










The Marketplace Development Team partners with retailers to create unique opportunities for plant-based brands to engage omnivore shoppers.

Multi-vendor programs enable greater reach at a lower cost, drive cross-category sales for retailers, and help shoppers discover new product options.

RETAILER	TIMING	ACTIVATION	ANTICIPATED MEMBER COST	INDICATE INTEREST BY	NEXT STEPS
	Q4 2024	Instore Coupon Book + Geotargeted Media	\$3.75K + redemption	Aug 1	<a href="#">Link to sign up</a>
	Plantsgiving Nov 24	Digital Media + Instore Signage	\$12K	Aug 1	Contact <a href="mailto:Julie@plantbasedfoods.org">Julie@plantbasedfoods.org</a>
	Plantsgiving Nov 2024	Digital Circular + Geotargeted Digital Media	\$7.5K	Aug 1 Q424 Dec 1 Q225	
	Plantsgiving Nov 2024	Subset of Thanksgiving Your Way	\$20K?	Aug 1	
	Veganuary 2025	Social Media + Instore Displays	\$2.5K	Sept 1	
	Earth Month 2025	Digital Media via Roundel	\$25K	Dec 1	
	Earth Month 2025	Joint Demos in top stores + Influencer	Approx \$25K	Dec 1	