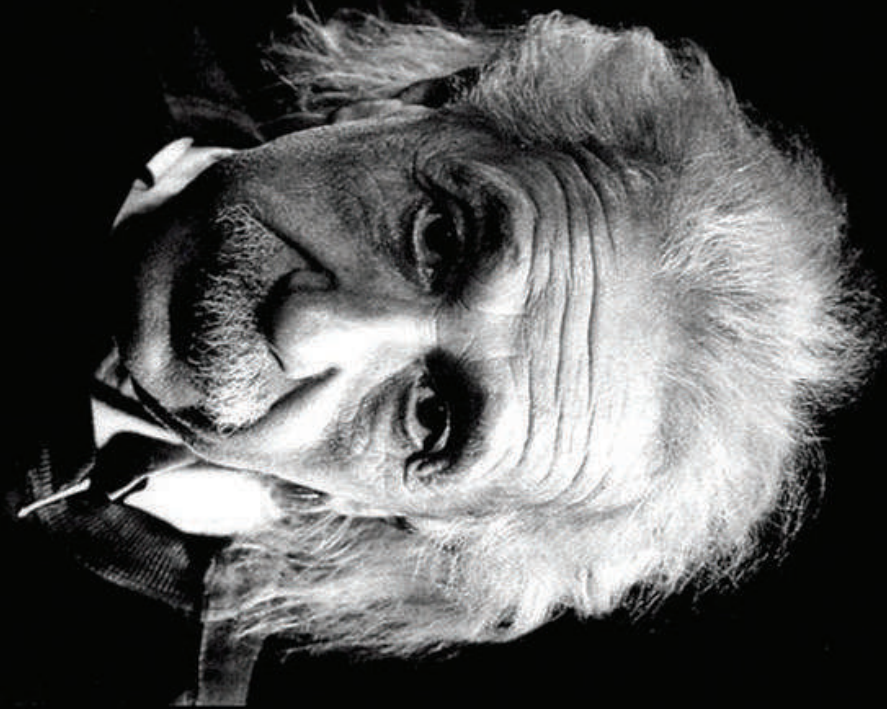
Touchstone Pistachio Co.

**‘ENGAGING & CHARISMATIC’**

*Jacob S. Shafer*

Director of Development, Meals on Wheels of the Monterey Peninsula





if at first  
the idea is  
not absurd,  
then there  
is no hope  
for it.

—ALBERT EINSTEIN

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# 50 ★ projects ★ many brands

**ROBERTO AVILA**  
creative | design | marketing



**PRODUCT DESIGN**



**PACKAGE DESIGN**



**STRATEGY**



**PRESENTATIONS**



**BRANDING**



**PRODUCT LAUNCHES**



**MARKETING**



**INNOVATION**





# INDUSTRIAL DESIGN



## JUICE FOR HUMANS

Prior to its sale to the Coca-Cola company, Odwalla was a pioneer in the premium juice category. Odwalla approached me with a wish to have a proprietary HDPE bottle for their line of juices and smoothies.

I worked on the industrial design for the Odwalla bottle to make it hand friendly to an array of different hand sizes, across generations of consumers.



The company's success in the market place, and especially in the natural trade, gave way to the Coca-Cola acquisition in 2001.



★ nourishing the body whole ★

no mumbo jumbo.



juice for the rising sun



## SCOPE OF WORK

- Industrial Design
- Ideation
- Prototyping
- Modeling
- CAD





# NEW PRODUCT DEVELOPMENT



## WELCOME TO HEALTH

The Star brand was founded in 1898 by the Giurlani family and acquired in 1995 by the Borges Mediterranean Group out of Spain. Star Olive Oil and Specialty Vinegar are the number one selling brands in the Western U.S., and leading category brands in total U.S.

As the Director of Marketing for Borges USA, I was in charge of developing the launch of 45+ new products in a four year time span, for grocery, club, mass merchandiser and foodservice channels. Borges USA markets 4 leading brands of specialty Mediterranean food products in 4 channels.

## SCOPE OF WORK

- Brand Strategy
- New Product Development
- Innovation
- Packaging Design
- Marketing Plan/Campaigns
- Supplier Management
- Trade Shows
- Website Development
- Social Media



**QUALITY**  
undergoes strict quality tests

# ★ star shines bright ★

100% olive oil. nothing else

**FLAVOR**  
adds authentic Mediterranean flavor to your dishes



**ORIGINAL PURE**  
best for sautéing, roasting and grilling



**#1 BRAND**  
in California where it was founded in SF in 1898

★ CERTIFIED ORGANIC EVOO ★

★ ORIGINAL PURE OLIVE OIL ★

**EXTRA VIRGIN**  
100% olive oil, nothing else



**EXTRA LIGHT**  
ideal for baking, pan frying and deep frying



**HEALTHY**  
rich in monounsaturated fats promoting good HDL  
• carb, gluten, trans fat, sodium and cholesterol FREE

**USAGE**  
versatile for all eating occasions

★ PARTNERSHIP EVOO ★

★ EXTRA LIGHT TASTING OLIVE OIL ★



★ STAR LINE OF EXTRA VIRGIN OLIVE OILS GLASS, PET & TIN ★



★ so many **STAR** s ★



### evoos

Made of fresh pressed olives with a rich fruity taste and peppery finish. There is no finer olive oil to use with your freshest foods and in recipes where its deliciously robust flavor will enhance the overall taste of your dish.



