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MATT MURPHY

CLIENT: Naturally Innovative Brands
PROJECT: Mission statement and market positioning
OBJECTIVE: Set core brand direction for a new all-natural foods company ahead of its e-commerce launch
SUMMARY: After years behind the scenes distributing high-quality, crop-based ingredients to food producers, NIB's founders launched their own consumer line and sought support with foundational brand elements
WEBSITE: <https://nativowellness.com/about-us/>



ABOUT US

OUR MISSION

We strive to build a healthier society by being naturally innovative and offering trustworthy foods of superior quality, taste, and value. Key to the success of our mission are 3 pillars that uphold our business.



SIMPLICITY

Fully-sound mind and body begin with what's on your plate. Our ingredients are 100% natural, and we offer only the safest, highest-quality ingredients and products to you and your family.

INTEGRITY

We're dedicated to full transparency with our customers and partners. That means being accountable for everything from sustainability to Fair Trade to production quality control.



INNOVATION

Experience and technology should be used to enhance the natural options we offer, not replace them. Our commitment to bringing new products to the market that meet our high standards is unwavering.



OUR COMMITMENT

At Naturally Innovative Brands, business and lifestyle go hand in hand. We enjoy a family-oriented atmosphere inspired by a shared passion for health and wellness. Our drive to create wholesome food products stems from a leadership team that's spent decades on this side of the global food and beverage industry. We have exceptional experience producing, sourcing, and bringing to market best-in-class ingredients.

Today, we're using this expertise to bring not only those ingredients, but readymade goods directly to you the consumer. You shouldn't have to worry about whether your home-cooked meal is full of unnatural additives and synthetic ingredients meant for the product's longevity, not your own. Whether you're looking for organic baking powder, cookie batter, pancake mix, stevia, or agave, you deserve to buy from a brand whose commitment to quality is as strong as yours.



BENEFITS

MADE WITH QUALITY & CARE



WE PRACTICE SUSTAINABILITY

Natural products come from natural resources. We have a responsibility to ensure our sourcing, means of production, and packaging respect the environment. Everything we do minimizes waste, leaves a low carbon footprint, and uses eco-friendly technology.

WE BELIEVE IN SOCIAL JUSTICE

For us, Fair Trade isn't an afterthought to be checked off a list. We're highly selective about sourcing raw products in ways that support small farmers around the world. We promote fair pricing, worker welfare, and sustainability across our supply chain.



WE MAINTAIN STRICT QUALITY CONTROL

Our plant managers and engineers take global food safety standards seriously. You can be sure that our facilities and products are compliant with all major legislation and health codes, including those of the FDA, GFSI, and FSPCA, among others.



OUR CERTIFICATIONS

