

half moon BAY

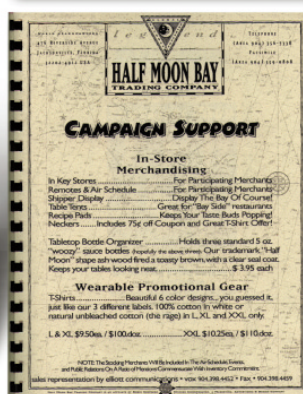
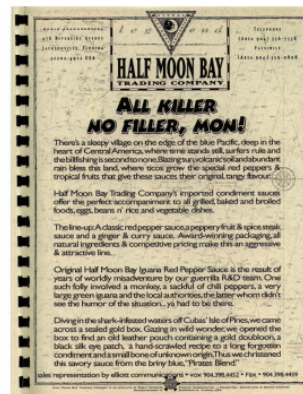
condiments

carribean

Half Moon Bay entered the grocery market without experience in product management, but with exceptional product, and an exceptional agency.

We designed point of purchase, floor displays, wearables, brochures, table tents, coupons, produced radio commercials, coordinated all sales activity, and trained and managed the distributor and broker network. From startup to more than 300 stores – at a profit – in less than 8 months.

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