perfect with fish



best-selling evoo



made for veggies



sponsored evoo

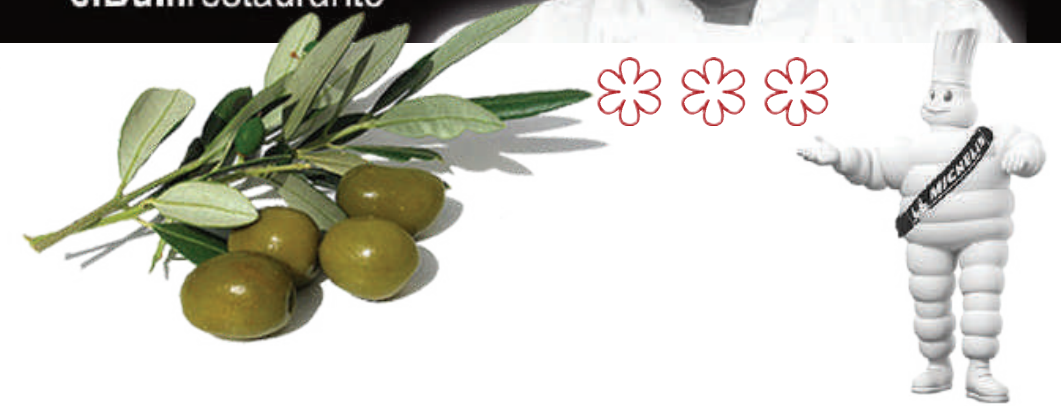




# NEW PRODUCT DEVELOPMENT & BRANDING

Natural Infused OLIVE OILS

by ferran adrià elBullirestaurante



★ INFUSED OLIVE OILS ★

California EXTRA VIRGIN OLIVE OIL

PHOTOGRAPHIC IMAGES provided by consumers & rotated on a quarterly basis



★ more STARs ★

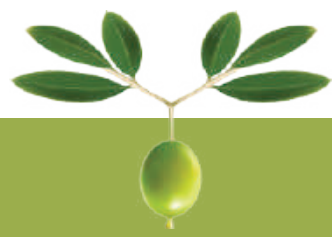
usage pairing monovarietals



PICUAL strong flavor complements beef & lamb dishes

HOJIBLANCA best for poultry & fish

ARBEQUINA ideal for salads & vegetables



## GLOBAL TEAM

Liaison with company's Global Marketing & Innovation teams at HQ in Spain, and with other subsidiaries in Russia, France, Tunisia, India, and Brazil.

★ ★ ★

ON-THE-GO pre-portioned convenient packs

Single-Serve Packs Vinaigrette





# NEW PRODUCT DEVELOPMENT & BRANDING

## CUISINE COOKING OILS

*made with Olive Oil*



★ MADE WITH OLIVE OIL TO ENHANCE YOUR DISHES ★

★ **even more** **STARs** ★  
oils, vinegars, glazes & olives

## Specialty VINEGARS



★ SPECIALTY VINEGARS FROM THE MEDITERRANEAN ★



## Creamy BALSAMIC GLAZES



for Salads  
Cheesecake  
Tarts



for Salads  
Desserts  
Ice cream



for Salads, Pasta  
Seafood, Chicken  
Fruit, Vegetables

★ BALSAMIC GLAZES FOR A DELICIOUS GOURMET TOUCH ★

starfinefoods.com

## Olives in a Pouch

# QUALITY

SINCE 1898

STAR Fine Foods traces its roots back to 1898 in San Francisco when the Giurlani family started importing and distributing olive oil under the STAR brand.



★ FARMER'S MARKET SPANISH OLIVES ★

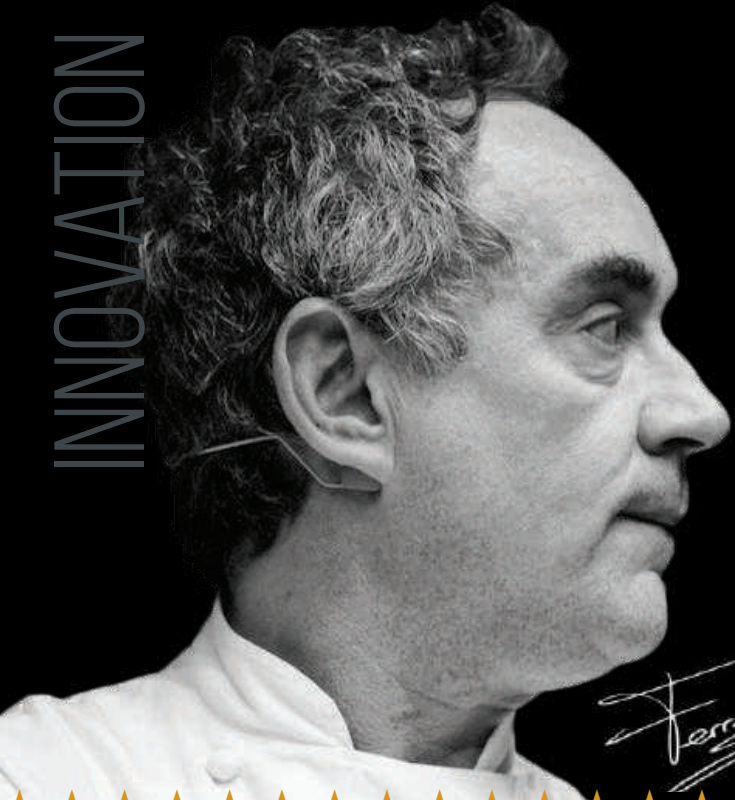




★ from ferran's imagination ★

damn good Chef's oil!

INNOVATION



*Ferran Adria*  
\*\*\*



Signature Series created by Ferran Adria to pair with food





## PRINT MEDIA CAMPAIGNS



## PRINT MEDIA CAMPAIGN ADS

### CONSUMER MEDIA CAMPAIGN:

- Underscores STAR's dedication to quality
- Communicates health benefits & usage occasions for the three types of olive oil
- Reinforces STAR's heritage, founded in 1898 in San Francisco
- Encourages consumers to use STAR and Cara Mia products for salad dressings and summer recipes

### 100% OLIVE OIL NOTHING ELSE™ EDUCATIONAL CAMPAIGN

#### Sunset Magazine

- San Francisco & Sacramento Issues: May & June Combined Circ.: 1,300,000
- Los Angeles Issue: June Circulation: 147,837

#### Newspapers

- San Francisco Chronicle Issues: 4/19, 4/26, 5/10 Combined Circ.: 1,205,000
- Los Angeles Times Issues: 4/25, 5/9, 5/16 Combined Circ.: 2,070,000



### TRADE MEDIA CAMPAIGN:

- Reinforces Cara Mia's strong sales in produce
- Highlight's STAR's strength in the west coast for olive oil
- Keeps STAR and Cara Mia top of mind

#### CARA MIA

We produce *in produce.*

- Grocery Headquarters Issue: June

#### THE STAR OF YOUR Olive Oil Aisle

- Grocery Headquarters Issues: April, June, August, October, December, January & April 2016
- Food and Beverage Issue: May



TRADE

CONSUMER

### SAVOR THE FLAVORS OF SUMMER CAMPAIGN

#### Sunset Magazine

- Western States (13) Issue: June Circulation: 140,000
- Nationwide Issue: July Circulation: 1,025,000

#### Central Valley Magazine

- Central Valley Magazine Issue: July Circulation: 60,000
- Central Valley Flavors Issue: November Circulation: 120,000

#### Newspapers

- Bay Area News Group (4) Issues: 5/24, 6/14, 7/5 Combined Circ.: 2,500,000
- Los Angeles News Group (9) Issues: 5/24, 5/31, 6/14, 6/21, 7/5 Combined Circ.: 5,490,000



Borges USA  
Star Fine Foods  
tel: 559.498.2900  
800.694.4872  
2680 W. Shaw Lane  
Fresno, CA 93711

Scan for more info



www.StarFineFoods.com



#### STAR

#### Portion Packs

- Pizza Today Issue: July

#### STAR & CARA MIA

- Supermarket News Issues: July, October, November, (4 dates TBD prior to 5/31/16)
- Produce Trade Publications Issues: TBD



