



TASTE BUZZ™

**2019 Hearst "New Year, New You"
Sponsorship Opportunities**

WHY TRUST OUR TEAM?

SchroderHaus was founded in 2015 on the belief that there is a better way to serve innovative businesses in the natural products industry who have a proven concept and who have a need to activate integrated programs to connect with their consumers. Combining our team's decades of experience from small to global PR firms, and startup to global CPG brands, we provide strategic programming and flawless tactical execution that generates the results our clients need to meet their business goals.

Our team was inspired to launch our TasteBuzz event series in 2017 knowing many brands in the natural products industry are looking for a way to earn the attention of national media and regarded influencers. As we work daily with the buzz-generating media covering this industry, as well as with influencers who can help drive engagement and conversion, we launched TasteBuzz as a way to facilitate connections between innovative brands and the media and influencers who could help tell their story. It's a win-win for all involved!

Learn more about SchroderHaus and our greater team by visiting www.schroderhaus.com.

TASTE BUZZ™

MEET THE TASTEBUZZ CREW

Core members of our team are dedicated to helping make our TasteBuzz events a success, including:



**Elexis
Schroder**

Founder, Head of the Haus



**Brette
Carpenter**

Operations Manager & Event Producer



**Emma
Feeney**

Account Coordinator

Display and sample your newest and hottest products to top media and contributors at Hearst in a sampling event designed to facilitate awesome connections that lead to coverage for your brand. Hearst’s Lifestyle Group is home to many relevant outlets for growing natural products brands, including Food Network, Cosmopolitan, O, The Oprah Magazine, Good Housekeeping, Health, Woman’s Day, Redbook, and more!

Going Beyond Hearst. In addition to inviting the in-house Hearst Lifestyle Group editorial team, we are also inviting Hearst contributors to pop by the office for TasteBuzz. A majority of the contributors who produce content for Hearst also contribute to many other national outlets, giving you more bang for your buck in terms of who you could meet and where you could get mentioned post-event, for instance (all listed have RSVP’d previously to TasteBuzz events):

- Amy Gorin - CBS, Self.com, SHAPE, New York Post
- Amy Capetta - Parents, Weight Watchers, Family Circle
- Erin Palinski-Wade - Fox News, Dr. Oz., Consumer Reports, The Early Show
- Samantha Cassetty - NBC.com, Today.com, U.S. News, Today’s Dietitian
- Jackie Newgent- Livestrong.com, Dr. Oz, Dateline, Rachael Ray Every Day

Cost: \$2,700 Per exhibitor table, limited to 11 brands*

***All brands are provided category exclusivity**

Tote Bag Sponsorship \$650:

One brand will have the opportunity to provide branded tote bags to be used for all attendee gift bags; all other sponsors products will be placed inside by attendees as they experience the event. This opportunity is limited to one of the brands already participating in the event.





Our last Hearst event had 60 editorial contacts in attendance, including:



- O, the Oprah Magazine
 - Molly Simms, Senior Editor
- Cosmopolitan
 - Taylor Andrews, Sex & Relationship Editor
- Hearst Lifestyle Food Group
 - Trish Clasen, Editorial Project Manager
- O, the Oprah Magazine
 - Mindy Miller, Food & Beverage Director
- Men's Health (online)
 - Melissa Matthews, Online Staff Writer
- Hearst Magazines
 - Marisa Cohen, Freelance Writer
- Contributor
 - Lisa Held, Freelance
- Hearst Magazines
 - Lisa Bain, Executive Health Director, Editor for Dr. Oz
- Prevention
 - Devin Tomb, Executive Editor
- Food Network Magazine
 - Cecily McAndrews, Senior Editor
- Cosmopolitan (online)
 - Christina Amoroso, Lifestyle Director
- Hearst Lifestyle Group/Specials
 - Cathy Garrard, Senior Editor
- Cosmopolitan
 - Ashley Oerman, Senior Wellness Editor
- Cosmopolitan
 - Jessica Goodman, Senior Editor
- Contributor
 - Frances Largeman-Roth, Freelance/Contributor

Brands that exhibited at the last Hearst event



SH TASTE BUZZ™ Testimonials



"We loved the intimate setting of Tastebuzz. It allowed us to present our brand to targeted media/influencers in the health/wellness market. The flow was extremely smooth and we felt like we had high quality engagements with the attending guests that quickly led to coverage."

- **Joshua Z. Tabin | Co-Founder, Wild Zora**

"Having been in the PR industry and now leading marketing for CPG brands over the last 15 years, I've been to a lot of media events. TasteBuzz is one of the best I've ever attended because of both the quality of media attendees and the seasoned, sharp and well-connected people behind it. I will certainly be back and highly recommend!"

- **Denise Day | Director of Marketing, Good Day Chocolate**

"This was the most well attended media event I have ever been a part of."

- **Adriane Pilcher | Brand Director, The Jackfruit Company**

"TasteBuzz offered us the unique opportunity to meet and interact with some of Hearst's finest in an intimate yet fun environment. We were so impressed with the turnout and, just a few short weeks after the event, are already starting to see the pay-off. We can't wait to see what these new relationships lead to!"

- **Lisa Belisle | Brand Manager, Good Karma Foods**





TASTE BUZZ™

Ready to Sign Up?

- **Sign Up.** To secure your spot, all you need to do is fill out [THIS](#) simple exhibitor survey
- **More Questions?** Feel free to contact Brette at brette@schroderhaus.com, or 763-439-1160



We look forward to partnering with you!

SchroderHaus Productions Experience:

- Our core team has 25+ years marketing communications experience building natural products brands
- Regular engagement with influential national consumer media and trades
- Personal relationships with leading social influencers
- Brand-side experience so we know the pressure you're under to succeed!
- We value customer service and having fun; we want this to be a joyful and rewarding experience for you!