

# ***DEEP DIVE***

## **SOUL BITE FOOD INC.**

**COMM388 201**

**TEAM 2**

**ALMA MIRANI GULRAJANI**

**MARK MORCOS**

**PETER LUO**

**SARA MORROW**

**TAMIRIS MANUBENS**

**WILLIAM HANSSON**



*Soul Bite*  
Food Inc.





# OUTLINE

- **Client Partner Introduction**
- **Team Introduction**
- **Problem & Opportunity**
- **Design Response**
- **Recommendation 1**
- **Recommendation 2**
- **Conclusion**







**CLIENT PARTNER  
INTRODUCTION  
SOUL BITE  
FOOD INC.**

## **CORE VALUES**

- Fighting food insecurity in Canada.
- Sustainability.
- Reducing Food Waste.

## **MISSION STATEMENT**

“Making a Global Impact: 50% of Our Profits Donated to Tackling Hunger and Food Waste!”

## **VALUE PROPOSITION**

- Healthy comfort food
- Supporting the fight against food insecurity and food wastage
- Environmental responsibility
- Award-winning



# OUR TEAM



**William Hansson**  
The Hurdler

Master of Financial  
Engineering and  
Risk Management



**Tamiris Manubens**  
The Caregiver

Bachelor of  
Business  
Administration



**Sara Morrow**  
The Collaborator

Bachelor of Commerce  
Specializing in  
Entrepreneurship

Bachelor of Commerce  
Specializing in Marketing and  
Entrepreneurship



**Alma Mirani Gulrajani**  
The Cross- Pollinator



**Mark Morcos**  
The Hurdler

Bachelor of  
Applied  
Sciences



**Peter Luo**  
The Director

Bachelor of Arts &  
Economics



# PROBLEM IDENTIFICATION & OPPORTUNITY STATEMENT

## PROBLEM STATEMENT

Despite offering a unique range of delicious and healthy food options, Soul Bite Food Inc. faces low sales and remains undistinguished in the frozen-food-market, **primarily due to low brand awareness** among consumers.

## OPPORTUNITY STATEMENT

By strategically implementing a **marketing outreach strategy** that **leverages social media (to raise awareness)** and **packaging design (to gauge interest in their products)**, Soul Bite Food Inc. can communicate its compelling social story and the appeal of its delicious, healthy food offerings to a broader health-conscious audience more effectively.