CALENDAR

CONSUMER

TRADE

Publication	Ad size	Apr	May	Jun	Jul	Aug	Oct	Nov	Dec
Sunset No. Cal edition	½ page		•	•					
Sunset SoCal edition	½ page			•					
Sunset Western	full page			•					
Sunset Nationwide	full page				•				
San Francisco Chronicle	¾ page	•	•						
Los Angeles Times	¾ page	•	•						
Bay Area News Group	½ page			•	•	•			
Los Angeles News Group	¾ page			•	•	•			
Central Valley Flavors	full page				•				•
		Apr	May	Jun	Jul	Aug	Oct	Nov	Dec
Supermarket News	¾ page				•		•		
Grocery Headquarters	full page	•		•	•	•	•	•	•
Food and Beverage	full page		•						
Pizza Today	full page			•					
		Apr	May	Jun	Jul	Aug	Oct	Nov	Dec
		Jan	Apr						



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www.StarFineFoods.com







# Breast Cancer Awareness Campaign

# STAR & CARA MIA ARE PROUD TO SPONSOR SGK



## HOPE FIGHT CURE SAVE LIVES

STAR & Cara Mia are proud partners of Susan G. Komen® and their mission to save lives and end breast cancer forever. With one in eight women in the United States developing breast cancer in her lifetime, it is important that we all stand together to fulfill Komen's promise.

In 2016, Borges USA will donate \$60,000 to Susan G. Komen regardless of sales.



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Scan for more info



IN-STORE

### RETAILERS

- Participating products:**  
STAR Extra Virgin Olive Oil 500ml (Glass and PET)  
STAR Red Wine Vinegar 12 oz.  
STAR Balsamic Vinegar 8.5 oz.  
Cara Mia Marinated Artichokes
- Prepack Display Shippers:**  
24/500ml of STAR olive oil and 48/6.5 oz of Cara Mia Marinated Artichokes will be available to generate impulse purchases.





### PRESS RELEASE

- West/Southwest region**
- Central Valley:**  
STAR and Cara Mia will pitch to local media, TV, newspapers & morning shows for coverage of our partnership.

### WEBSITE

- STAR and Cara Mia will have a dedicated page for consumers to learn more about SGK, breast cancer and our sponsorship.

### SOCIAL MEDIA

- STAR and Cara Mia will feature our partnership on these platforms:   

STAR will be launching a **Love Love** campaign beginning in August, which encourages consumers to take care of themselves & their loved ones by incorporating healthy products like STAR's into their diet. STAR will utilize the reach of this campaign to further promote SGK & the fight against breast cancer by creating & sharing an inspirational video of an interview with SGK survivors as well as encouraging the use of **#LoveLoveSurvivors** on social media.





# PACKAGING DESIGN/OTHER CHANNELS

★ that's a lot of oil ★

a whole lot!

**U-SHAPED TRAY**  
ideal for club trade  
for easy reach



**2L EVOO**  
in PET bottle

**PRINTED SKIRT**  
with usage suggestions

**PALLET STANDARD**  
48-inches long by  
40 inches wide

★ STAR 2L EVOO CLUB PALLET ★

**Eat Healthier  
USE OLIVE OIL**

**Replace butter  
and margarine**

Butter/Margarine	Olive Oil
1 tsp.	3/4 tsp.
1 Tbsp.	2-1/4 tsp.
2 Tbsp.	1-1/2 Tbsp.
1/4 cup	3 Tbsp.
1/3 cup	1/4 cup
1/2 cup	1/4 cup + 2 Tbsp.
2/3 cup	1/2 cup
3/4 cup	1/2 cup + 1 Tbsp.
1 cup	3/4 cup

CONVERSION CHART

**BILLBOARD**  
signage for optimal  
visibility in retail floor



**METAL STRUCTURE**  
made for durability



**CROSS MARKETING**  
listing all types of olive oil

**CASTERS**  
for mobility in the  
retail environment

★ STAR RETAIL FLOOR SHELF RACK ★



# ★ displays in style ★

olives, oil, vinegar & artichokes



MARKETING CAMPAIGN SHIPPER



CAUSAL MARKETING PROMOTIONAL SHIPPER



Shipper header

SPECIALTY VINEGARS FROM THE MEDITERRANEAN



CARA MIA  
California Style™  
artichoke hearts

48  
ASSORTED  
ARTICHOKE  
CAPACITY

CARA MIA  
PRODUCE SHIPPER



STAR OLIVES  
IN-STORE  
SHIPPER



STAR EVOO  
ENDCAP SHIPPER



Vintage tins for Star's  
120th Anniversary



LIMITED EDITION STAR VINTAGE TINS



# REBRANDING



## CALIFORNIA STYLE

The Cara Mia brand was established by the Artichoke Industries Co-op in Castroville, the “artichoke capital of the world,” in California in 1955.

Cara Mia is the #1 selling brand of marinated artichoke hearts in grocery stores in the United States. In 2001 Borges USA, part of the Borges Mediterranean Group, acquired Cara Mia and its proprietary spice marinade recipe.

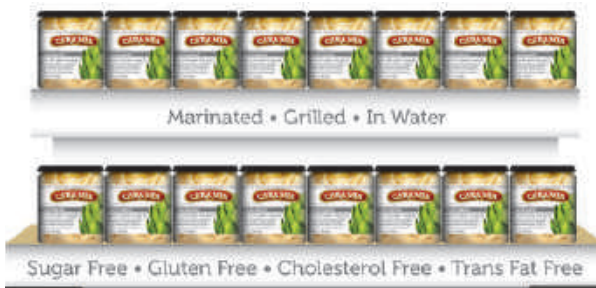
I headed the redesign of this classic west coast brand and introduced new products to expand its portfolio of California & Mediterranean products for grocery, mass and club channels.

### SCOPE OF WORK

- ReBranding Strategy
- New Product Development
- Packaging Design
- Marketing Plan
- Trade Shows
- Website Development
- Social Media



★ CONSUMER WEBSITE ★



Sugar Free • Gluten Free • Cholesterol Free • Trans Fat Free



★ BEFORE ★



★ PRODUCE SHIPPER ★

48 ASSORTED ARTICHOKES CAPACITY



# ★ veggies in a jar ★

spiced & marinated



★ ASPARAGUS MARINATED



★ ORGANIC EXTRA VIRGIN OLIVE OIL



★ BALSAMIC VINEGAR



★ PIQUILLO PEPPERS GRILLED



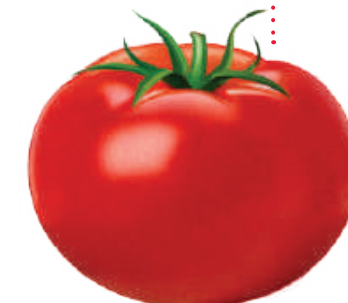
★ ARTICHOKE SALAD



★ ARTICHOKE IN WATER, MARINATED, & GRILLED



★ MUSHROOMS MARINATED



★ SUN DRIED TOMATOES

#1 MARINATED ARTICHOKE in US!



