

If everyone
is thinking alike,
then someone
isn't thinking.

PURÉE
FANTASTICO

ONGGI

Demographic Research for branding
March 29, 2017

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THE ARCHETYPES:

THE SEEKER:

(also referred to as The Explorer, The Wanderer)

This archetype creates the sensation of adventure and seeking to find the world for themselves. Fearing conformity and emptiness in equal contempt, they embrace brands that promote freedom, self-discovery, especially when the company promotes a journey along-side of them.

Not swayed by domesticity, they're drawn to imagery of the unknown, the outside, the new.

The worst thing for this archetype would be to appear too corporate, stodgy, or hemmed-down.

Here's one of the best examples of this archetype, Levi's Go Forth campaign that uses an ancient recording of Walt Whitman reciting his poem, OPioneers, which compounds the the ideas that denim delivers freedom with the concept of American exploration:

<https://www.youtube.com/watch?vIHG8tqEUTlvs>

THE MAGICIAN:

(also referred to as The Shaman, The Visionary)

This archetype and the clients attracted to it are driven to understand the world and their role within it. Charismatic, influential, clever and dynamic, they are afraid of the negative consequences unleashed with their exploration.

On their negative side, they can be seen as manipulative, dishonest, or delusional and disconnected from reality. The absolute worst thing for this archetype is to appeared too structured or empty-- all smoke, mirrors with no substance.

Much like their spiritual world counterparts, this archetype can transform ideas into reality using rituals and forces from beyond the normal realms.

These brands promote themselves as a passageway to transformational knowledge and experience. More focused on the individual than the group, they compliment their customer base by engaging them to trust their own instincts.

One part flattery, two parts brand promise; these brands create the very instincts their expecting their clients to trust.

I've also found Disney to be a great example. Disney is endlessly magical, ageless. You at 80, in Disney World, are back to 7. You believe, you desperately remember believing, and Disney enables your inner child right back to its magical world.

THE ARCHETYPES:

THE EVERYMAN/EVERYWOMAN:

(also referred to as The Regular Guy , The Good Guy)

This customer wants to feel part of something, to be seen as a peer rather than a ruler or a subjugate. Preferring quality and dependability, these clients will emotionally invest in brands that they can trust.

Their weaknesses are, well.. being weak, suggestible and on the superficial side of the spectrum. They want to belong and not necessarily stick out. According to research, the worst thing for this archetype is to appear greedy or elitist.

Through my research I've found Duracell listed as a Warrior/Hero type, and with this ad I can see that- but I can also see it as The Regular Guy. It's a great example of a brand straddling multiple archetypes to get the best of their ideal worlds.

<https://www.youtube.com/watch?vImQaeXWtvprM>

Here the battery company isn't branding their product-- they're branding the promise of their product. The ongoing reliability to power the Teddy Bear allows the viewer to emotionally connect with the waiting, the sacrifice (Hero!), but the desperation for connection and belonging (Everyman!).

Other qualities that'll trigger clients driven by this archetype are fairness, respect, accountability, and integrity. Honesty, open approaches to advertising and imagery are going to connect.

This ad also communicates this, showing how women of all shapes, sizes, and drawn to all sorts of activities, can benefit from any activity that you would enjoy. It's incredibly motivating and very helpful to be positioned amongst the body positivity and all-inclusive approach that fashion is moving towards.

<https://www.youtube.com/watch?vItoH4GcPQXpc>

THE ARCHETYPES:

THE SAGE:

(also referred to as The Teacher)

Oprah is the epitome of this archetype. Learning, experiencing knowledge from growth, The Sage seeks truth and wisdom in every engagement and situation.

The customers drawn to this archetype are constantly searching for new sources of information, preferring brands that challenge them to think in new ways.

At their best, they're wise, open minded and articulate-- at their worst they are self-absorbed, cold and a ruthless skeptic.

Brands utilizing this archetype structure promise knowledge, and will use a higher level of vocabulary, more abstract/symbolic imagery. They have a large amount of trust for their clients and their ability to grasp challenging ideals, "inside jokes", and they avoid dumbing down things too much for their audience.

A good example, besides Oprah, would be National Geographic Channel. They provide a portal to the endless expansive landscape of our world. No place is too out of reach, and we are given a front row seat as they show us reality around us.

Similar to The Explorer, but more authentic in the larger-than life scope of the brand. Levi's uses classic poetry to engage the audience's sense of adventure. NatGeo is using deeply probing, but emotionally accessible philosophic explorations-- encouraging curiosity, and bridging that curiosity with life's experience itself.

<https://www.youtube.com/watch?vI4qwA5fUh3hA&feature=youtu.be>

THE ARCHETYPES:

THE CAREGIVER:

(also referred to as The Nurturer)

This archetype, clearly, is driven by their need to take care of others. They want to be recognized for their efforts without being patronized. Aggressiveness is NOT the way to go here. However, the emotionally driven approach will provide reassurance in their correct choice-- and create that connection.

At their best, they are compassionate, optimistic, and unselfish-- but at their worst, they can be manipulative and potentially masochistic.

Allstate is a fantastic example of this archetype in advertising. Everything from the calm voice of the actor, to their tagline "You're in good hands"-- communicates this archetype.

Reassurance, calm in a crisis, under control and taken care of. Boom, done.
<https://www.youtube.com/watch?vlxPSgo-Bw5RA>

THE IDEALIST:

(also referred to as The Lover)

This archetype connects the love of closeness, connection, beauty, and affection. Those utilizing this archetype position their brand to give and receive love, happily, openly. They find strength in great passion and promote love and unity. At their worst, they can be detrimental people-pleasers, venturing into shallow and obsessive territory.

These customers value the aesthetic appearance of goods and services. Just with this knowledge alone, it's apparent that Apple utilizes both this archetype as well as The Creator archetype.

In a whole sentence context, Apple's brand is a creation of love, therefore building an audience who loves what they create. A well designed computer that looks well designed will operate the best.

If something looks expensive, it's more likely to be treated as a premium, and therefore hold more value than mediocre products. This is the ethos of The Idealist.

Brands with this archetype will promote how something feels rather than what it is, or what it can do. They're not going to appeal to those who are drawn to more business-like interests; the Idealist brand cultivates a dream-like mystique, a fantasy in the best of all possible worlds.

Victoria Secret is a solid example of this. They create an entire world of fantasy around their products. Angels, Pink-- none of it situated in reality, but that doesn't matter. Women buy it because they are buying INTO it.

<https://www.youtube.com/watch?vICGt-giqBUsw>

CITY TIER BREAKDOWN:

TIER 1:

New York (largest city, culturally, commercially, and financially dominant city in the country)

TIER 2:

Los Angeles, Chicago (dominant in their respective regions (the West and the Midwest) and very economically and culturally significant on the global scale (e.g. Hollywood, Chicago stock exchange))

TIER 3:

Washington, San Francisco, Boston, Houston, Dallas, Atlanta, Philly, Miami (not the same dominance as the top three cities, but still are globally significant economically, and contain elements that make them culturally significant (politics, tech, diversity, ect.))

TIER 4:

San Diego, San Jose, Seattle (maybe Tier Three), Phoenix, Baltimore, Detroit, Denver, Las Vegas, Minneapolis-St. Paul, Honolulu, Pittsburgh (Less integrated in the global economy, and not as culturally significant, but still are dominant in smaller local regions in the US (like the Pacific Northwest and the Southwest) and/or provide important industries (like tech, automobiles, defense, and biomedical))

TIER 5:

Orlando, Portland, Charlotte, Cleveland, New Orleans, Milwaukee, ect. (major cities with only some financial and commercial integration at the national scale, and/or possess some cultural significance (like Portland))

TIER 6:

El Paso, Albuquerque, Jacksonville, Columbus, ect. (large cities with minimal financial or cultural importance)

TIER 7:

Bridgeport, San Bernadino, Santa Fe, Riverside, Birmingham, ect. (The final tier of large cities, ones that are not large or financially or culturally significant at all)

Case Studies

IT'S HELPFUL TO BRING THE ELEMENTS OF EACH ARCHETYPE INTO REALIZED PERSONAS, MAKING NEEDS, DESIRES, PROBLEMS, SOLUTIONS, AND TRIGGERS MORE ACCESSIBLE.

CUSTOMERS AS PERSONAS CASE STUDIES:



LAURIE

[Los Angeles, Chicago]

Late 30's- early 40's female. White with Irish heritage, married to a Middle Eastern man. Has toddler twins and is pregnant with a third. Lives in a Tier 2 city.

Young at heart, smart savvy, child & family oriented-- and a seriously hip foodie. Her focus is on her mind, her well being, and her obsession with the tastes in fermented foods. She would buy online because she fears DIY, but has access to offline stores to purchase products. In order to purchase online, an authentic connection with the culture or artisan of the person crafting the fermented products would be ideal. She shows strong loyalty to individualized, crafted specialty products and purchases from them regardless of design.

However, when purchasing products in the grocery store, the visual quality would need to be high across the board. The packaging of the product, the quality of the product, the experience of the site, how she would know the package/artisan was authentic, what would be done with the excess of boxes and packaging after? All of these elements would be considered by her in order for a purchase to be made.

Her ability to purchase subscription boxes and/or fermented food online would be relatively high. Even though she has kids, her value in her health and experience while drinking and eating the foods justify the costs.

MAIN ARCHETYPE: THE SEEKER

SUPPORT ARCHETYPE: THE CAREGIVER



AMANDA

[*El Paso, Albuquerque, Jacksonville, Columbus,*]

Early 20's lives in Tier 6 city. White, German heritage, newly married and plans to be a house wife. Her interests are her new marriage and saving money.

Her friends and influencers she follows on Instagram are into kombucha and fermented foods, and she feels pressure to enjoy them but still doesn't "get it" yet.

She is swayed by visually peaceful imagery, clean styling, has a strong preference for texting and online shopping experiences vs. brick and mortar grocery store shopping, and would enjoy the ability to provide for her family in an economical and healthy way.

She would be most likely to enjoy the surprise of fermented beauty products along with products that are already fermented and aren't as sour or strange.

Her ability to purchase subscription boxes and/or online products would be low due to stringent budget. She would be looking for value and experience to justify costs.

MAIN ARCHETYPE: THE INNOCENT

SUPPORT ARCHETYPE: THE DREAMER



LISA

Late 30's, Mid 40's female, single, first generation American from Israeli parents. Works as an ethically focused lawyer working with Middle East and Asian immigrants with their citizenship . Speaks 4 languages and is equally comfortable across the world; calling Thailand, Israel, Bali, Hong Kong, and Tier 1, New York City, home.

Her worldliness allows her entrance to a world of fermented products and taste profiles others would balk at, and her comfort and familiarity allows her to make multiple fermented products at home without any hesitation or fear.

Like others, her draw for this subscription would be to maintain her connection with other cultures and product options not always available-- even in New York.

For her, the packaging and experience work as a memory of being overseas. Utilizing pieces of packaging that could be reused or repurposed as an art object would be appealing to her.

Her ability to purchase subscription boxes and/or online fermented goods would be extremely high.

MAIN ARCHETYPE: THE SEEKER

SUPPORT ARCHETYPE: THE SAGE



SHARI

[Orlando, Portland, Charlotte, Cleveland, New Orleans, Milwaukee]

Mid-late 30's, single, Jewish and Latina heritage, she lives in a Tier 6 city.

She is extremely socially driven and employed through multiple channels thanks to her wide network of variety in friends. Always on the go and always involved in social, political, environmental causes, her interests lead her to create a wide variety of expressions: through fine art, feminist magazines, account management at a social co-op providing clean water to under privileged nations, Shari is deeply connected to the world around her.

She sees ordering fermented products online as an easy and fun way to explore more products she'd enjoy. Extremely busy but dedicated to her health and well being, ordering a monthly subscription would allow her to maintain her quick pace without sacrificing her health, quality, and the ever-loved authentic product experience.

Knowing she'd be supporting disabled or special needs individuals across this country is an additional selling point; provided it is legitimately supported through the product offerings. She's got a critical nose for gimmicks.

Her ability to purchase subscription boxes and/or online products would be incredibly high. Her low overhead lifestyle and abundant employment opportunities provide an affluent budget filled with disposable income. Her choices would focus on her health, enjoyment, and value in experience.

MAIN ARCHETYPE: THE SEEKER

SUPPORT ARCHETYPE: THE IDEALIST



RICHARD

Late 30's early 40's male, married with one child, own a small batch market that specializes in Asian goods, as well as a mid-level art director in a NYC ad agency.