## METHODOLOGY

Sales Funnel Analysis





# PROBLEM IDENTIFICATION & OPPORTUNITY STATEMENT

## PROBLEM STATEMENT

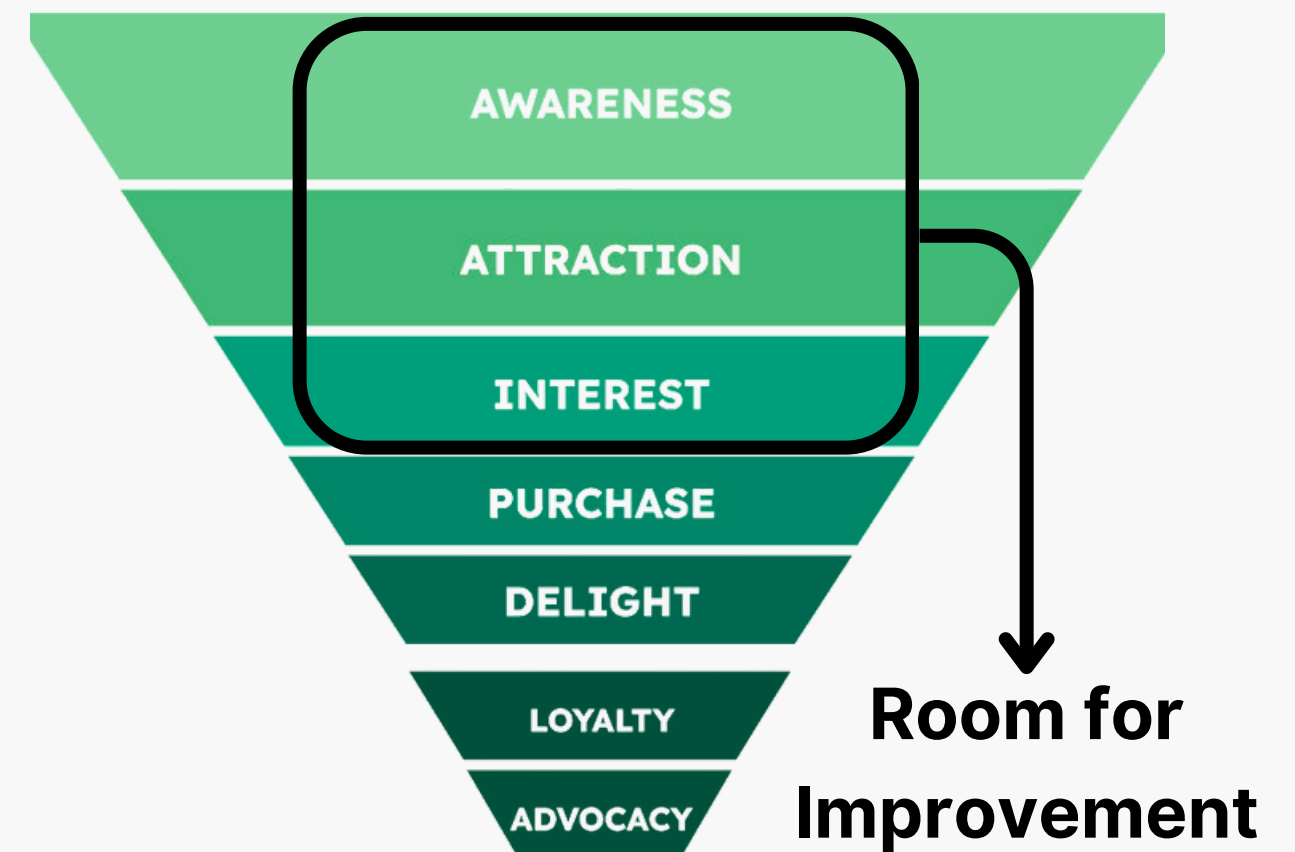
Despite offering a unique range of delicious and healthy food options, Soul Bite Food Inc. faces low sales and remains undistinguished in the frozen-food-market, **primarily due to low brand awareness** among consumers.

## OPPORTUNITY STATEMENT

By strategically implementing a **marketing outreach strategy** that **leverages social media (to raise awareness)** and **packaging design (to gauge interest in their products)**, Soul Bite Food Inc. can communicate its compelling social story and the appeal of its delicious, healthy food offerings to a broader health-conscious audience more effectively.

## METHODOLOGY

Sales Funnel Analysis



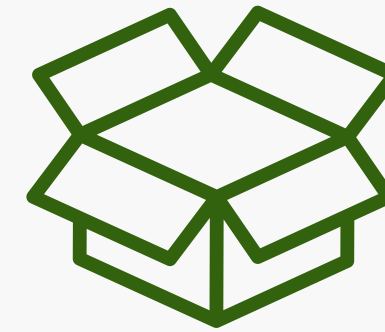


Our Design Response:

## Marketing Outreach Strategy



Recommendation 1:  
Expansion Strategy



Recommendation 2:  
Packaging Redesign

Increasing brand awareness in a pragmatic and cost effective way to attract a larger consumer base and increase sales of Soul Bite Food Inc. frozen food products.



**FIRST RECOMMENDATION:**

**SOCIAL MEDIA EXPANSION**



*Soul Bite*  
Food Inc.