★ specialty in your table ★



FREESTANDING POP TRADE SHOW DISPLAYS

As the premier supplier of specialty food products throughout the Western United States, Borges USA Foodservice is committed to providing superior quality, unparalleled customer service and unbeatable value. I was in charge of the whole Borges USA Foodservice brand and marketing activities throughout the USA, Canada and Mexico, ranging from customer presentations, new product development, marketing collateral, trade show exhibits and website development.



Specialty Foods of the Mediterranean



Specialty Foods of the Mediterranean





Specialty Foods of the Mediterranean

## PREMIUM INGREDIENTS GARNISH TRAY

As the premier supplier of specialty food products throughout the Western United States, Borges USA Foodservice is committed to providing superior quality, unparalleled customer service and unbeatable value. We have earned a widespread reputation for reliability throughout the nation's foodservice and bar supply industries, enabling us to build uniquely strong relationships with our customers – relationships based on mutual respect.



## Maraschino Cherries



PRODUCT DESCRIPTION

PRODUCT DESCRIPTION	UPC CODE	CASE WEIGHT	CASES/PALLET	CASE PACK	PACK SIZE
Maraschino Cherries, Large, Plain, 425-475 count	92976 10043	37.0	48	4	128 oz. Plastic
Maraschino Cherries, Large, Plain, Bilingual Label	92976 00098	18.0	114	12	14 oz. Glass
Maraschino Cherries, Large, Plain, Bilingual Label	92976 00099	22.0	108	12	18 oz. Glass
Maraschino Cherries, Jumbo, w/Stem, 175-200 count	92976 00037P	34.0	54	6	1/2 Gallon (70 oz.) Plastic
Maraschino Cherries, Jumbo, w/Stem, 350-400 count	92976 00046	41.0	48	4	1 Gallon (150 oz.) Plastic
Maraschino Cherries, Large, w/Stem, 350-400 count (Bar Grade)	92976 10045	37.0	48	4	128 oz. Plastic
Maraschino Cherries, Jumbo, w/Stem, 300-350 count (Bar Grade)	92976 10046	37.0	48	4	128 oz. Plastic
Maraschino Cherries, Colossal, w/Stem, 250-300 count	92976 00047	41.0	48	4	1 Gallon (150 oz.) Plastic

WWW.BORGESUSAFOODSERVICE.COM



2680 West Shaw Lane  
Fresno, CA 93711

tel: 559.498.2900  
800.694.4872



## Specialty Olives



PRODUCT DESCRIPTION

PRODUCT DESCRIPTION	UPC CODE	CASE WEIGHT	CASES/PALLET	CASE PACK	PACK SIZE
Pimiento Stuffed Manzanilla Olives, 240-260, Bilingual Label	92976 00058	47.0	45	4	1 Gallon Glass
Pimiento Stuffed Queen Olives, 140-160	92976 00018	36.3	60	12	21 oz. Dr.Wt.
Pimiento Stuffed Queen Olives, 140-160	92976 00063	47.0	45	4	1 Gallon Glass
Pimiento Stuffed Queen Olives, 100-110	92976 00017	36.3	60	12	21 oz. Dr.Wt.
Pimiento Stuffed Queen Olives, 100-110	92976 00061	47.0	45	4	1 Gallon Glass
Pimiento Stuffed Queen Olives, 80-90	92976 00060	47.0	45	4	1 Gallon Glass
Pimiento Stuffed Queen Olives, 70-80	92976 00059	47.0	45	4	1 Gallon Glass
Pitted Queen Olives, 80-90 (No Pimiento)	92976 00053	47.0	45	4	1 Gallon Glass
Garlic Stuffed Queen Olives	92976 00011	19.1	114	12	10 oz. Dr.Wt.
Jalapeño Pepper Stuffed Queen Olives	92976 00012	19.1	114	12	10 oz. Dr.Wt.
Spanish Sliced Ripe Olives	92976 00064	44.5	49	6	#10 Tin
Spanish Ripe Olives, Large Pitted	92976 00069	44.5	49	6	#10 Tin
Pitted Ripe Olives	92976 00167	43.0	54	10	30 oz. Foil Pouch
Sliced Ripe Olives	92976 00166	43.0	54	10	33 oz. Foil Pouch

## Specialty Foods



PRODUCT DESCRIPTION

PRODUCT DESCRIPTION	UPC CODE	CASE WEIGHT	CASES/PALLET	CASE PACK	PACK SIZE
Sliced Green "Nacho" Jalapeño Peppers	73210 03344	45.0	56	6	#10 Tin
Artichoke Hearts, Quartered, Marinated	22800 00003	37.0	60	6	65 oz. Glass (1/2 Gallon)
Olive Juice for Dirty Martinis	92976 00023	33.5	64	12	750 ml (25.4 oz.)
Cocktail Onions, 18-21 mm	92976 00076	19.1	114	12	16 oz. Glass
Cocktail Onions, 21-23 mm	92976 00078	19.1	114	12	16 oz. Glass
Cocktail Onions, 23-25 mm	92976 06080	36.3	60	6	32 oz. Glass
Imported Golden Pepperoncini	92976 00086	34.0	48	4	1 Gallon Plastic
Sliced Green Jalapeño Peppers	92976 00089	30.0	60	4	#10 Plastic
Spiced Pickled Asparagus Spears	92976 00025	17.0	125	12	12 oz. Glass
Spiced Pickled Asparagus Spears	92976 00028	30.0	65	12	24 oz. Glass
Spiced Pickled Green Beans	92976 00027	17.0	120	12	12 oz. Glass
Spiced Pickled Green Beans	92976 00029	30.0	70	12	24 oz. Glass
Spiced Pickled Green Beans	92976 00090	35.0	54	6	1/2 Gallon Glass
Imported Nonpareil Capers, 5-7 mm	92976 06096	36.3	60	6	32 oz. Glass

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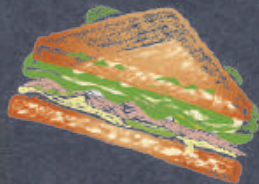
# PRODUCT REDESIGN & REBRANDING

Fresh Leaf Farms previously was positioned as a Simply Single line. I took on the challenge of not only redesigning this retail line, but give it product improvements that would differentiate it from current branded and private label whole leaf offerings. The successful

redesign increased retail distribution with US and Canadian customers with an 18-day shelf life with a superior quality product and packaging, with increased velocity as compared with the its previous skus and competitors.

BETTER GREEN LEAF

Grown in the USA



**READY WHEN YOU ARE**  
Use whole in sandwiches, burgers or wraps. Chop or tear for salads or use as a wrap in place of buns or tortillas. Ready when you are—washed and ready to use convenience.