He's a third generation Korean American, married to another third generation Korean American, and they enjoy bringing authentic Korean cuisine with a modern twist to their Tier I New York friends.

They see ordering fermented goods online as a way to broaden the spectrum of tastes they can provide to their customers, who are solely interested in authentic palettes and experiences.

Having the product packaging be beautiful, visually interesting or experimental, sustainable, and/or the ability to repurpose into an art object or reusable would be ideal.

His ability to purchase subscription boxes and/or online products would be incredibly high, as not online is this a side business bolstered by his advertising salary, he could write off the expenses- a constant win/win.

MAIN ARCHETYPE: THE EVERYMAN

SUPPORT ARCHETYPE: THE MAGICIAN



ANH

*[San Diego, San Jose, Seattle, Phoenix, Baltimore, Detroit, Denver, Las Vegas,
Minneapolis-St. Paul, Honolulu, Pittsburgh]*

Late 20's-early 30's female, co-habitates in a work/life style loft and artist studio. She's a first generation American from Southeast Asian parents, her partner and the majority of her friends are white, living in a Tier 4 city.

She works in art, media, public speaking, and writing, and is very connected to her first culture. While she would be extremely comfortable to create fermented foods on her own, she would also be drawn to a subscription that also allowed her to experience new-- but authentic-- foods from a home away from home.

She sees this as an easy way to continue to stay connected, and gives her an influencer approach to her friends and clients.

Her ability to purchase subscription boxes and/or online products would be average. She invests in her art and her business, which has a steep overhead for her studio. The products she buys would have to be known to be worth the money, delicious, and delivering the authenticity she seeks above all.

MAIN ARCHETYPE: THE MAGICIAN

SUPPORT ARCHETYPE: THE CREATOR



ERIC

[Orlando, Portland, Charlotte, Cleveland, New Orleans, Milwaukee]

Mid 30's, homosexual in a committed relationship, owns a home in a suburban outset of a Tier 6 city. Works in data, enjoys stability, but is very environmentally friendly and actively grows his own food to experiment. Loves to cook, enjoys quick pickling and kimchi but feels hesitant in creating his own fermented foods beyond this level.

Has a deep seated need for trust and transparency in food safety and preparation. Distrusts buying fermented foods from individuals-- especially online, but is also aware of the lack of probiotic life in over-regulated in super markets.

Would be more likely to purchase foods online if there was a clear video of process connecting the food product with the person who was making it, in a clean and professional setting. It would also help him make a stronger connection with the deeply rooted process in the particular culture of the food.

Feels more comfortable and relaxed when talking about Kombucha vs. Kimchi and other fermented foods, perhaps due to the level of fermentation. Loves honey ginger kombucha- so it would be good to introduce new flavors or how to introduce unique flavors to a plain base.

His ability to purchase subscription boxes and/or online products would be average. His lack of trust in unknown sources makes him skittish, but he does have the disposable income to enjoy the products on a regular basis. What would be needed would be videos and products of solid quality, shown in a professional and authentic setting; then he would have no problem investing his money.

MAIN ARCHETYPE: THE SEEKER

SUPPORT ARCHETYPE: THE EVERYMAN

Demographic Maps

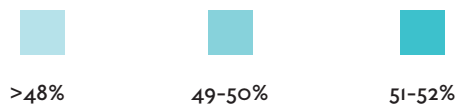
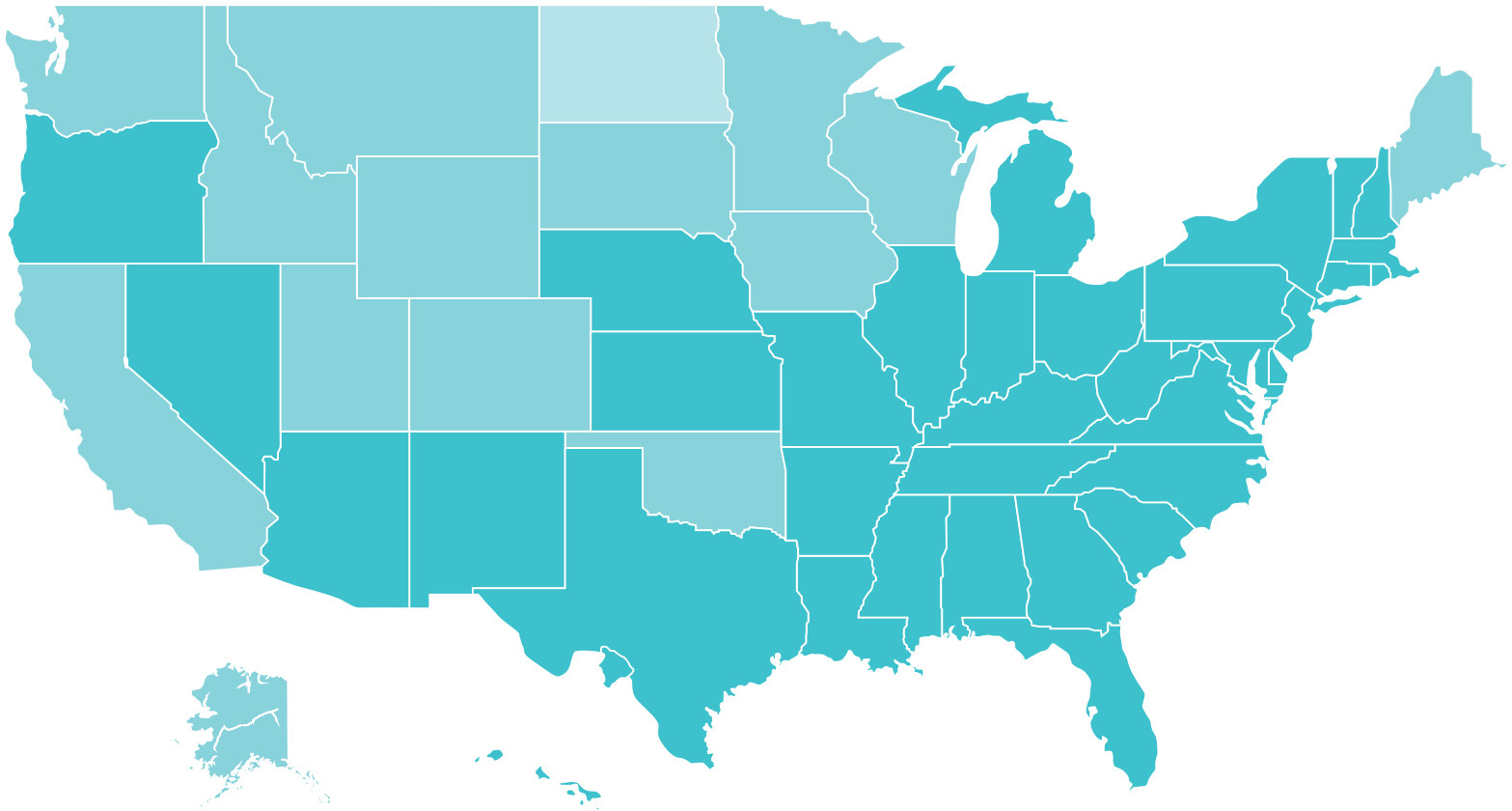
A VISUAL DISPLAY OF ETHNICITY, AGE, INTEREST IN FERMENTED FOODS, SPECIFIC INTEREST IN VARIOUS TYPES OF FERMENTED FOODS, INTEREST IN SUBSCRIPTION BOXES; SHOWING THE OVERLAP AND PINPOINTING THE PERFECT MARKET.

BASED ON A 100-POINT VALUE SYSTEM MEASURING POPULARITY IN ANY SPECIFIC MARKET. FOR THE MOST PART I'VE USED CITIES, BUT SOMETIMES STATE INFORMATION WAS MORE APPLICABLE.

PURÉE FANTASTICO

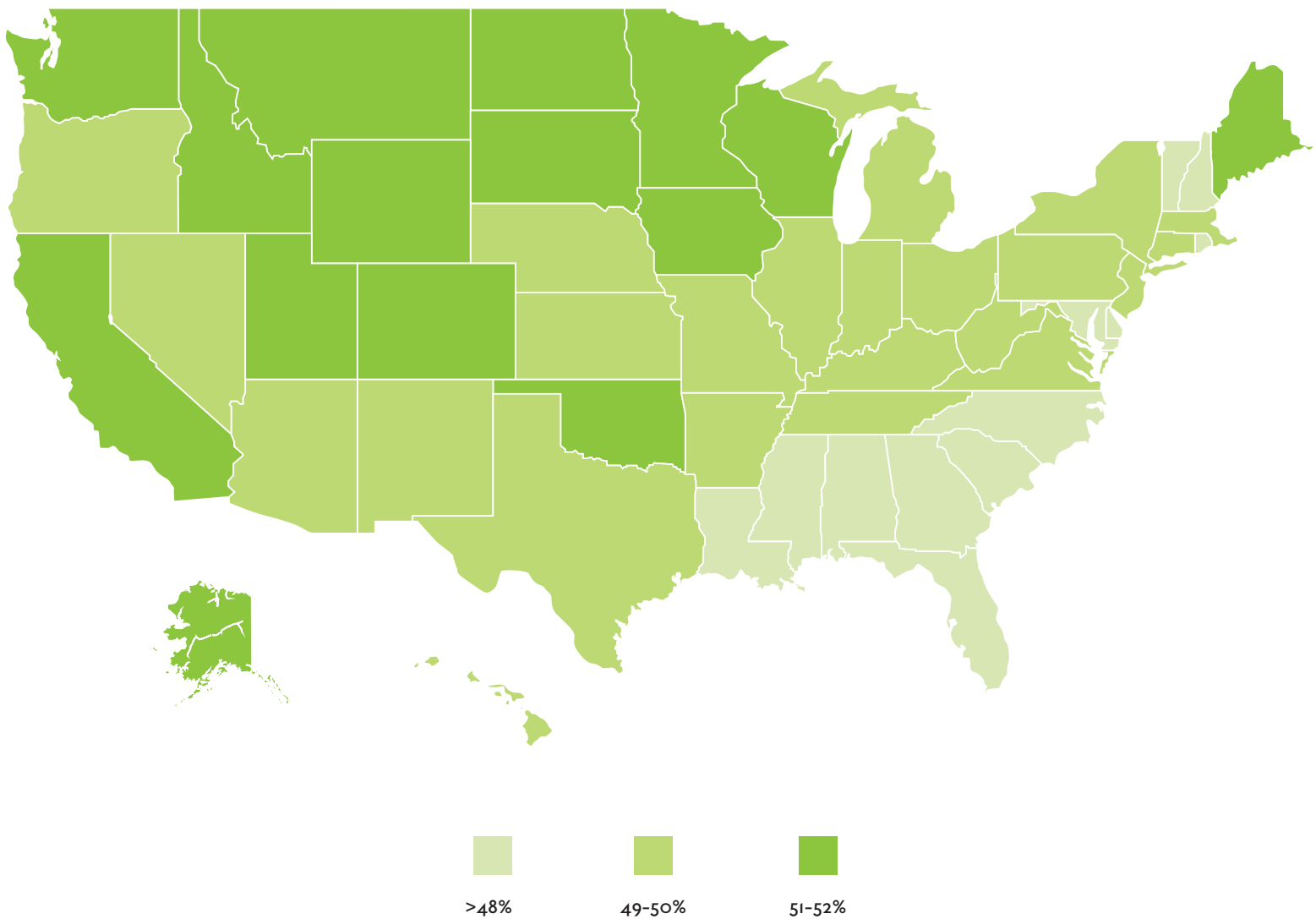
DISTRIBUTION OF GENDER: FEMALE CONCENTRATION BY STATE

WOMEN DOMINATE IN EASTERN AND SOUTHERN STATES, WHERE INTEREST IN FERMENTED FOODS OVERALL IS HIGH {EASTERN}, AND INTERESTED BUT NOT SATURATED {SOUTHERN}. THEY ARE THE MOST LIKELY TO BE INTERESTED IN FERMENTED FOODS BASED ON COST EFFECTIVENESS, EASE IN USE/LOW MAINTENANCE, AND THEIR HEALTH BENEFITS; SPECIFICALLY PROBIOTICS AND REGULARITY, 70%