# SOCIAL MEDIA EXPANSION

## SHORT TERM

- Influencer Collaboration
- Attend trade fairs and events

## LONG TERM

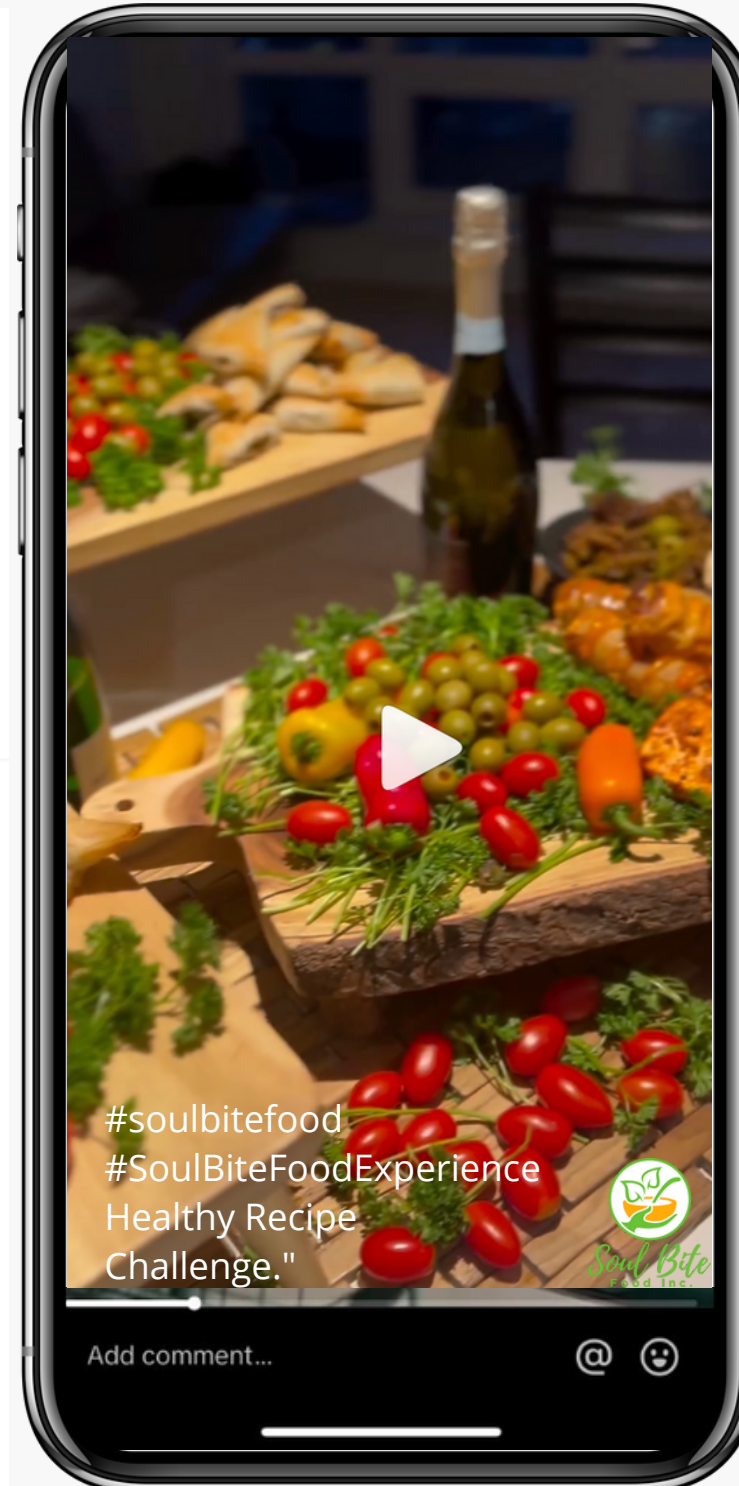