## SCOPE OF WORK

- ReBranding Strategy
- New Product Development
- Innovation
- RePackaging Design
- Identity Development
- Trade Shows
- Supplier Management
- Website Development



BETTER RED LEAF



**WASHED AND READY**  
Chop or tear for salads or use whole in sandwiches, burgers or wraps. Shred and top tacos, burritos or tostadas. Ready when you are—washed and ready to use convenience.

BETTER BURGER LEAF

**SWEET LIKE GREEN LEAF**  
Crunchy like iceberg. A perfect round leaf for burgers, sandwiches and lettuce wraps. These fresh, sweet leaves have the crunchy texture of iceberg lettuce with the upscale, frilly appearance of green leaf.



[freshleafarms.com](http://freshleafarms.com)

★ fresher flavor ★

from the salad bowl of the world



BEFORE

REDESIGN



# INNOVATION



## FRESH VEGGIES IN A BOWL!

Founded in 1939, Mann Packing is an industry leading, third-generation supplier of premium fresh vegetables, headquartered in Salinas, California.

I was tasked to develop, design and launch a new line of warm veggie bowls under the new Nourish Bowls™ brand. The positioning was simple: a delicious single-serve warm meal with fresh veggies, grain & sauce ready in 3-4 minutes.

Mann's Nourish Bowls created a new category within specialty vegetables and proved to be Mann's most successful new product launch in its 78 year history, leading to Mann Packing's sale to Del Monte Fresh in 2018.



# ★ nourish to flourish ★

in just 3 minutes



first hot fresh veggie meal introduced nationally in U.S. in the produce department



A delicious single-serve warm meal with fresh vegetables, grains & sauce ready in 3 minutes

## SCOPE OF WORK

- Branding Strategy
- New Product Development
- Innovation
- Packaging Design
- Identity Development
- Marketing Plan/Campaigns
- Trade Shows
- Supplier Management
- Website Development
- Social Media

SESAME SRIRACHA

SOUTHWEST CHIPOTLE

MONTEREY RISOTTO

CAULI-RICE CURRY



Combine



Cover & Heat



Mix & Nourish

CAREFUL  
Will Be Hot

HEATING INSTRUCTIONS

Only 200-300 CALORIES per bowl!





# MARKETING NOURISH BOWLS

print + online public relations releases to 100+ influencers



51% of millennials definitely would buy nourish bowls



♥ loved by millions ♥



These look YUM-O! Can't wait to try them!

Mmmmm... 10★s! Love, Love, Love!

Now I can grab a NUTRITIOUS lunch to take to work!

Oh my Gosh! You have a hit here! Perfect!







# LEADING INNOVATION

## RESPONSIBILITIES AS DIRECTOR OF INNOVATION

Led the new product development team/process from concept through launch for Mann branded items for the retail, club and foodservice channels.

Developed and launched Nourish Bowls™ creating a new veggie bowl segment within specialty vegetables.

Initiated and fostered new supplier relationships for packaging innovations, ingredients, and others.

Negotiated new supplier contacts, NDA, contracts, and costings.

Managed consumer research for new product innovation concepts (focus groups, online, surveys.)



# INNOVATION FACTORY



# INNOVATION

EST. 1906  
**Mariani**  
— FAMILY —

## DRIED FRUITS SALAD TOPPERS

Founded in 1906, Mariani Packing Company, Inc. is the world's largest independent and family-owned producer of dried fruits. Mariani is an industry leader and innovator in packaging and processing capabilities as well as food safety and quality assurance.

I assisted in creating a new line of Salad Toppers that incorporated dried fruits and nuts in 5 unique blend to the toppers segment in 2021. These blends are great on salads and everything else.



honey roasted almonds



CRUNCHY BANANAS



DRIED APRICOTS



tropical pineapple cubes



★ great on salads ★

and just about everything else!

Only  
**30**  
CALORIES  
per serving!



seasoning rubs complement each topper



cross promoting



GLUTEN FREE



PLANT BASED



DAIRY FREE



## SCOPE OF WORK

- Re-Branding Strategy
- New Product Development
- Innovation
- Packaging Design
- Marketing Plan/Launch
- Website Development



EST. 1906  
Mariani  
FAMILY

# NEW! SALAD TOPPERS WITH PREMIUM DRIED FRUITS AND NUTS



CREATIVE MIXES **BURSTING** WITH FLAVOR

## NEW PRODUCT DEVELOPMENT

**M**ariani Packing Co. wanted to further establish itself as a major innovative produce player. This led them to introduce a new line of

salad toppers with unique fruits, nuts, and seasonings that could stand out and compete in a stagnant category full of “me-too” products.

GREAT ON SALADS...AND JUST ABOUT EVERYTHING ELSE!



### SMOKY SOUTHWEST

INGREDIENTS: Dried Cranberries (Cranberries, Sugar, Sunflower Oil), Honey Almond Slices (Almonds, Sugar, Honey, Maltodextrin, Salt), Pepitas (Pumpkin Seeds, Canola Oil, Salt), Smoky Green Chili Rub (Sugar, Salt, Dried Onion, Dried Garlic, Dried Bell Pepper, Dried Green Chili, Tomato Powder, Spices, Natural Flavors, Silicon Dioxide).

Product of USA and China.

ITEM# 1360010 • 9 / 3.5 OZ



### SWEET & TANGY™

INGREDIENTS: Dried Cranberries (Cranberries, Sugar, Sunflower Oil), Roasted Honey Almond Slices (Almonds, Sugar, Honey, Maltodextrin, Salt), Dried Blueberries (Blueberries, Sugar, Natural Flavor, Citric Acid, Sunflower Oil, Potassium Sorbate [Preservative]).

Product of USA.

ITEM# 1360000 • 9 / 3.5 OZ



### HAWAIIAN BBQ™

INGREDIENTS: Dried Cranberries (Cranberries, Sugar, Sunflower Oil), Honey Almonds Slices (Almonds, Sugar, Honey, Maltodextrin, Salt), Pineapple (Pineapple, Sugar, Citric Acid, Sodium Metabisulfite [preservative]), Banana Chips (Bananas, Coconut Oil, Sugar, Natural Flavor), BBQ Rub (Salt, Spices (Including Mustard), Sugar, Natural Flavors (Including Hickory Smoke), Dried Onion, Dried Garlic, Caramel Color, Extractives Of Paprika, Silicon Dioxide).

Product of USA, The Philippines, and Thailand.

