

WE LOVE FOOD

We love the fact that if it doesn't look good enough to eat right off the package, the sell sheet or the web site, you've failed. It's an industry where you're truly only as good as your last job and we love this pressure to be our best, consistently.

Our role with our clients can be as straightforward as a one-off package design or as comprehensive as a new product launch. And with it, a role to play in all facets of product concept, research, product & recipe development, branding, package design, collateral materials, merchandising and advertising. In food-speak: Soup-to-Nuts!

We work with clients both domestically and in international markets so our perspective on the world of food is as broad as our range of experience, expertise and services. And because we are a small agency we can move at lightning speed and deliver far greater bang-for-your-buck. We do!

The only question left for you to decide, what have you got to lose from a conversation? Grab a stool and let's talk!

We think you'll like our refreshing approach to business and what we bring to the table.



Clients we have proudly served:

- Abraham of North America (NJ)
- Beef Information Centre
- Burger King
- Campbell's Soups
- CRFA (Canadian Restaurant & Foodservice Assn)
- Chef Revival
- Chicken Producers of Ontario
- Country Style Donuts
- Dairy Queen
- Danone Waters of North America (CA)
- Flintshire Farms
- Fresh Quest (div. XELA Worldwide) (FL)
- Grande Cheese
- Grandview Game Farms
- Gumpert's of Canada
- Heinz Canada
- Hershey
- Hiram Walker (Canadian Club)
- J. Jurgielewicz & Sons (PA)
- Kellogg's Canada
- King Cole Ducks Ltd.
- Kraft Foods
- Minute Maid
- Nippissing Quail Farm
- Nova Scotia Ministry of Agriculture
- Pepsi/Frito Lay
- Pilsbury (Old El Paso)
- South Seas Trading Co. (Panama, Mexico)
- Taste of Nova Scotia

CONTACT INFORMATION

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I guess you can call us food junkies



King Cole's famous DLT

The Tangerine Group

Connect. Make an Impression. Make it Last.

Branding • Strategic Marketing • Package Design • Tradeshow & Events • Web & Graphic Design



OUR Full Service MENU

PACKAGE DESIGN

Of course you'll be the judge on the quality of our work. But if it helps, our largest client will tell you they have won retail listings, both in Canada and the U.S., because their packaging was deemed vastly superior to the competition. (We love this job!)



Grande Cheese tradeshow booth

Trade Shows

Along with designing show-stopping booths & displays, we create programs of pre and post-show activity to ensure our clients achieve the greatest possible return on their trade show investment.

Abraham tradeshow booth



Print Ads

Advertising in print, particularly magazine, is still one of the most impactful ways to build brand equity and drive your message home. Which is key to creating synergies with your web site and other marketing tools.



Kraft Ad

Minute Maid Ad



Ode to an American Icon The Diner — character, quirkiness, meat-loaf, mashed & killer shakes. Our favourite: The Pelican Diner, St. Pete's Beach. (R.I.P.)



COLLATERAL MATERIALS



New Media

Where is your next customer? We combine traditional marketing strategies & execution with innovative technology and new media for exciting results. Its our job to keep our clients on the leading edge of technology but only when it makes sense for the application, budget and timeline.



One of our faves. Sell sheets, recipe brochures, direct mail, retail merchandising, product lists... these tools are the bread-n-butter of a company's sales & marketing. We work with our clients to develop materials that provide their sales force with optimum quality support and proven buyer & consumer appeal.