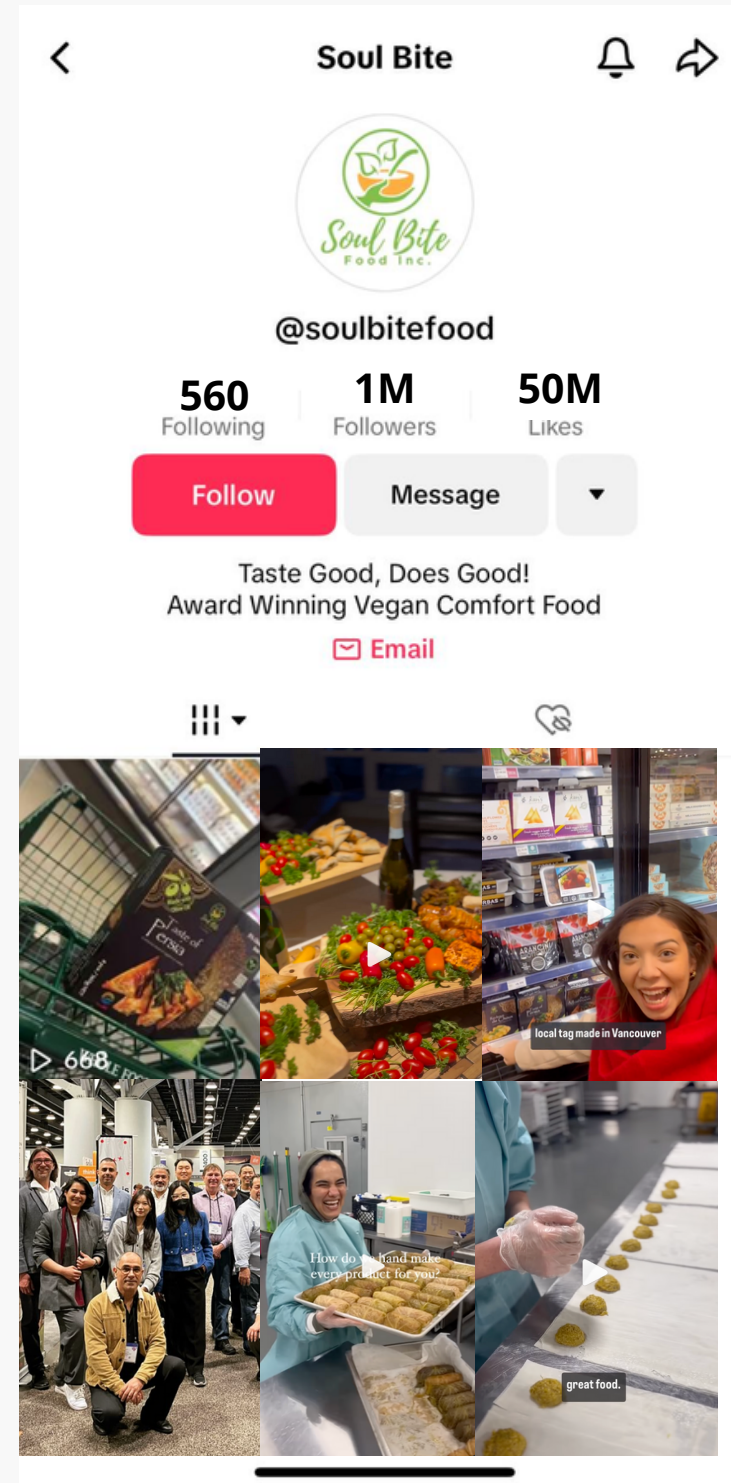
- Brand ambassadors
- Challenge Campaigns
- User-Generated Content
- Educational Content