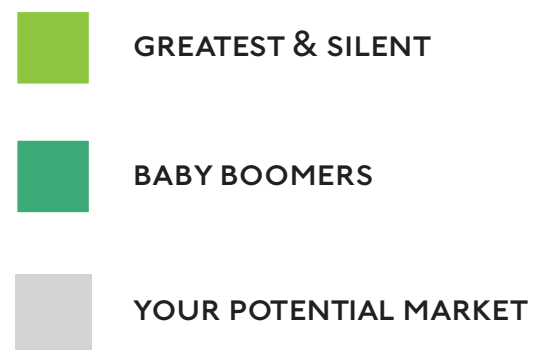
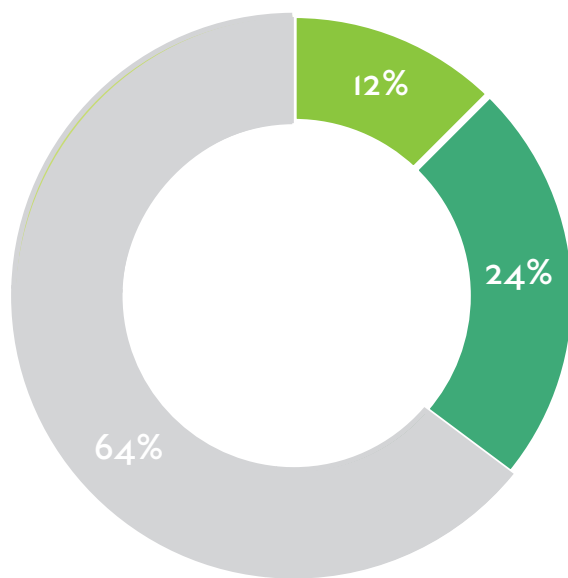
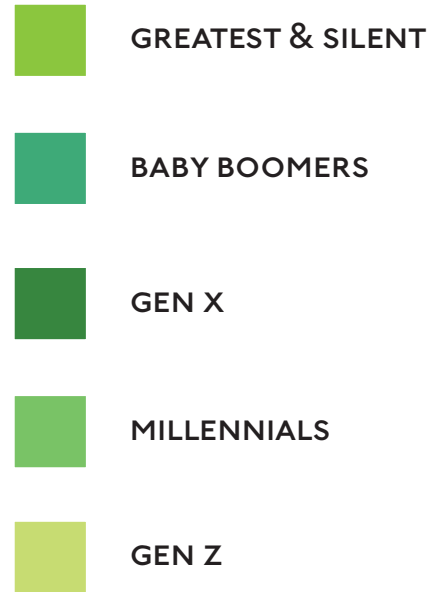
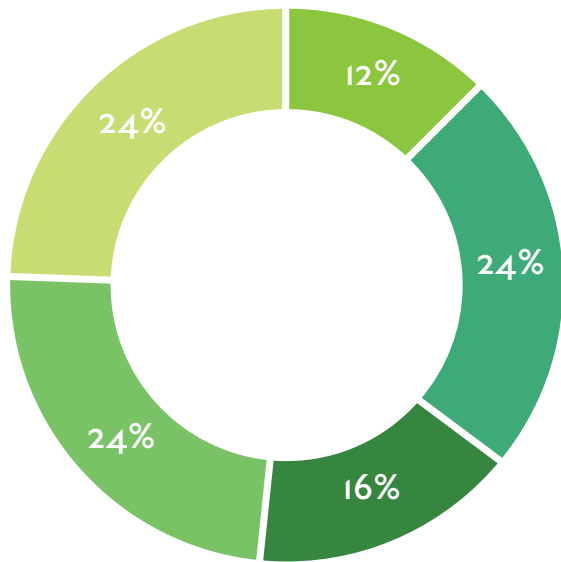


DISTRIBUTION OF GENDER: MALE CONCENTRATION BY STATE

MEN DOMINATE IN WESTERN STATES, WHERE INTEREST IN FERMENTED FOODS
OVERALL IS HIGH-- BUT THEIR INTEREST IN FERMENTED FOODS SPECIFICALLY IS
LOW- AROUND 30%

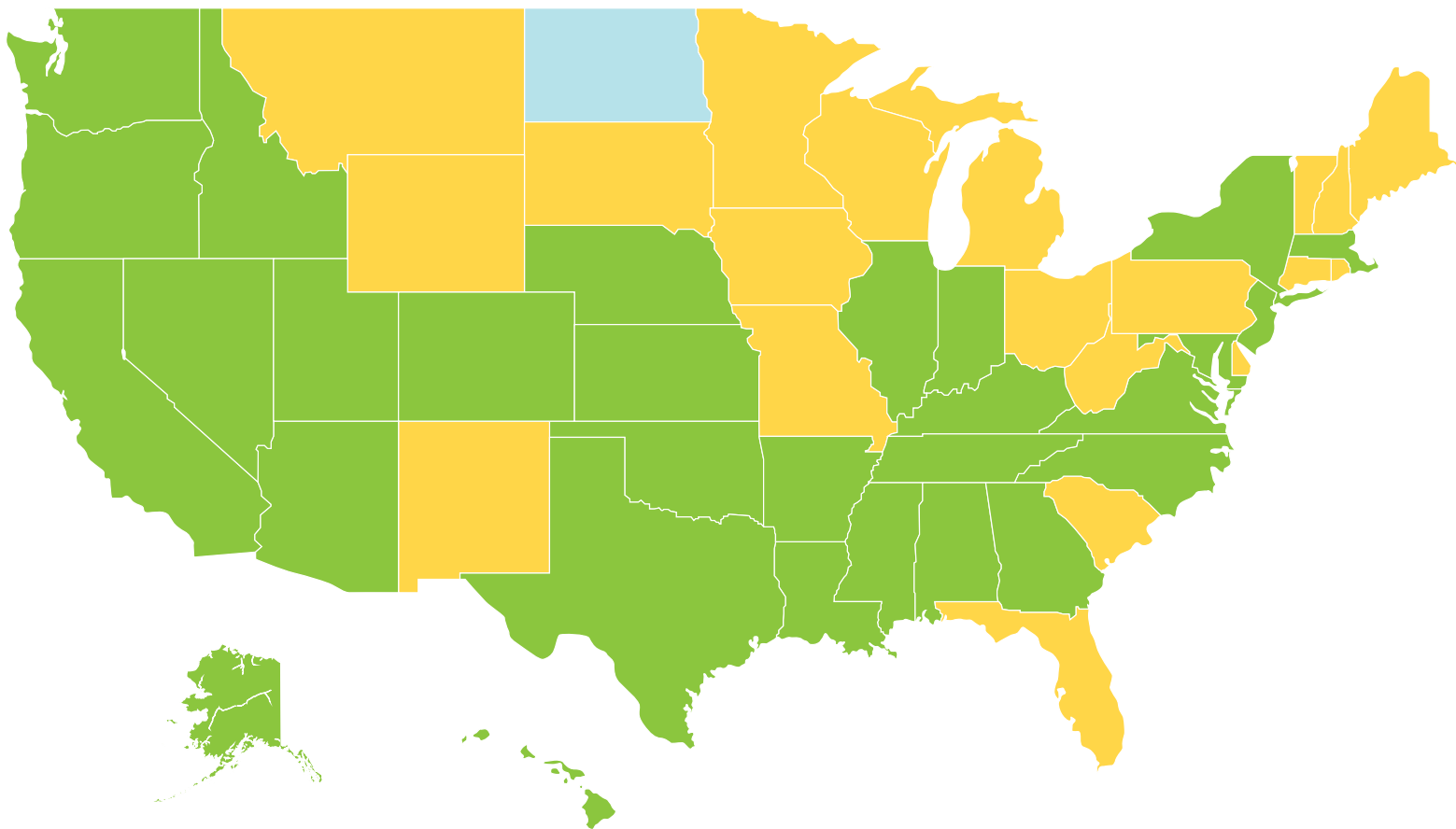


THE AGE DEMOGRAPHICS MOST INTERESTED IN FERMENTED FOODS AND SUBSCRIPTION BOXES WERE AMONGST THE GEN X, MILLENNIALS, AND GEN Z, A COMBINED 64% OPPORTUNITY WITHIN THE MARKET.



DISTRIBUTION OF GENERATIONS

MILLENNIAL SATURATION OCCURS IN THE AREAS WHERE TRENDS SHOW
A PREVALENCE IN INTEREST IN FERMENTED FOODS AND SUBSCRIPTION BOXES.




MILLENNIALS-
GEN Y
15-29 YRS


MILLENNIALS-
GEN X
30-49 YEARS


BABY
BOOMERS
50-69 YRS

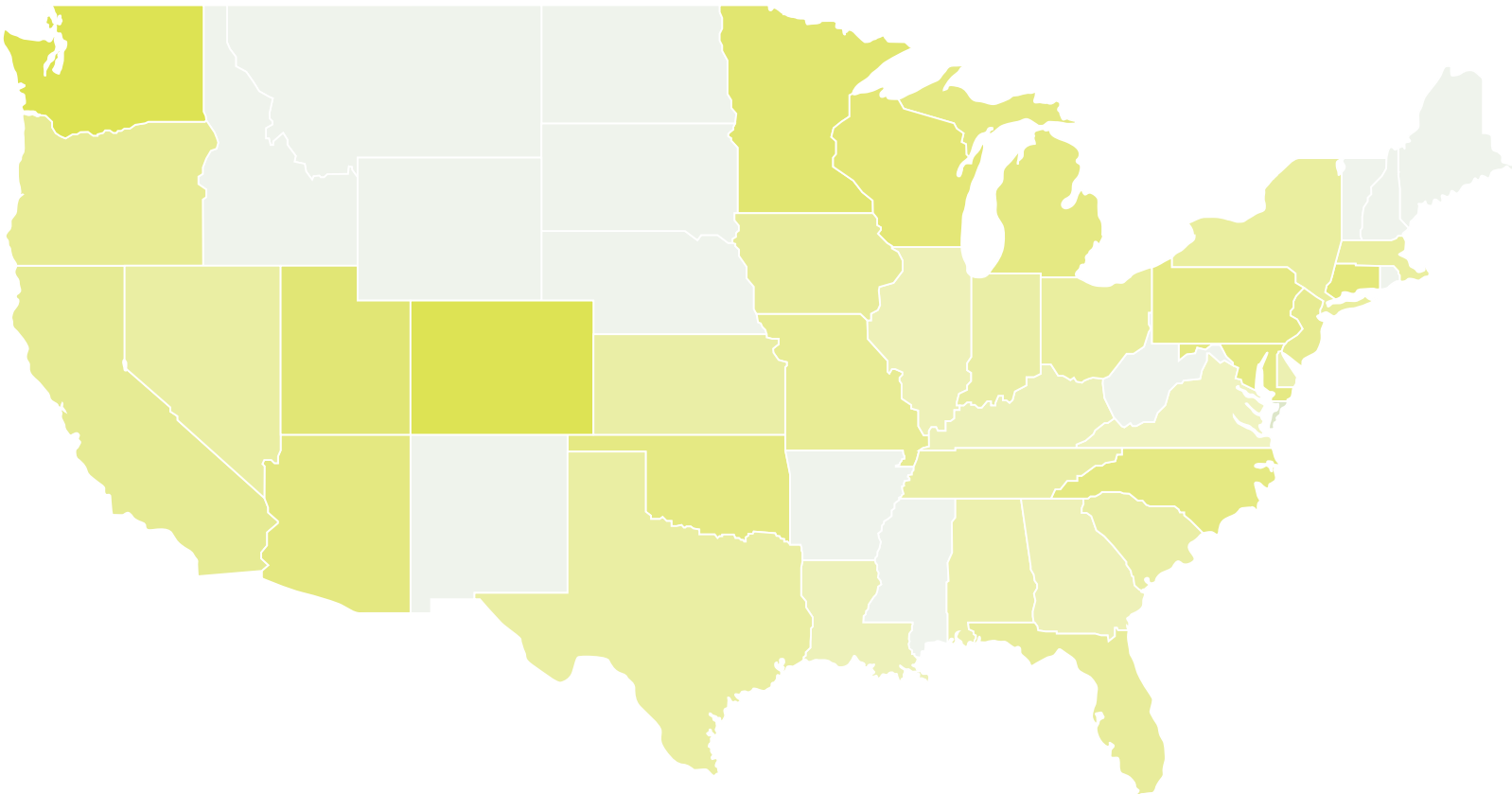
INTEREST IN FERMENTED FOOD OVERALL

INTEREST IN FERMENTED FOODS HAVE REALLY TAKEN OFF SINCE THE BENEFITS OF KOMBUCHA, KEFIR, AND KIMCHI AND OTHER FERMENTED FOODS HAVE BEEN COMING MORE AND MORE INTO THE FOREFRONT.