ITEM# 1360020 • 9 / 3.5 OZ



### SPICY APRICOT™

INGREDIENTS: Dried Cranberries (Cranberries, Sugar, Sunflower Oil), Dried Apricots (Apricots, Rice Flour, Sulfur Dioxide and/or Sodium Bisulfite [preservatives]), Pecans, Pepitas (Pumpkin Seeds, Canola Oil, Salt), Hot Honey BBQ Rub (Sugar, Honey Powder (Honey, Maltodextrin), Salt, Spices, Molasses Powder, Tomato Powder, Dried Onion, Dried Garlic, Natural Flavors, Citric Acid, Silicon Dioxide, Calcium Stearate).

Product of USA, South Africa, Mexico and China.

ITEM# 1360040 • 9 / 3.5 OZ



### NUTS & CHERRIES™

INGREDIENTS: Dried Cranberries (Cranberries, Sugar, Sunflower Oil), Dried Cherries (Cherries, Sugar, Sunflower Oil), Honey Almond Slices (Almonds, Sugar, Honey, Maltodextrin, Salt), Pecans.

Product of USA and Mexico.

ITEM# 1360030 • 9 / 3.5 OZ



### TOPPER SHIPPER

9-CS • 81 Units • ITEM# 1331555  
2-cs Smoky Southwest; 2-cs Sweet & Tangy;  
2-cs Hawaiian BBQ; 2-cs Spicy Apricot;  
1-cs Nuts & Cherries

18.38" L x 13.3" W x 40" H • 27.19 lbs  
Cube 5.67 • Pallet 6 TI x 1 HI

14-Digit Case Code: 108 10031 76555 0

12-Digit Shipper UPC: 8 10031 76555 3



# INNOVATION

**Mariani**  
EST. FAMILY · 1906

## ONE CRUNCHY REAL FRUIT

**D**elicious, crispy and craveably crunchy, Mariani Fruit Chips are made with just ONE ingredient: real fruit. No added sugar, preservatives, stabilizers or oils.

As Innovation Manager I was in charge of developing a new line of Fruit Chips that incorporated USDA patented technology for drying fruits. Working alongside food+tech agency Treasure8, Mariani introduced a 2-sku new line of Mango and Pineapple Chips in Retail US and eCommerce.

Great  
On the  
Go  
Snack!!



★ **only ONE ingredient** ★

real fruit. nothing else!

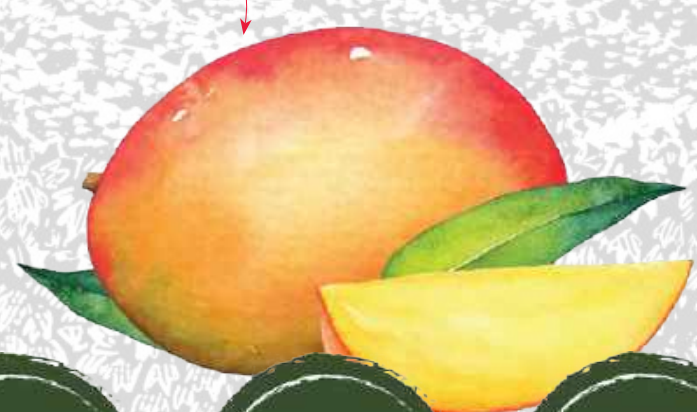


only 90 calories



made from  
REAL fruit

product of  
Mexico



- NO PRESERVATIVES
- GLUTEN FREE
- 1 INGREDIENT
- NON GMO
- NO SUGAR ADDED



mariani.com

just real, whole, naturally sweet fruit

crispy & crunchy



# CREATIVE DIRECTION

## SWEET & SPICY

Good Earth Teas initially introduced their line of specialty teas to the health & natural trade in the 1980's. Currently in the top 10 specialty tea companies in the US, Good Earth was long due for a brand redesign.

Good Earth in house design & marketing dept., under my leadership, undertook the design of over 60 skus + all the pertinent components, including packaging, pop displays, trade show booth, consumer ad materials, trade campaigns, and a new website. Good Earth was then acquired by Tetley Tea UK in 2009.

## SCOPE OF WORK

- Branding Strategy
- New Products
- Innovation
- Packaging Design
- Marketing Plan/Campaigns
- Marketing Collateral
- Strategic Partnerships
- Trade Shows
- Supplier Management
- Website Development
- Social Media



★ READY TO DRINK ★



ORGANIC ILLUSTRATIONS BY CATHIE BLECK



★ 12-SKU ORGANIC TEA RANGE ★



#1 CINNAMON HERBAL TEA in US!



★ MEDICINAL TEAS ★



★ CONCEPT WEBSITE ★

★ TEA SHIPPER ★



★ SUPERFRUIT TEAS ★



REDESIGN



★ T-BAG DESIGNS PARTNERSHIP ★ SOUTH AFRICA

★ from the GOOD EARTH® ★

and the fields of five continents

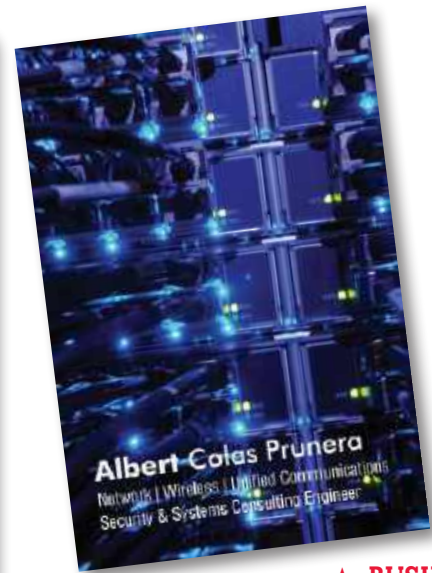








★ BUSINESS PORTFOLIO ★ & BUSINESS CARDS



★ BUSINESS CARDS ★



★ COUPONING ★



★ PROMOTIONAL ITEMS ★



★ INVITES ★



★ RESUMES ★



★ POSTCARDS ★

corporate identity ★ business cards ★ brochures ★ presentations ★ trademarks promotional ★ cards ★ logos ★ ads ★ trade shows ★ magazines ★ coupons ★ websites



★ EVENT POSTERS ★



★ TRADE SHOW POP-UPS ★



★ WEBSITES ★



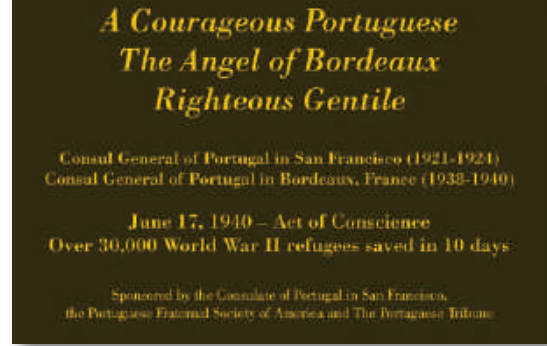
★ CORPORATE PRESENTATIONS ★



★ CORPORATE SELL SHEETS ★



★ STAMPS ★



★ OUTDOOR BANNERS ★





**BORGES USA**  
SINCE 1991  
*Foodservice*

*Specialty Foods of the Mediterranean*

WWW.BORGESUSAFOODSERVICE.COM

INFUSED OLIVE OILS CREATED BY

**ferran adrià**  
@Bullirestaurante

**STAR**  
Family Reserve™

THREE-TIME MICHELIN STAR WINNER

*Natural Infused OLIVE OILS*

Recognized as one of the world's most creative chefs, Ferran Adrià has earned much deserved international prestige and recognition. In his exquisite three-Michelin-star restaurant, elBulli, his constant passion for creating new concepts, techniques, textures and flavors, has inspired him to create this range of amazing oils in partnership with STAR Family Reserve. This new range of original and all natural infused olive oils (no artificial flavors, preservatives or preservatives) allows you to add an extra dimension of flavor to your favorite dishes.