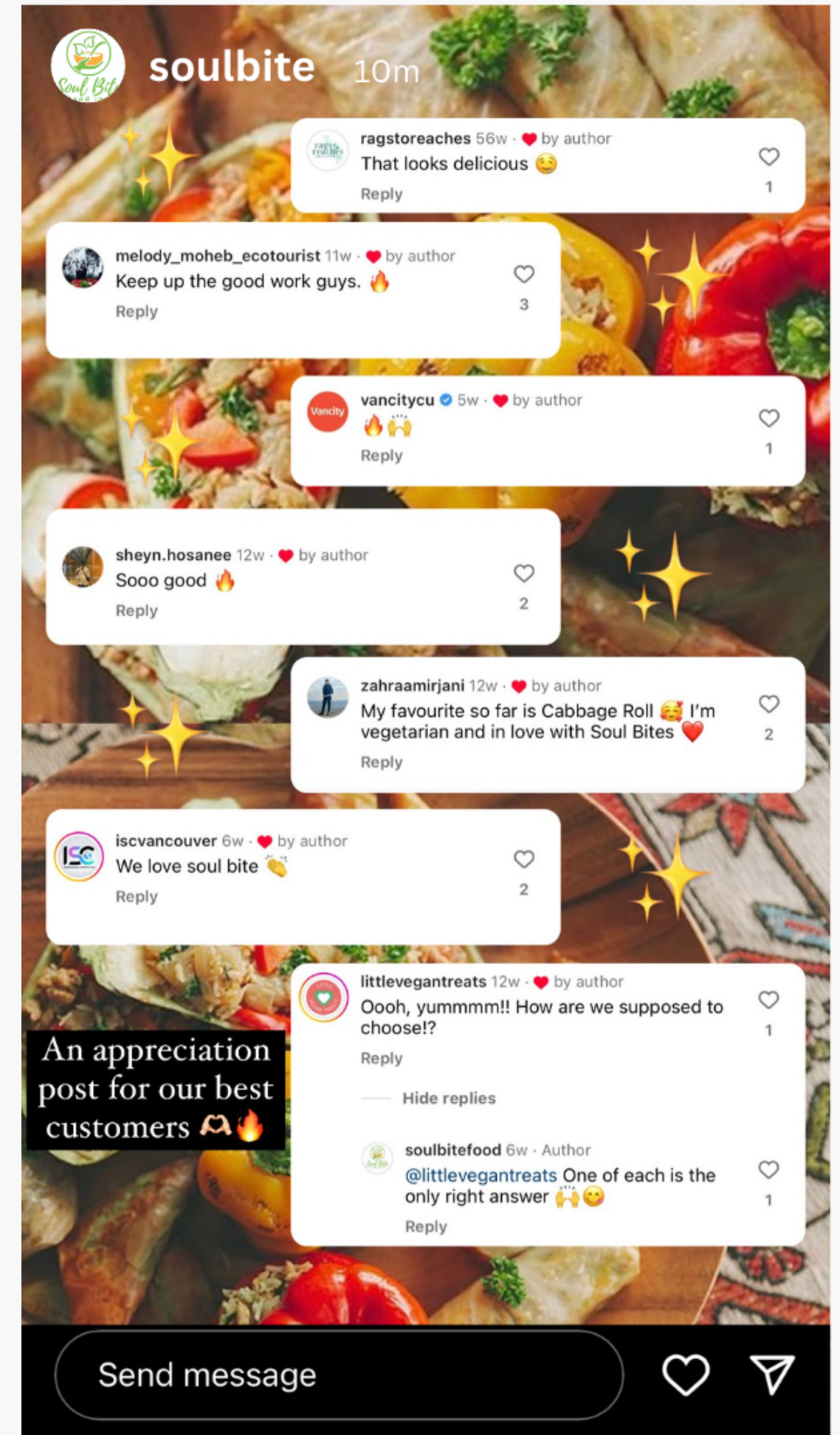
# Challenge Campaigns







# User-Generated Content



Liked by elaahealipour and others

**soulbitefood** 42w · William just discovered the comfort of our vegan cabbage rolls! 🌱👉 Ready to taste the goodness and make a difference? Find us in the frozen section and join William in the #SoulBiteMovement today! 🛒👉



Liked by elaahealipour and others

**soulbitefood** 42w · William just discovered the comfort of our vegan cabbage rolls! 🌱👉 Ready to taste the goodness and make a difference? Find us in the frozen section and join William in the #SoulBiteMovement today! 🛒👉

Send message





# Case Study - Beyond Meat

**Strategy:** Beyond Meat seeks to make a presence for plant-based products and increase accessibility to a broad audience. Focusing on research and innovation, strategic marketing, and widespread distribution channels.





## RISK & MITIGATION

### RISKS

- Low quality content
- Engagement
- Limited visibility

### MITIGATION

- Storytelling
- Diversify content
- Deep understanding





# SECOND RECOMMENDATION: PACKAGING REDESIGN



*Soul Bite*  
Food Inc.



## PACKAGING REDESIGN

### IN STORE PRESENCE

- 100+ stores.
- Probably the current largest marketing channel.

### ALIGNING WITH CONSUMER PREFERENCES AND SHOWCASING SOUL BITE'S UNIQUE MISSION & TEAM

- Prompting.
- Healthy food.
- Igor, Ali and the team behind Soul Bite Food Inc.





# Front

## Bold



# Storytelling

# Back



With every *Soul Bite* you're taking action on hunger and food waste around the world.

### Who is Soul Bite Food Inc.?

Soul Bite Food Inc. is a social venture selling high quality, healthy & culturally diverse frozen foods. Soul Bite Food Inc. values the health and production of their products, and ensure all ingredients are of high quality. The mission of Soul Bite Food Inc. is to help support charities fighting food hunger and food waste, such as the Immigrant Link Centre Society (ILCS).