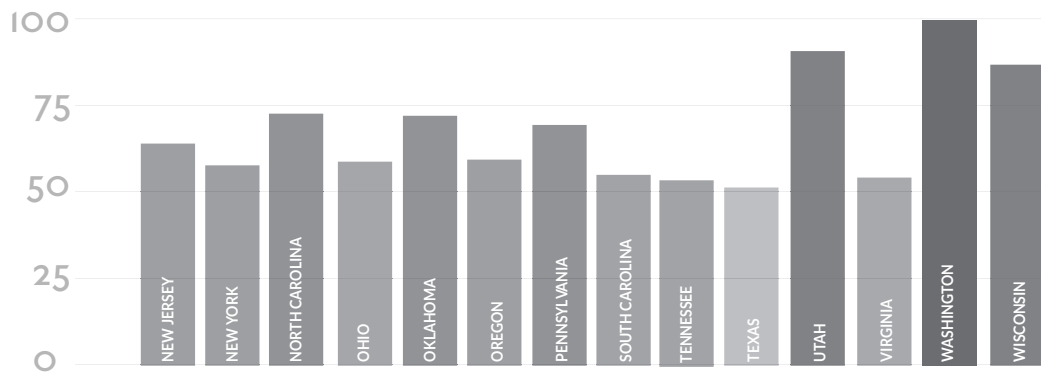
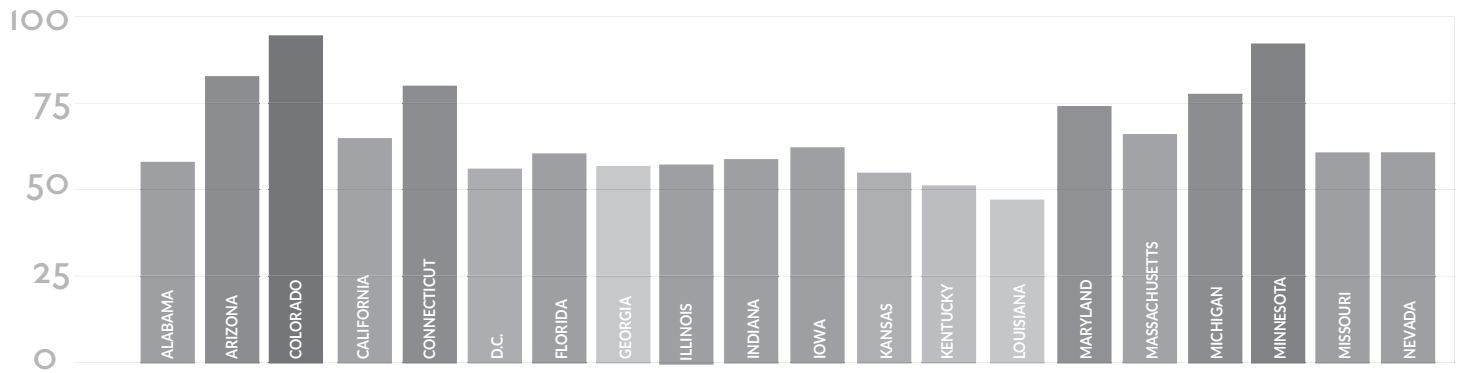
THIS MAP COMBINES THOSE WHO HAVE BEEN CANNING AND PRESERVING WITHOUT THE TREND ASPECT: OHIO, INDIANA, WISCONSIN, IOWA, KENTUCKY, TENNESSEE, ALABAMA, LOUISIANA, MINNESOTA, OKLAHOMA, UTAH

AND THE AREAS IN WHICH TRENDS ARE ALWAYS WELCOME AND UTILIZED: WASHINGTON, OREGON, CALIFORNIA, COLORADO, MINNESOTA, NEW YORK, MASSACHUSETTS

MINNESOTA IS INCLUDED BOTH BECAUSE THE STATE DEMOGRAPHICS WORK IN BOTH ASPECTS



INTEREST IN FERMENTED FOOD OVERALL



Maps: Kombucha

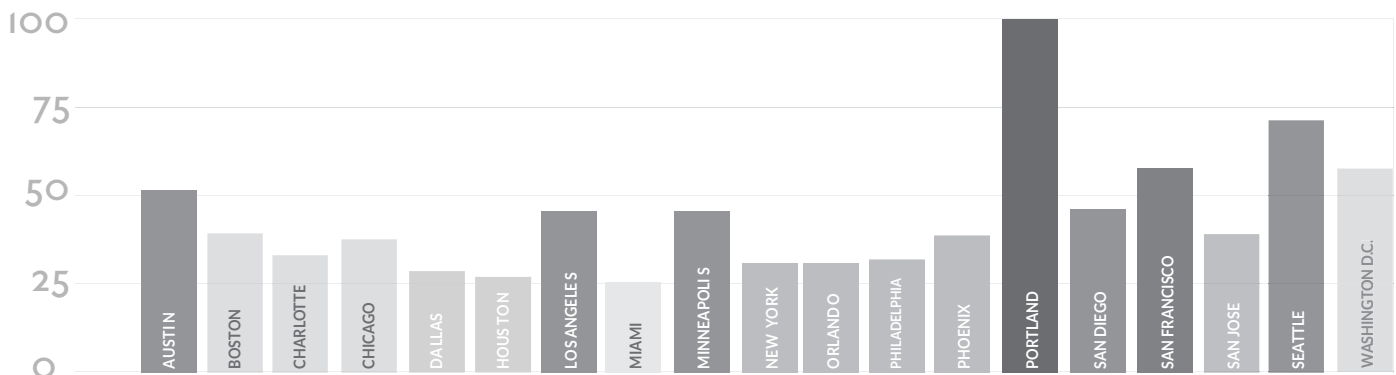
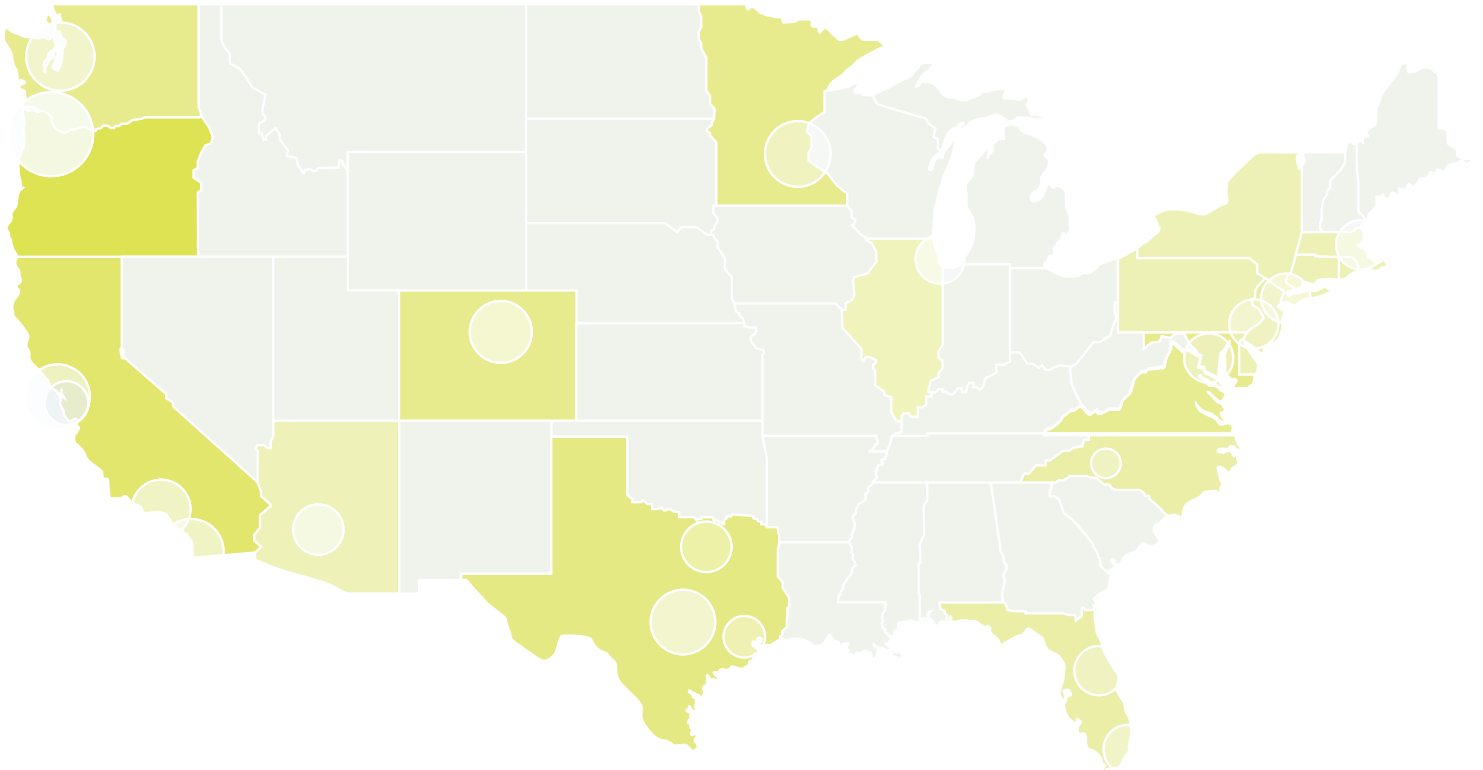
KOMBUCHA IS TOUTED FOR A VARIETY OF HEALTH BENEFITS INCLUDING DETOXIFICATION, JOINT HEALTH, DIGESTION/GUT HEALTH AND IMMUNE-BOOSTING PROPERTIES.

NOT ONLY HEALTHY, IT CAN BE SOLD AS A READY-TO-DRINK TEA, OR ADDED TO ALCOHOL TO BRING A HEALTHY BOOST TO THE FUN BUZZ.

AND IT IS POPULAR- 52% OF 25-34 YEAR OLD ADULTS DRINK THIS CROSSOVER DRINK WITH A .5% ALCOHOL THRESHOLD.

INTEREST IN KOMBUCHA PER CITY

KOMBUCHA HAS EXPERIENCED COMPLETE MARKET IMMERSION OVER THE LAST 5 YEARS, WITH THE MAIN MARKET SATURATION HAPPENING AMONGST TRENDY METROPOLISES: PORTLAND, SAN FRANCISCO, SEATTLE, LOS ANGELES, AUSTIN, AND MINNEAPOLIS.