**Nutrition Facts**  
Serving Size 1/2 Cup (120 ml)  
Amount Per Serving  
Calories 240  
Total Fat 5g  
Sodium 0mg  
Total Carbohydrate 0g  
Protein 0g

PRODUCT	NET WT	NET FL OZ	UNIT	SKU	PRICE
STAR Family Reserve Olive Oil Infused with Fish	20.46L (70.0 FL OZ)	70.0	1	20460000	\$19.99
STAR Family Reserve Olive Oil Infused with Tomato	20.46L (70.0 FL OZ)	70.0	1	20460001	\$19.99
STAR Family Reserve Olive Oil Infused with Herb	20.46L (70.0 FL OZ)	70.0	1	20460002	\$19.99
STAR Family Reserve Olive Oil Infused with Roasted Garlic	20.46L (70.0 FL OZ)	70.0	1	20460003	\$19.99

WWW.STARFINEFOODS.COM

**BORGES Mediterranean GROUP**

NEWSLETTER #1  
BORGES USA SALES AND MARKETING NEWS

NOVEMBER 2012 | REGION: UNITED STATES OF AMERICA

**Star Usage oils at Raley's, Walmart and SAVE MART SUPERMARKETS**

Our new Usage Pairing Extra Virgin Olive Oil have been well received by retailers and are currently authorized in Walmart (2,084 stores), Save Mart (236 stores), and Raley's (120 stores).

**Star Butter Flavor Olive Oil at Walmart**

Star Butter Flavored Olive Oil was accepted by Walmart with national distribution and is exclusive to Walmart until March 2014. Current placement of the olive oil is in both the olive oil aisle and the holiday themed bake center beside other baking related items.

**Star's new Cuisine Cooking oil**

Now Cuisine Cooking Oils are on shelf at Kroger and Food City! Kroger accepted the Grilling (Garlic) and Asian (Soy & Ginger) oils and Food City accepted the Grilling (Garlic) and Italian (Basil) oils.

**Star sponsors City of Hope**

STAR has sponsored City of Hope foundation, which is recognized worldwide as a leader in compassionate patient care, innovative medical science and translational research.

**Who watches the new Guy Fieri show on the Food Network, "Guy's Grocery Games"?**

We have spotted some of our STAR products on the store shelves including our STAR Olives, STAR Extra Virgin and Original Olive Oils which we behind the contestants when the judges announce the winner. For those of you who haven't seen the show, Guy sends four talented chefs running through the aisles of a real grocery store in a high stakes, high skills, grocery store cooking competition.

WWW.STARFINEFOODS.COM

★ corporate marketing ★

**bella vita**  
CHILD AND FAMILY DEVELOPMENT CENTER

Bella Vita offers Reggio-inspired preschool classes in an intimate, creative setting that allows children to play, explore, and discover. We offer small class sizes and emphasize relationship building. We are a play-based program that also adds activities incorporating a wide variety of learning areas such as: literacy, math, science, art, music, movement and Italian foreign language, as well as social and emotional awareness. Teachers build curriculum inspired by the natural curiosity of the particular children in each class.

**NOW ENROLLING for FALL PRESCHOOL CLASSES**

We accept children from about 2.5 years old, in or out of diapers. Both morning and afternoon schedules are available. We have an open door policy that welcomes parents to drop their children off or stay in class. Either way our goal is to work collaboratively with parents towards the care and education of their children.

In addition to our regular Reggio preschool classes, Bella Vita offers Italian for Tots, a play-based Italian language class, and a Parent and Child introductory pre-school class. Enrollment for these programs is through the Los Gatos-Saratoga Recreation Department.

*Bella Vita - Cultivating the "beautiful life" of children and families*

For more information or an application please contact Juliana Scalis at: 408-234-9909 or julianascalis@comcast.net 302 Alameda Ave., Los Gatos, CA 95030

In Celebration of its Centennial Celebrations

**A Vestibule to Heaven**  
Five Wounds Portuguese National Parish  
by Miguel Valle Ávila

Deluxe Hardback Limited Edition with 200 Color Pages

The beginnings of Five Wounds can be traced back to one man, Monsignor Henrique Augustus Ribeiro, who through sheer vision and independence, will brought a dream to fruition. This special limited edition publication commemorates the centennial of the Five Wounds Portuguese National Parish in San Jose, California. Throughout the book, you will experience Mgr. Ribeiro's vision, leadership and the realization of a dream to build a national parish in San Jose, from the early 1900s to the present day. History comes to life with full color photographs and illustrations, many never before published, and accounts of all the pastors and administrators of Five Wounds Parish.

This excellent book is dedicated to the celebration of the parish centennial—turning from the past, growing to the present, and creating a foundation for the future. Help us support the vision of bringing this publication to the Portuguese Community in 2014. All author, editor and designer proceeds benefit Five Wounds Parish. We thank you for your generous support.

Specifications: 10.5" x 11.5", Deluxe Hardback with 200 color pages with over 200 color photos & illustrations. Proudly printed in the USA by a Portuguese-American award-winning printing company.

Sample of featured pages

To support this magnificent publication, please contact: Miguel Ávila at 408.772.2941 or MiguelAvila@tribunaportuguesa.com

**GOOD EARTH**

Good News Is In The Bag.

Thank you for spreading the good news about Good Earth Tea! Now we ask that you discover our latest good news... Good Earth Premium Coffee. One taste and we are sure you will share the secret with friends and family as well.

**SAFEWAY**  
Ingredients for life..

Enjoy a cup today and sip into some surprisingly Good News at [goodearthgoodnews.com](http://goodearthgoodnews.com)  
Finally, a news source where the cup is always half full!

Save \$1.00 on this reusable Safeway grocery tote and carry your Good News with you every day!

Save 55¢ On any Good Earth™ Tea.

Save \$1.00 On any Good Earth™ Premium Coffee.