Scan Me

to learn more about our social impact!

*Goof for your Health & Good for the World!*



before




after

**Heating Instructions  
Oven (cook from frozen)**

1. Preheat oven to 380° F.
2. Remove from package and place on a lined baking tray.
3. Bake for 20 min or until pastries are golden brown.

**Instructions a rechauffer  
Au Four**

1. Prechauffer le four à 380° F.
2. Retirer les pâtisseries de l'emballage et placer sur la tôle.
3. Cuire au four pendant 20 min ou jusqu'à ce que les pâtisseries soient bien dorées.



**How we suggest you eat it!**

We suggest you eat this dish with

Although delicious on its own, make it an entire well-rounded meal with these sides. This box does not come with these additional food items. This box only comes with the eggplant & walnut pasteries.

**Comme nous vous proposons de le manger !**

Nous vous suggérons de manger ce plat avec

... Bien que délicieux en soi, faites-en un repas complet et complet avec ces accompagnements. Cette boîte ne comprend pas ces aliments supplémentaires. Cette boîte est livrée uniquement avec les pâtisseries aux aubergines et aux noix.



Utilizing space

before



after

Nutrition Facts	
Serving Size 100 g	
Amount Per Serving	
Calories 250	Calories from fat 10
% Daily Value*	
Total Fat 4%	4%
Saturated Fat 1.5%	4%
Trans Fat	
Cholesterol 50mg	28%
Sodium 150mg	15%
Total Carbohydrate 10g	3%
Dietary Fiber 5g	
Sugars 3g	
Protein 16%	
Vitamin A 1%	Vitamin C 3%
Calcium 2%	Iron 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Your health is important to us!**

Which is why our products are made from real, high-quality ingredients! Vegan & Plant-based food is for everyone. Take the stride to make a difference in your life and choose Health & Happiness!

**0% Cholesterol**

**Iron 10%**

**Made with Olive Oil!**

Health highlights



Left

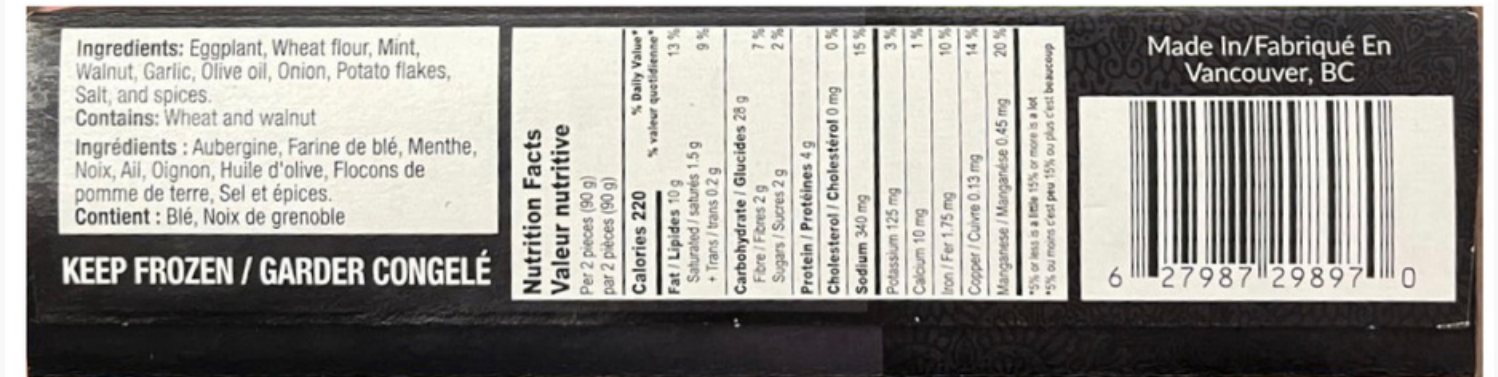
Right



# Top



# Bottom



**Engaging**

**Of Standard**





## RISK & MITIGATION

### RISKS

- Losing core customer
- Packaging regulations

### MITIGATION

- Small Changes
- Consult legal experts

## NEXT STEPS

- Try out packages together with consumers
- Align with Social media plan





# CONCLUSION & THE FUTURE

## DELIVERABLES

- Social Media Marketing Campaign
- Packaging Redesign

## THE FUTURE

“Making a Global Impact: 50% of Our Profits Donated to Tackling Hunger and Food Waste!”