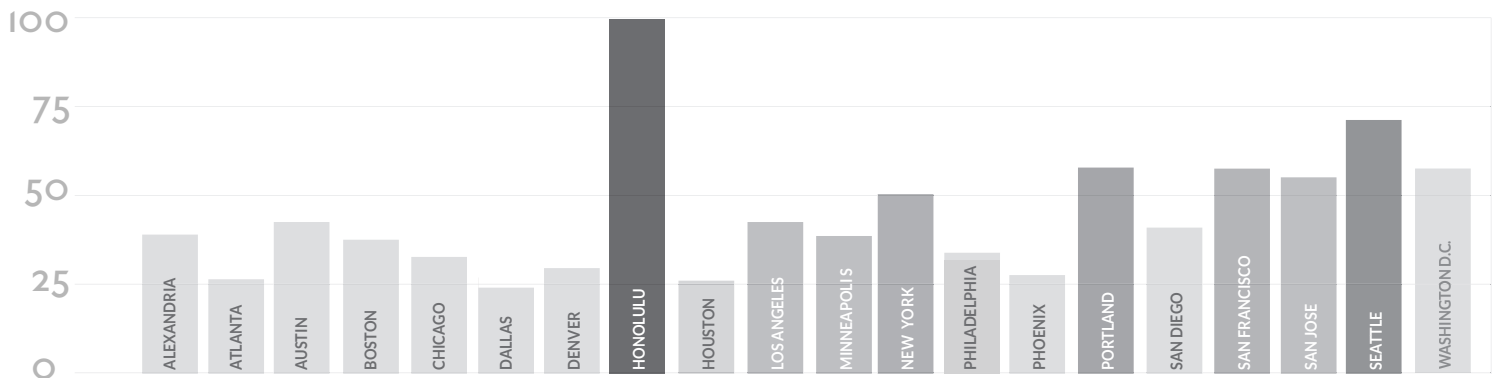
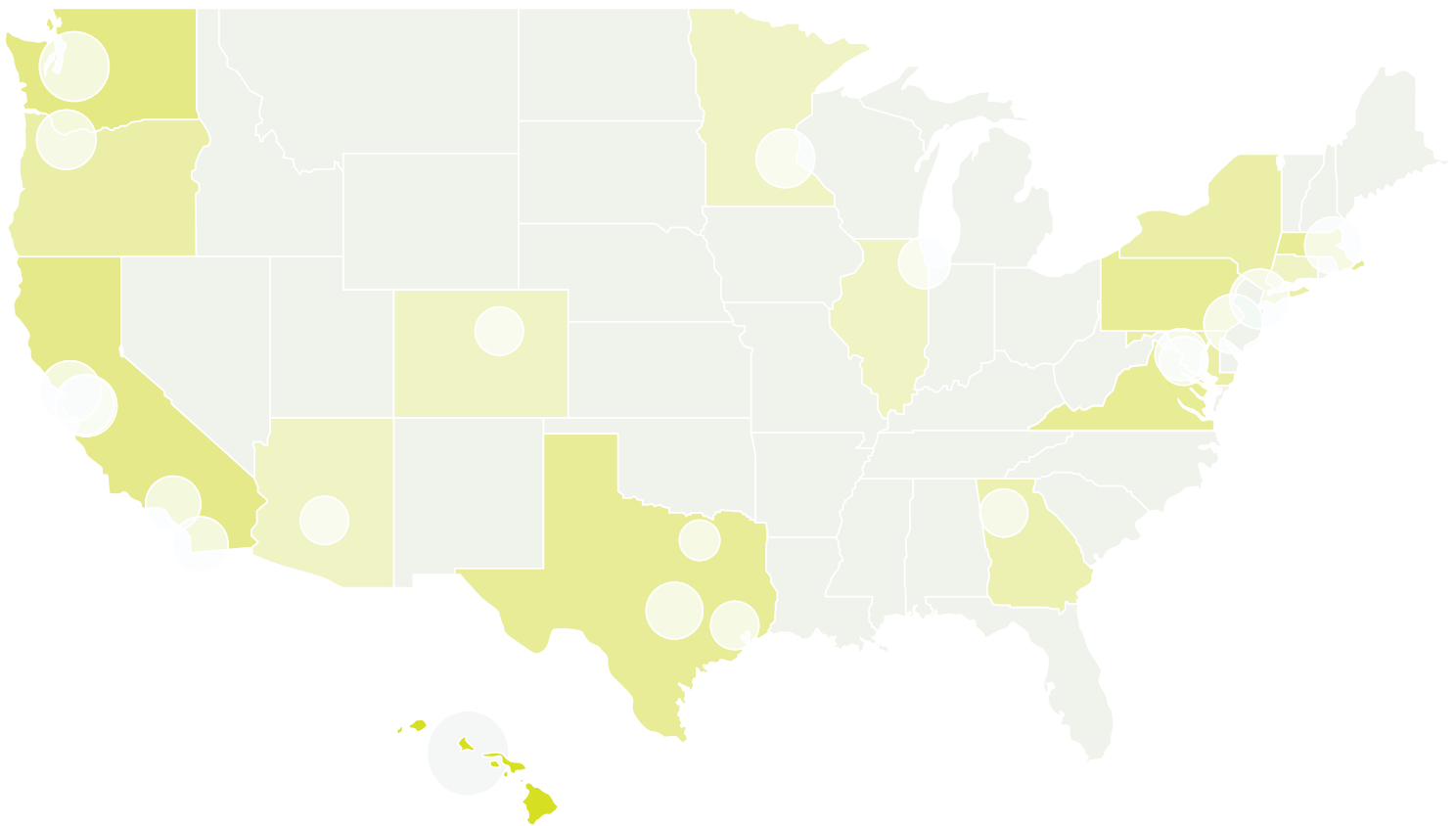
Maps: Kimchi

THE FERMENTED STAPLE IN KOREANS HOME HAS BEEN TRENDING THANKS TO THE SURGE IN EATING CLEAN.

NOT ONLY IS IT RIDICULOUSLY EASY TO MAKE, IT'S INCREDIBLY HEALTHY, AND ITS USE OF SCRAPS AND NATURAL PROCESSES MAKE IT SUSTAINABLE AND AFFORDABLE; ALL PRIMARY GOALS FOR MILLENNIALS AND GEN X INDIVIDUALS.

INTEREST IN KIMCHI PER CITY

ANOTHER EXAMPLE OF PROMINENCE DUE TO PREVALENCE IN CULTURE. HONOLULU IS THE FORERUNNER IN POPULARITY, BUT THE OTHER CITIES WHERE KOREAN IMMIGRANTS AND KOREAN AMERICANS CONTINUE THEIR PREFERENCES AND PREPARATIONS ARE NEW YORK, PORTLAND, SEATTLE, LOS ANGELES, AND SAN FRANCISCO.



Maps: Kefir

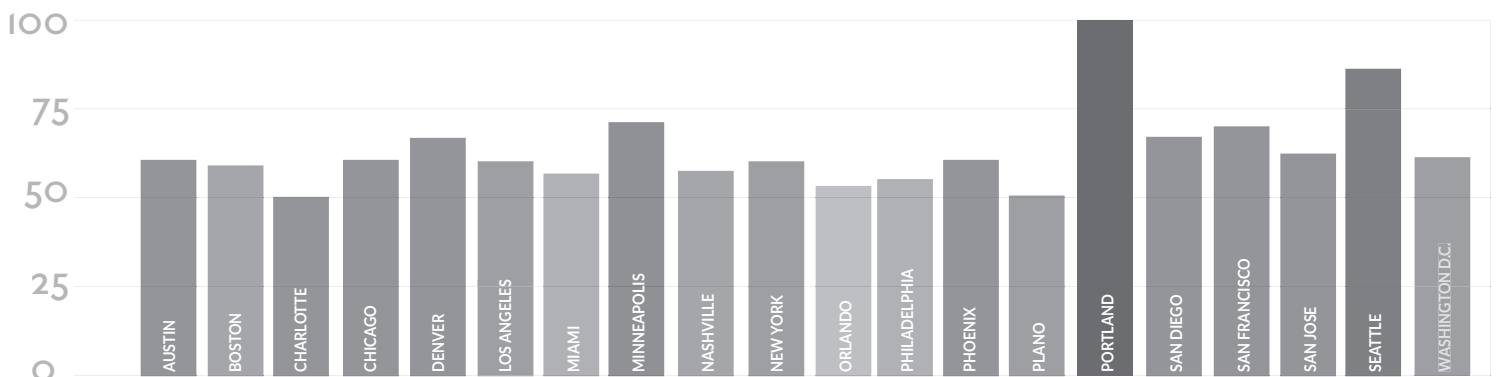
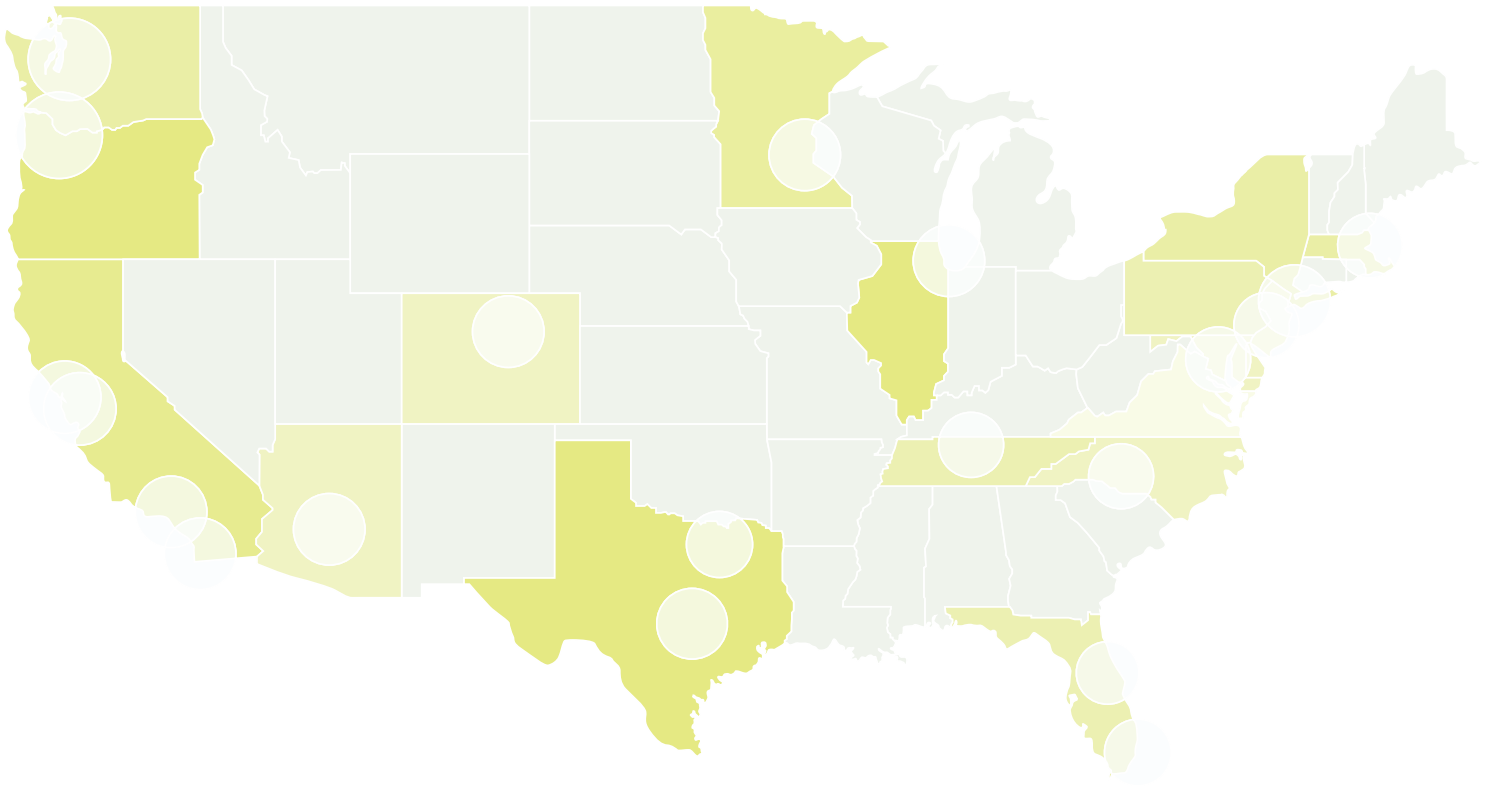
TOUTED AS THE NEXT TREND NO ONE KNOWS HOW TO PRONOUNCE, THIS FERMENTED PRODUCT COMES FROM THE CAUCUSES, RUSSIA, AND EASTERN EUROPE BUT IS ASIAN IN ITS ORIGIN.

THE THICK DARIY PRODUCT IS MORE HEALTHY THAN REGULAR YOGURT, AND ITS ABILITY TO BE REUSED MAKES IT EVEN MORE AFFORDABLE.

INTEREST IN KEFIR PER CITY

A BUDDING TREND, KEFIR IS LESS WELL KNOWN AS KOMBUCHA OR KIMCHI, BUT HAS BEEN GAINING TRACTION AS THE NEW UP-AND-COMER THANKS TO PORTLAND, LOS ANGELES, AND NEW YORK CITY.

THIS FOOD ORIGINATED FROM MANCHURIA, AND ENJOYED IN MODERNITY BY UKRANIAN, RUSSIAN, AND EASTERN EUROPEAN CULTURES AND THE CITIES THAT HOUSE THEM .