**STAR**

PROUD TO BE HEADQUARTERED IN FRESNO, CA

**CARA MIA** New look

Cara Mia gets a makeover! We are very excited about the fresh new look for our Cara Mia line. In addition to new label designs for the existing product line, new products like Olive Oil and Balsamic Vinegar are being added to the Cara Mia family of products.

**Star is social**

STAR has an active presence across the various social media platforms and currently has almost 38,000 fans on Facebook alone. One strategy that we use is to partner with over 30 food bloggers to feature Star products in their recipe posts. This partnership gives us stunning content and a much further reach to a foodie-focused fan base. Join us!

**Who watches the new Guy Fieri show on the Food Network, "Guy's Grocery Games"?**

We have spotted some of our STAR products on the store shelves including our STAR Olives, STAR Extra Virgin and Original Olive Oils which we behind the contestants when the judges announce the winner. For those of you who haven't seen the show, Guy sends four talented chefs running through the aisles of a real grocery store in a high stakes, high skills, grocery store cooking competition.

WWW.STARFINEFOODS.COM



# ★ corporate presentations ★





# 50 ★ brands i touched ★ and love ♥







★ WORLD NEWSPAPERS ★



★ JAPANESE KIMONO ★

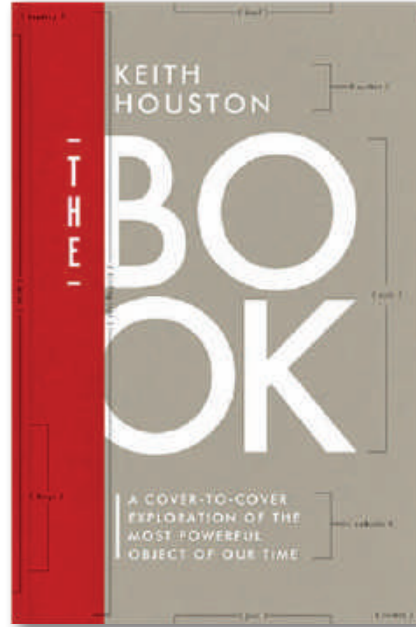


★ NATIONAL FLAGS ★

48-US Star flag in service for 47 years until July 4, 1959



★ LA LOTERÍA ★



★ REAL BOOKS ★



★ VINYL MUSIC ★



★ COPPER & ZINC PENNIES ★

Saved from the 2011 Tohoku earthquake & tsunami in Japan



★ SALT & PEPPER SHAKERS ★

"Taken" from an undisclosed San Diego seafood restaurant

Portuguese Military Beret Mozambique 1961 - 1974



★ MILITARY BERETS ★



★ WORLD BANKNOTES ★





If you don't like what is being said, change the conversation.

—DON DRAPER **MAD MEN**

★ i read these ★ you should too

CALL ME ISHMAEL. → MELVILLE • MOBY-DICK → TRUE

PSYCHO-CYBERNETICS → THE MAGIC POWER OF SELF-IMAGE PSYCHOLOGY MAATZ → BE YOU BE HAPPY BE ONE

DO THE KONDO NOW → kondo the life-changing magic of tidying up → MESSAGES WITH PUNCH

IT'S SCIENTIFIC MAN! → WHAT EINSTEIN TOLD HIS BARBER ROBERT L. WOLKE → I HAVE SLEPT WITH YOU

\$500,000 WORTH → THE BILLIONAIRE'S VINEGAR BENJAMIN WALLACE

AVAILABLE IN ENGLISH → CIEN AÑOS DE SOLEDAD GARCÍA MÁRQUEZ → FOCUS, FOCUS

CREATIVITY & THE ARTIST IN THE WORLD → The Gift Lewis Hyde → TO BE COMPLETED

A BOOK ABOUT ITSELF → THE BOOK KEITH HOUSTON → STREAMLINE WHAT YOU KNOW ABOUT BUSINESS

READ THEM ALL HERE → BUSINESS WITHOUT THE BULLSHIT → TOUGHEST SOB's

WHY DID YOU DO THAT? → SAPIENS Yuval Noah Harari → MIND BLOWING!!

GENIUS. BUT HE NEVER FINISHED THE MONA LISA :( → LEONARDO DA VINCI WALTER ISAACSON → KICK ASS PRESENTATION & CREATIVITY TIPS HERE

THE MAN WITHOUT FEAR → presentationzen → PAULA GAVE ME THIS :)

ZEN IN A BOOK → slide:ology THE ART AND SCIENCE OF CREATING GREAT PRESENTATIONS NANCY DUARTE → I DESIGNED THESE!

BREAK THE RULES! → CREATIVITY PHILIPPE PETIT → 36 PAPERS IN A BOOK

POSSIBILITIES HERE → BY NATURE'S DESIGN → KIT LOVES FLAGS →

→ THE END OF PRINT CARSON →

→ The American Flag →

→ A Vestibule to Heaven →

→ The Pentagon Papers →

→ LEBBEUS WOODS →

→ Revelations →

→ LONG MAY SHE WAVE →

63



# ROBERTO BY THE NUMBERS

4 WORKED IN  
CONTINENTS

WITH  
PROJECTS IN  
COUNTRIES

10

500+

PRODUCTS DESIGNED & LAUNCHED

2



42

&

43

PRESENTATIONS MADE TO U.S. PRESIDENTS

2

DESIGNED  
AWARD-WINNING BOOKS



2

U.S. PACKAGING DESIGN PATENTS

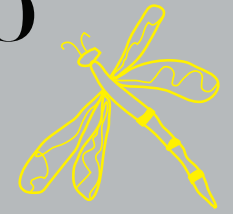


25,000,000

PRODUCTS IN U.S. HOUSEHOLDS



# 10 QUESTIONS with ROBERTO



## What is it that you really do?

I'm a product designer by trade. Working with marketing teams and designing new products and brands are my passion.

## What's your personal brand like?

Fun, with attention to detail, memorable and exciting.

## Most challenging factor for designers?

Quieting the creative voices in our heads.

## What's your favorite beverage?

Jasmine Green tea from the Fujian province in China.

## What's your favorite color?

I don't discuss colors or politics, but lime is cool.

## What type of books do you read?

History, bios, design, poetry and anything by Yuval Noah Harari.

## How do you want to be remembered?

As a guy following his passion with a cool story.

## Are you social?

On LinkedIn & Instagram. And Medium.

## What's your next project?

What's on your mind?

## What will you do now?

Tea time ;)



I PLEDGE ALLEGIANCE  
TO CREATIVITY,  
DESIGN AND INNOVATION  
AND FOR ALL THAT  
THEY STAND. ONE  
TEAM ON THIS EARTH,

INDIVISIBLE, UNITED  
AND ALWAYS  
STRIVING FOR GREATNESS  
AND THE GOOD OF  
ALL HUMANKIND.





# GET IN TOUCH



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ROBERTODIDTHIS.COM



/IN/ROBERTOAVILA



USA & EUROPE