***THANK YOU!***

**OPEN FOR QUESTIONS!**



*Soul Bite*  
Food Inc.



# The Business Model Canvas





# PETER LYNCH APPROACH

**When:** 5th of February

**Where:** Whole Foods Market Kitsilano

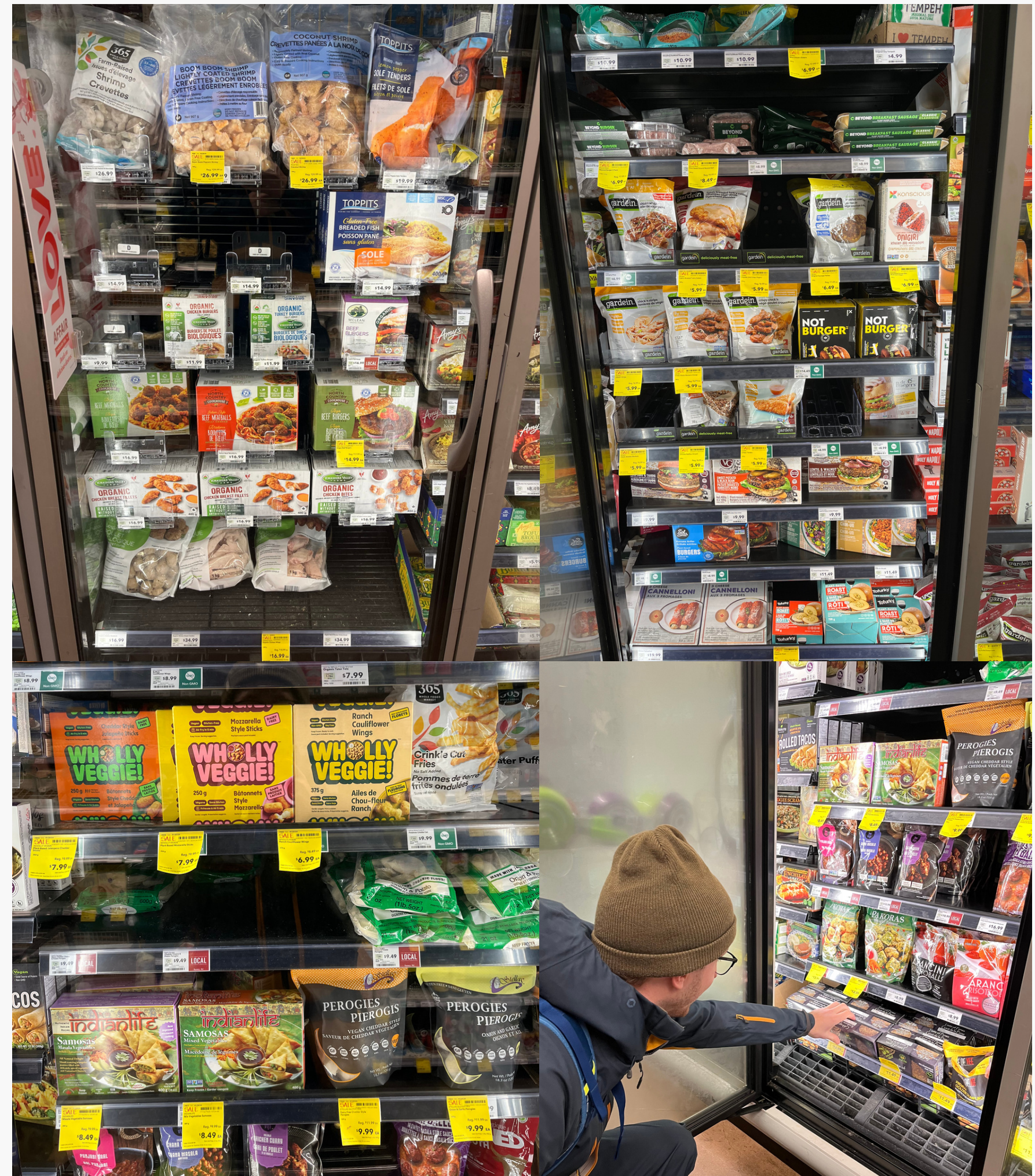
**Why:** To gain a better understanding of Soul Bite Food and its competitors.