Maps: Miso

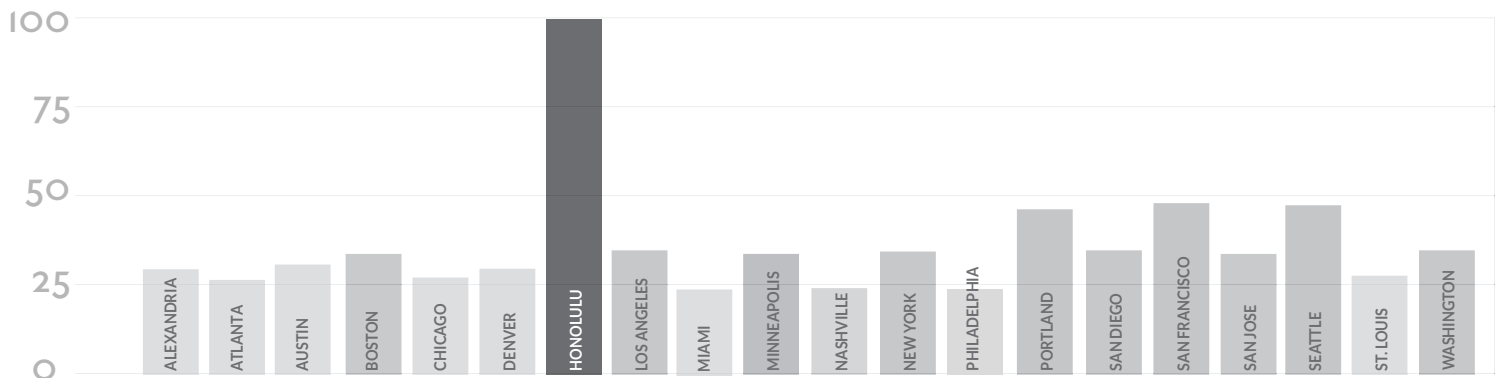
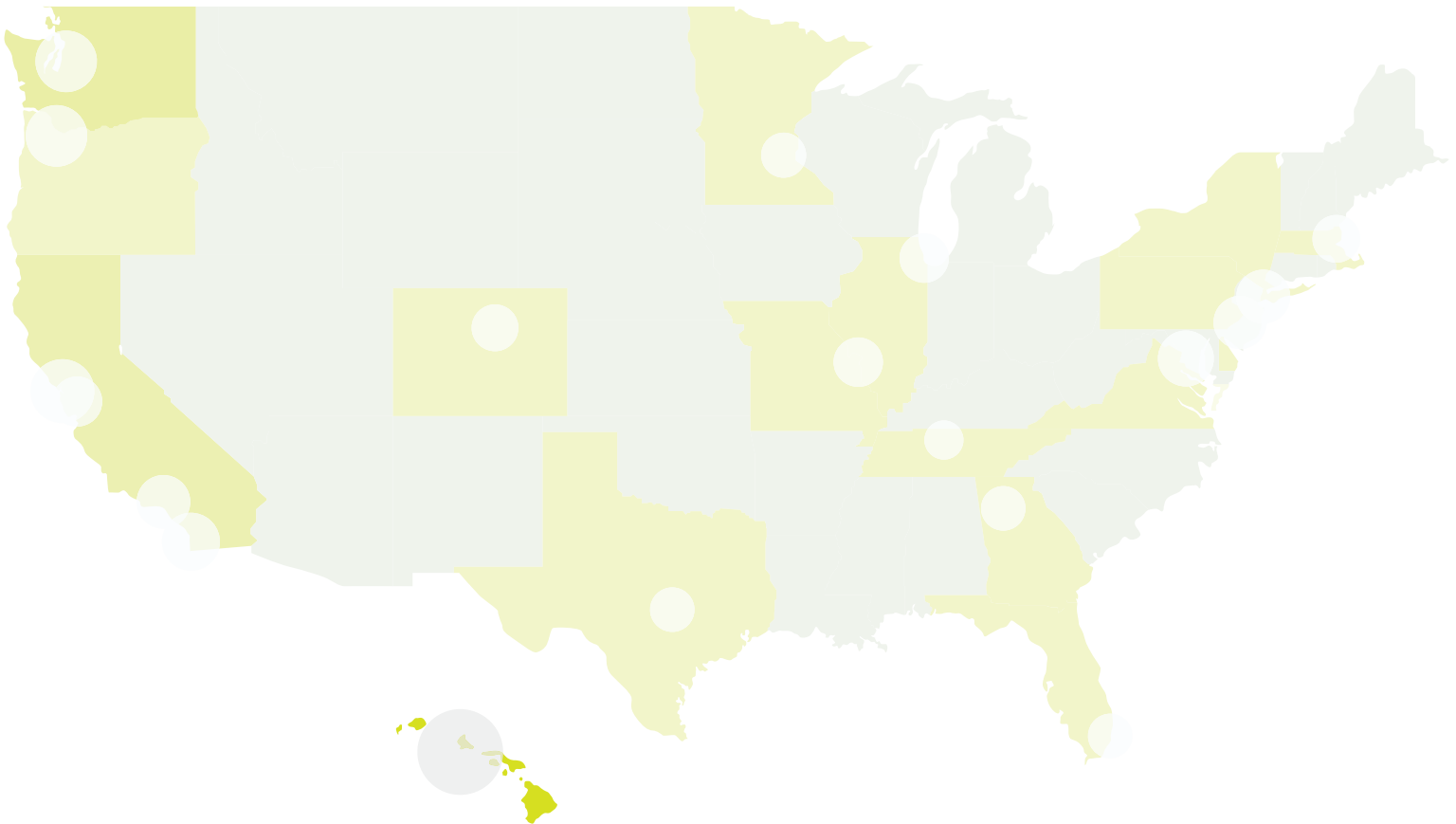
ASSOCIATED PRIMARILY WITH JAPANESE FOOD, THE RESULTS ON THE MAP SOLIDIFIED THAT EXPECTATION, BUT MISO WOULD BE A FANTASTIC INCLUSION WITHIN A FERMENTED FOOD SUBSCRIPTION BOX BECAUSE IT IS SO FAMILIAR, BUT OFTEN EXCLUDED FROM THE LIST.

PROVIDING SOME MISO WITH RECIPES AND GUIDANCE WOULD GIVE PEOPLE THAT ENJOY THE RICH UMAMI FLAVOR OF MISO IN A NEW CONTEXT; SHOWING HOW TO INCORPORATE MORE OF IT IN THEIR LIVES BEYOND THE SUSHI RESTAURANT'S WATERY APPETIZER.

PURÉE FANTASTICO

INTEREST IN MISO PER CITY

THE INTEREST CONCENTRATION AMONGST HONOLULU AND SCANT ACROSS THE REST OF THE US SHOWS THE INTEREST LIES PRIMARILY JAPANESE AMERICANS, BUT INCLUSION WITHIN OTHER WELL KNOWN FERMENTED PRODUCTS WOULD BE VIEWED POSITIVELY.



Maps: Sauerkraut

OUT OF ALL FERMENTED FOODS SEARCHED, SAUERKRAUT WAS THE ONLY ONE WITH A SEASONAL SPIKE.

A STAPLE IN THE WINTER FOR GERMANIC CULTURES, SAUERKRAUT IS CLEARLY POPULAR IN THE MIDWEST WITH A PROMINENCE OF GERMAN HERITAGE: PITTSBURGH, OHIO, MICHIGAN, AND MINNESOTA.

INCLUSION OF SAUREKRAUT WOULD BE EXPECTED, BUT PROBABLY BEST TO INCLUDE IT DURING DECEMBER-FEBRUARY'S SELECTIONS.

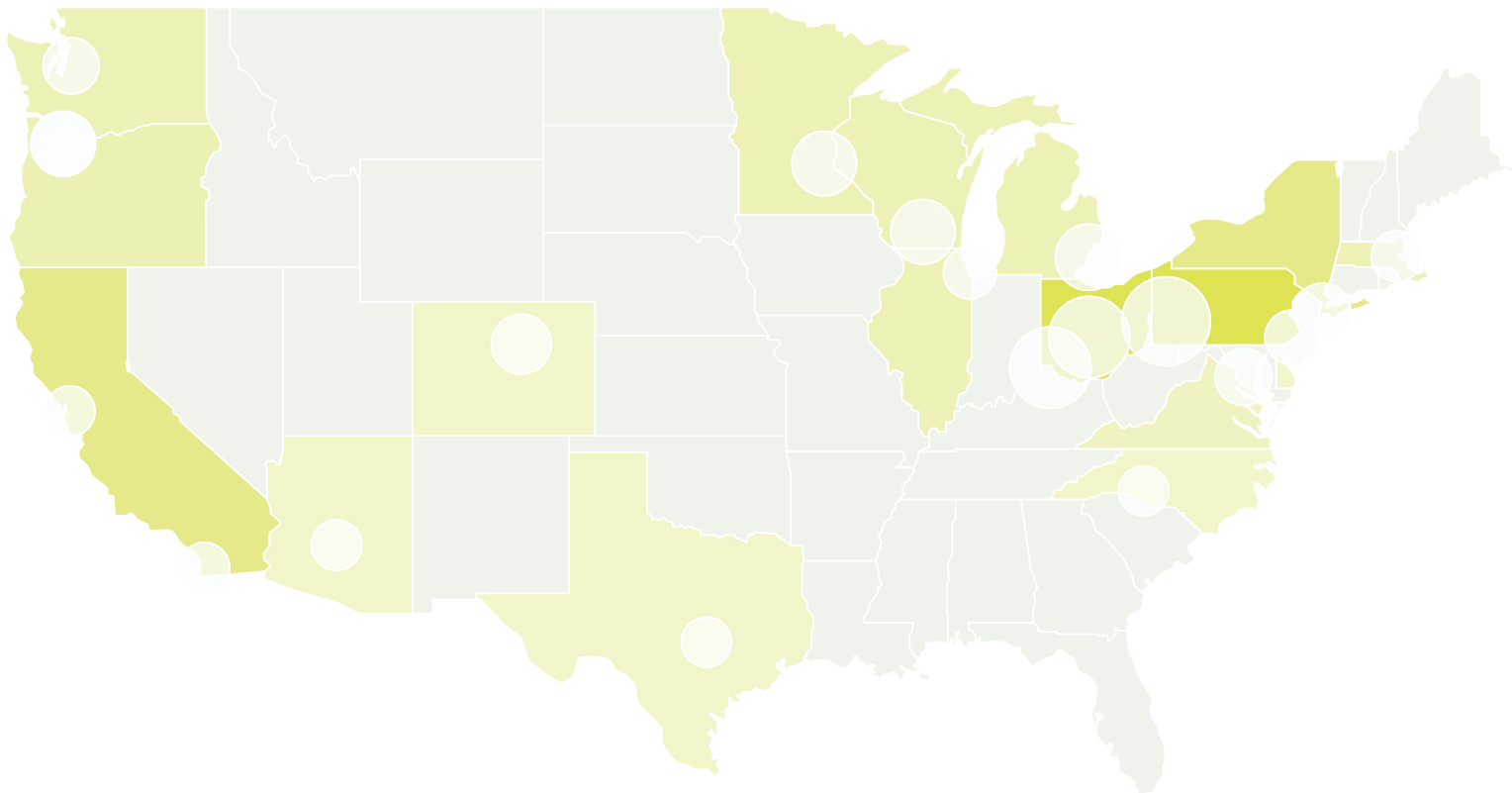
FUN FACT!

While sauerkraut is mostly associated with Germanic and Dutch cultures, it originated in China- brought to Europe via Ghengis Kahn!

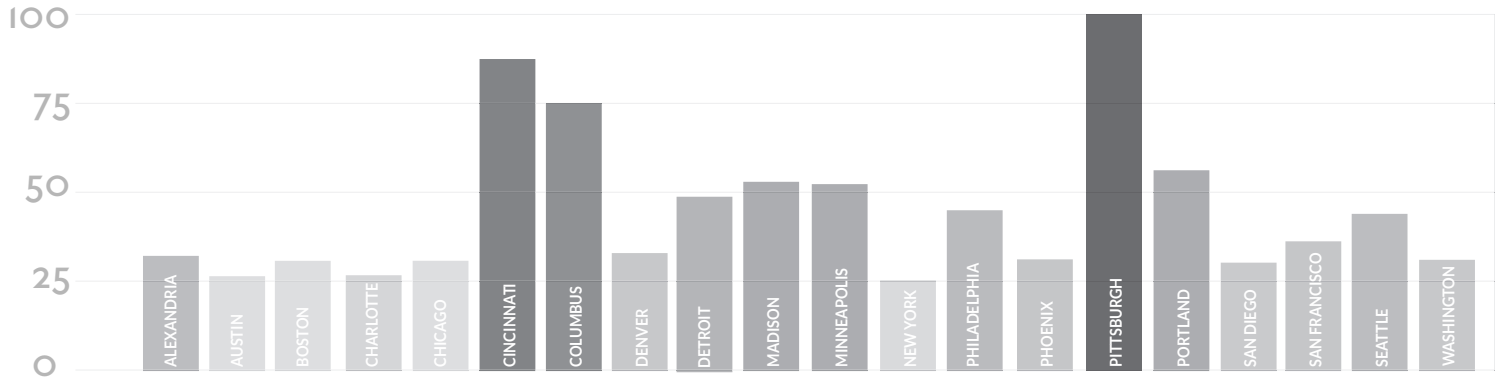
Workers building the great wall of china ate it as part of the standard diet.