**Takeaways:**

Upon entering the Whole Foods Market in Kitsilano, Soul Bite Food's products are situated in the center of the Meatless food section, located on the bottom shelf. By focusing solely on the nearby products, examples of items surrounding Soul Bite Food include meatless burgers, pizza, chicken breast fillets, and various kinds of ready-to-eat meals. Their main indirect competitors are other frozen foods from brands such as "Wholly Veggie!", "North Country", or Gardein. It is noticeable that Soul Bite Food's products are priced higher than those of its indirect competitors.

## Key Findings

- Part of the Meatless section on Whole Foods Market.
- Soul Bite Foods products are priced higher than its shelf-competitors.
- Products are placed on the bottom shelf.





# Parking Lot of Ideas

*The Parking Lot is an item included the appendix to showcase the idea generation process, brainstorming throughout this iterative process, and the conclusions made along the way. Showcasing the recommendations that were not pursued as the final recommendation, the journey behind them, the details and specifics, or lack thereof, and their comparison to the evaluative criteria will provide an in-depth look at the reasoning behind not going forward with the recommendation. Although more efforts were not applied to dive deeper into the recommendations below due to their applicability to the problem statement, evaluative criteria and overall appeal, they have strong potential to be further discovered, to be taken as inspiration, or to be implemented in the future.*

- 1. Sector Expansion Recommendation:** Soul Bite Food Inc. can generate a new and consistent revenue stream through expanding to new sectors. This recommendation was initially brought to our attention through Igor & Ali's work with attempting to expand into the Health Food Sector (eg Hospitals). Through connecting with new sectors such as Elderly homes and Private schools, Soul Bite Food Inc. will be able to have a strong partnership and receive a new consistent form of income while also staying true to their recipes and brand identity, and further spreading brand awareness on the company, mission, values and other product lines.
  - a. Evaluative criteria: This was not chosen because it did not directly address our problem statement, and the feasibility was not strong enough to further analyze the opportunity here.
- 2. Product Diversification Recommendation:** This recommendation was one of our final recommendations considered. We put a great deal into the discussion and potential for a fitting opportunity to apply a product diversification recommendation to Soul Bite Food Inc. This recommendation included adding a new product line in Indian Cuisine to diversify their product offerings and connect with a larger audience reach to attract new consumers. Still remaining under the title of healthy, advertising as healthy but remaining a vegan approved product, a new product would align with their unique and culturally diverse current offerings.
  - a. Evaluative Criteria: This recommendation was not put through to the final stage of consideration due to a strong connection to the brand awareness aspect of the problem statement. Maintaining a strong connection with the brand and attracting consumers through this area rather than through consumers product/recipe knowledge is a more ideal approach.
- 3. Vegan Brand Identity & Target Segment:** An initial recommendation or idea that was brainstormed in early stages was to maintain the vegan brand identity that was currently being publicly portrayed at the time of ideation. With confusion on the current brand identity and consumer segment, whether vegan or healthy individuals, through research and brainstorming, we considered continuing with the vegan identity to not lose loyal consumers, and have more of a specific niche to set them apart from competitors.
  - a. Evaluative criteria: As discussion were furthered with the Soul Bite Food Inc. team, this idea did not come to fruition, but also inspired other aspects of our current recommendation. Understanding Igor and Ali's experience in the market, and knowledge on their products and consumers, sticking to their values and mission turned us away from this opportunity.
- 4. Experiential Marketing Recommendation:** Connecting with consumers in person through experiential marketing in grocery stores and markets where Soul Bite Food Inc is sold, for example through in-store samples, was a recommendation considered. Through research and first-hand experience, in store sampling pushed us towards considering this approach.
  - a. Evaluative Criteria: This recommendation did not come to fruition due to lack of information. After gaining further information that Soul Bite Food Inc, more specially Igor has done in-store sampling in the past and continues to do so currently, but has not seen drastic changes to their sales, we decided this suggestion was not suitable.