INTEREST IN SAUERKRAUT PER CITY

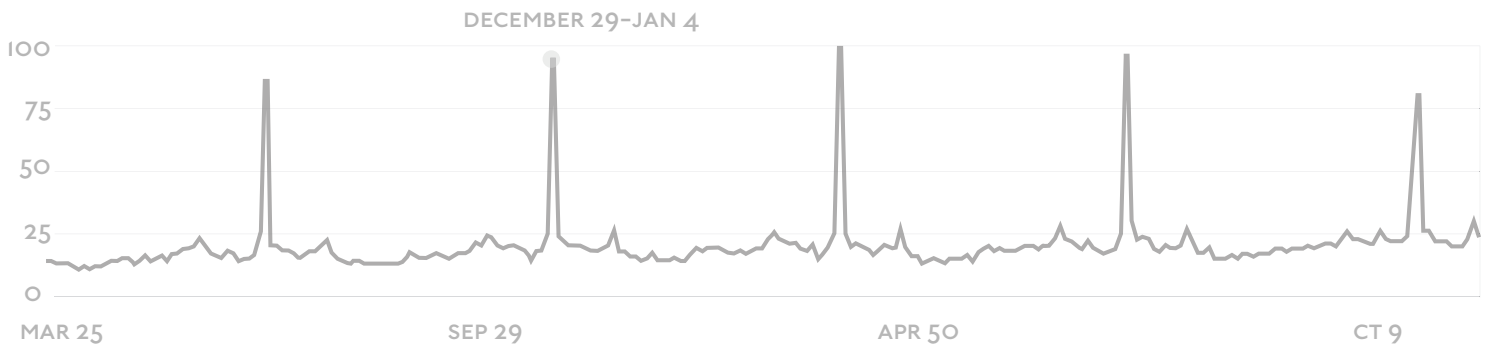
THE INTEREST IN SAUERKRAUT IS PRIMARILY LOCATED WITHIN THE MIDWEST REGION, EXPECTEDLY. THE INCLUSION OF THE INTEREST OVER TIME IS DUE TO THE HIGH SPIKES DURING WINTER MONTHS, WHERE SAUERKRAUT IS A STAPLE.



INTEREST IN SAUERKRAUT PER CITY



INTEREST IN SAUERKRAUT OVER TIME



Maps: Yogurt

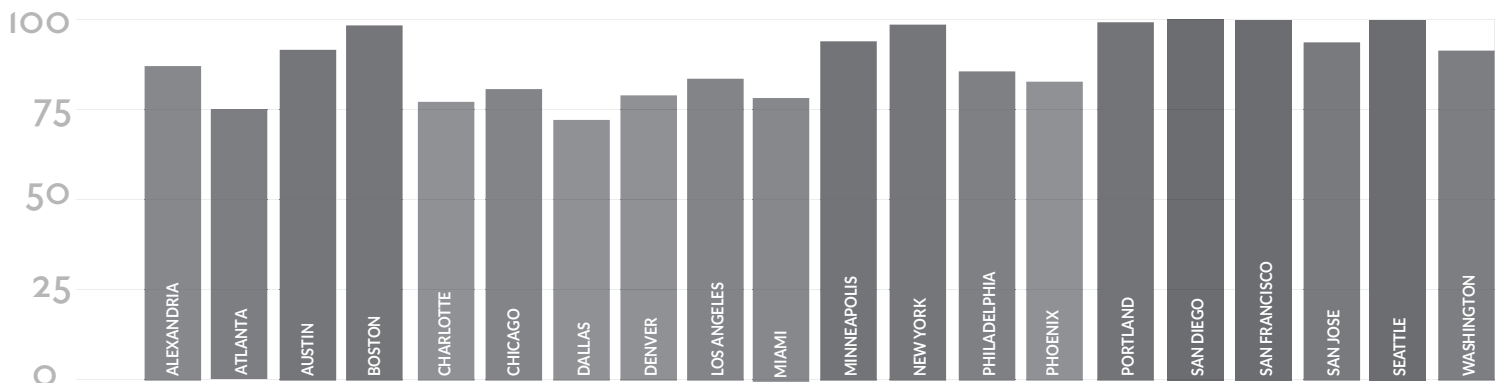
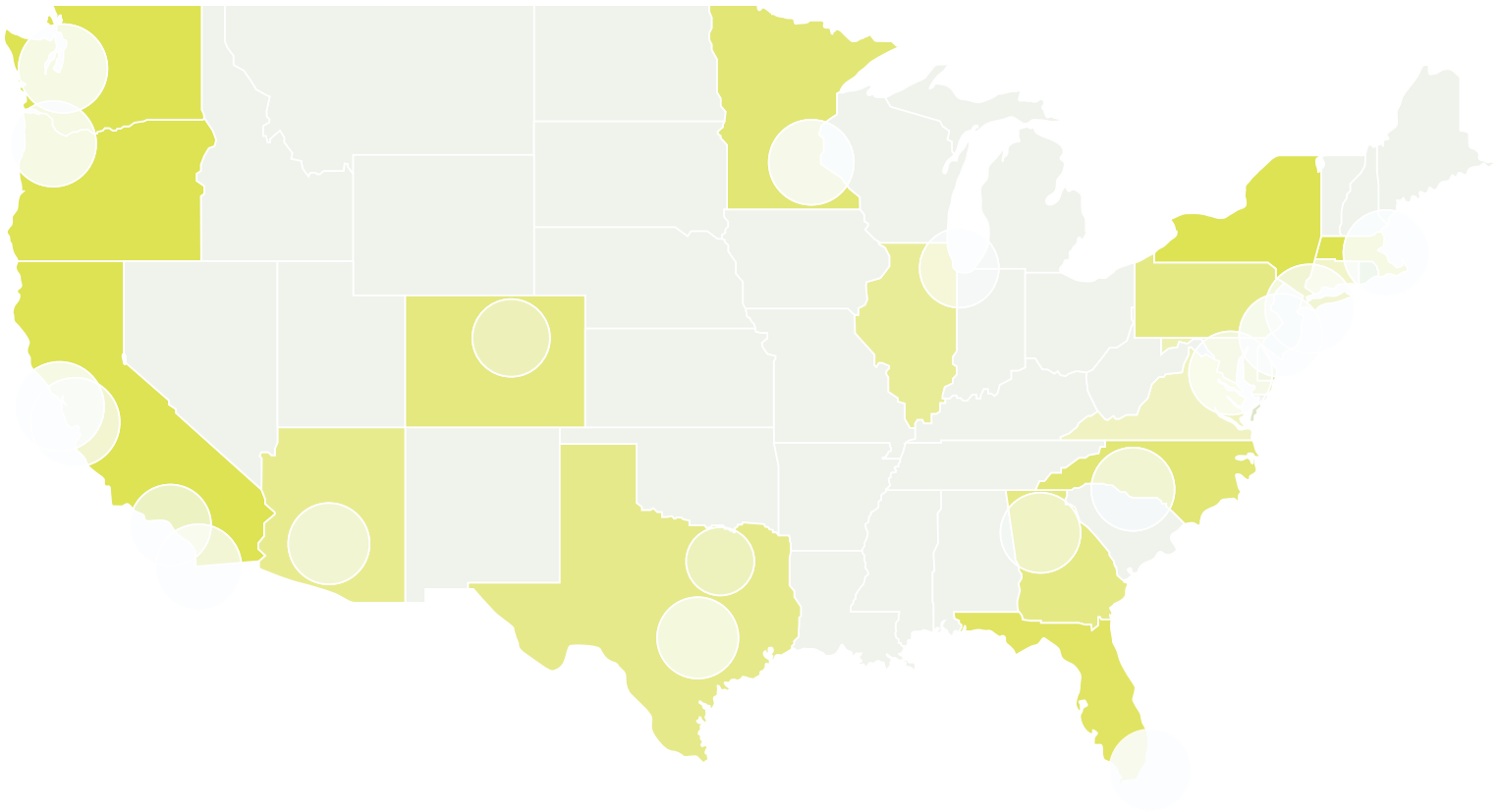
THE MOST LOVED OUT OF THE FERMENTED FOODS RESEARCHED, YOGURT IS NOT IN DANGER OF BEING EFFECTED BY TRENDS.

THANKS TO GREEK YOGURT'S POPULARITY, SOUR YOGURT FLAVOR PROFILES ARE BEING MORE ACCEPTED, BUT AMERICANS STILL FAVOR SWEET YOGURT.

INTRODUCING CONSUMERS TO MORE SAVORY YOGURT OPTIONS COULD BE BENEFICIAL AND DEPENDING ON BRAND POSITIONING COULD BE HANDLED AS 'ADVENTUROUS' OR HEALTHY SWAPS FOR FOR LESS HEALTHY OPTIONS, AND THEN SEEING THE APPLICATIONS, MOVING MORE TOWARDS SAVORY AND SOUR OPTIONS IN OFFERINGS.

INTEREST IN YOGURT PER CITY

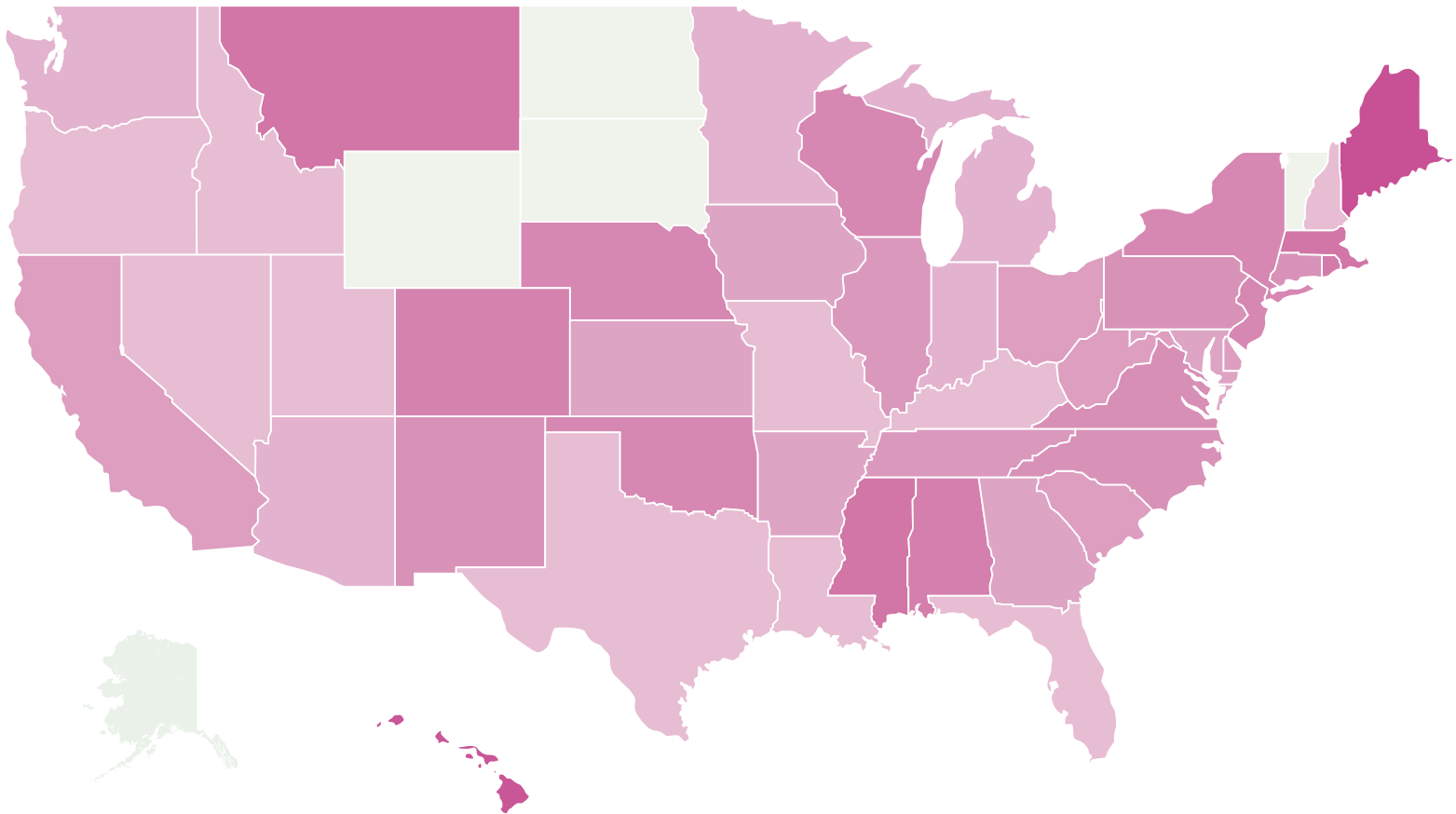
THE DEMAND FOR YOGURT SHOWS NO SIGNS OF WEAKENING, BY FAR THE MOST SOLID OF INTEREST RESULTS. ONLY 1 CITY DIPPED BELOW 75.



Maps: Subscription Boxes

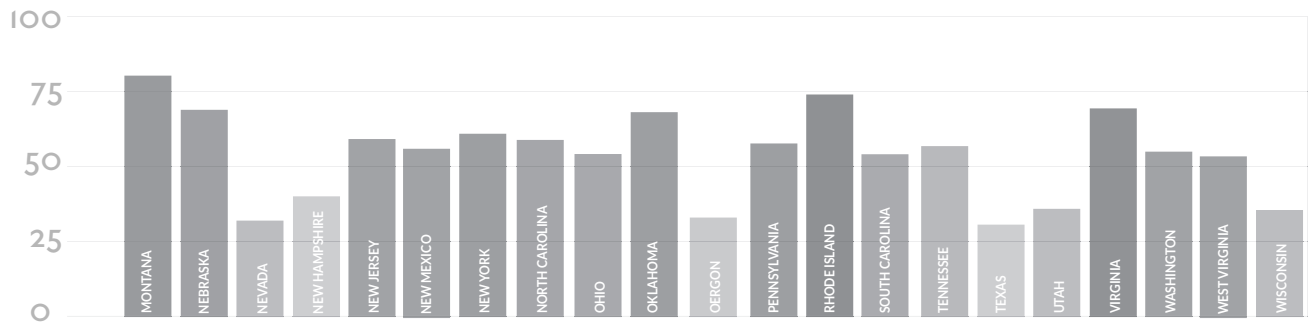
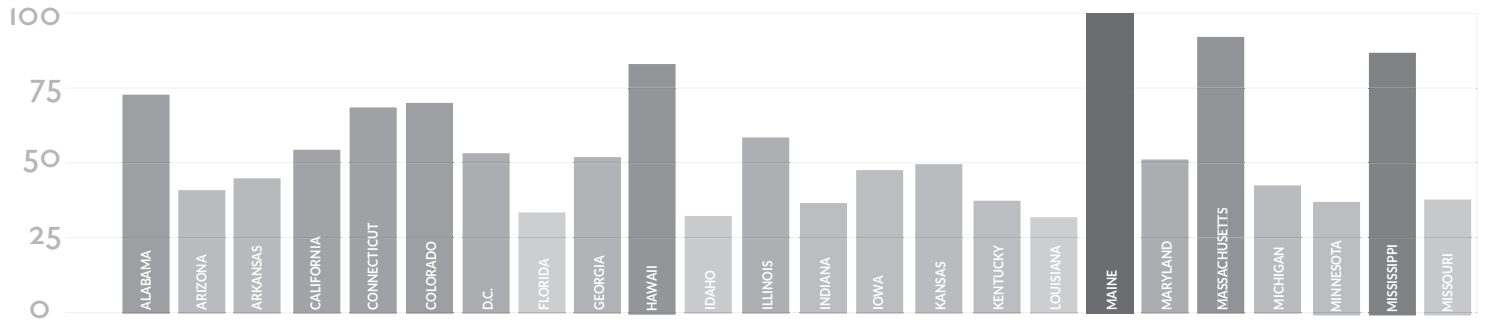
EXPLORING THE INTEREST IN ORDERING SUBSCRIPTION BOXES. LOCATIONS RANGED FROM RURAL AREAS- WHERE CONSUMERS WOULD ENJOY EXPERIENCES AND PRODUCTS FOREIGN TO WHAT THEY COULD ORDER LOCALLY, AND FULL METROPOLIS', WHERE THE CONVENIENCE OF THE SUBSCRIPTION BOX OFFERS A WEALTH OF EXPLORING OPTIONS IN AN EASY TO DIGEST MONTHLY INDULGENT PRESENT TO THEMSELVES.

INTEREST IN SUBSCRIPTION BOXES BY STATE

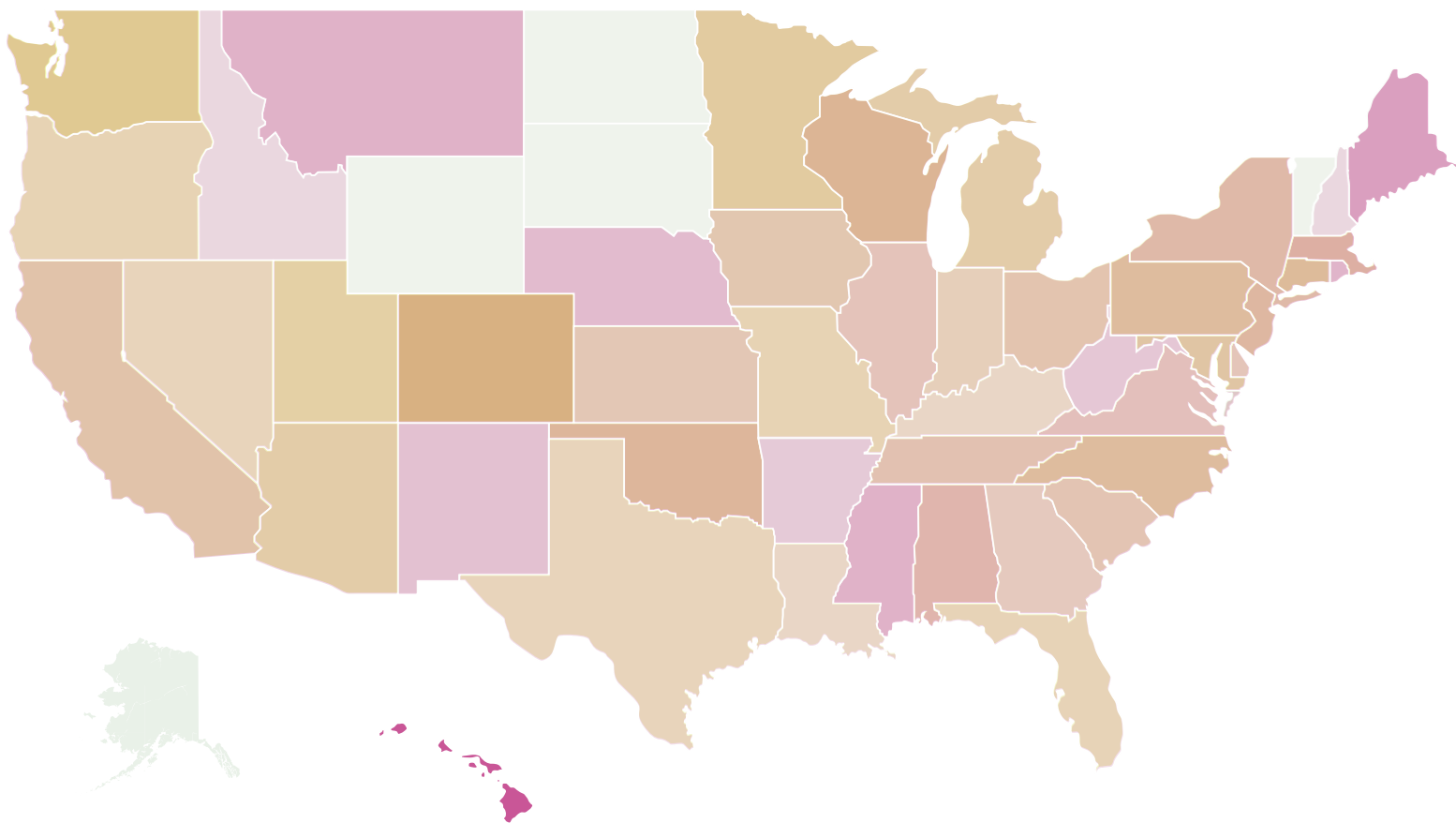


THE INTEREST FOR SUBSCRIPTION BOXES ARE QUITE LARGE, WITH ONLY 5 STATES NOT INTERESTED IN TRYING THE CONVENIENT AND EXPERIENCE-PROVIDING MODEL.

INTEREST IN SUBSCRIPTION BOXES BY STATE



OVERLAY COMPARISON OF THOSE INTERESTED IN FERMENTED FOODS & SUBSCRIPTION BOXES



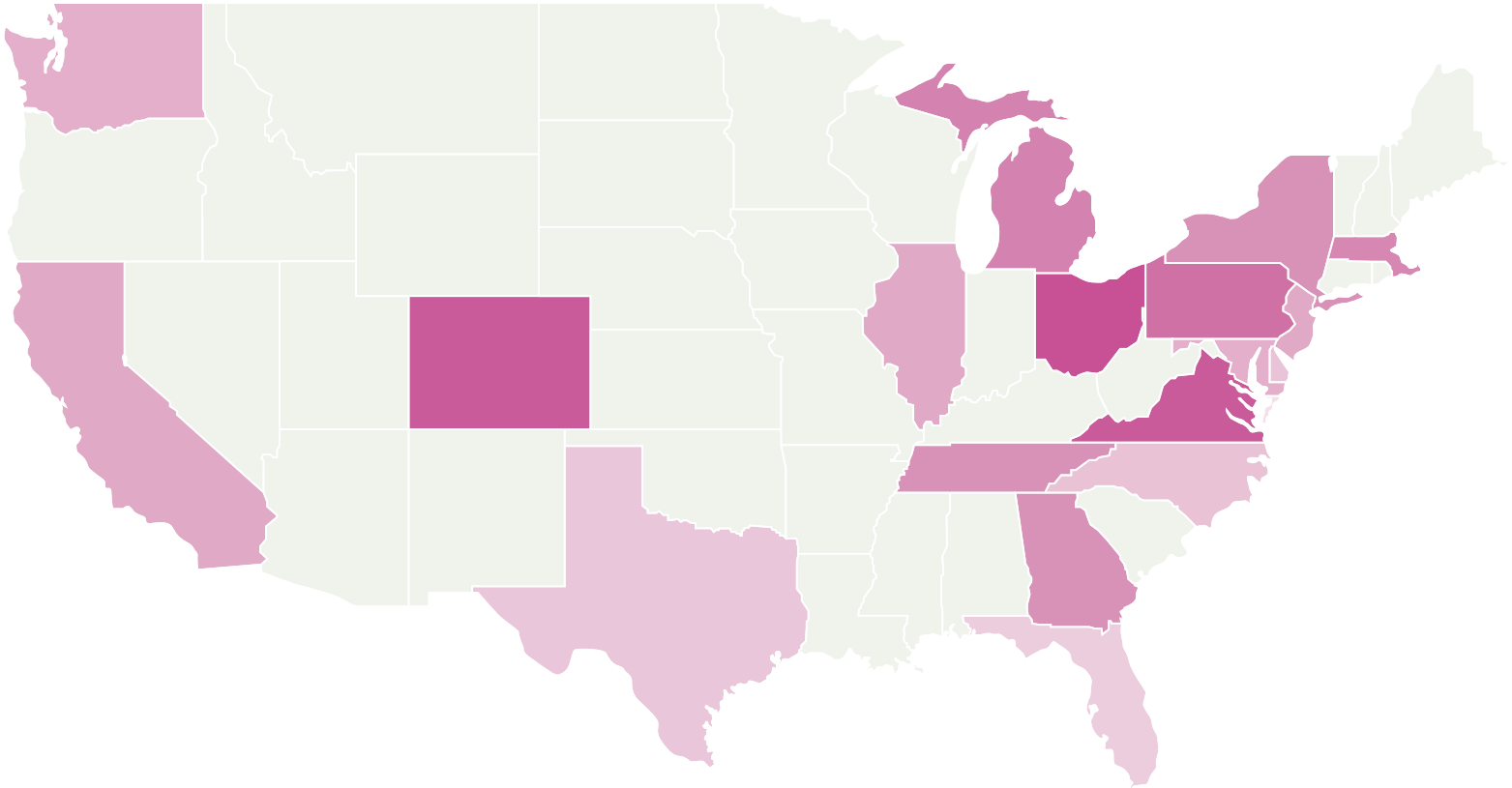
THE OVERLAP:

COLORADO, OKLAHOMA, WISCONSIN, ALABAMA, NEW YORK, MASSACHUSETTS,
CALIFORNIA, NORTH CAROLINA, ILLINOIS, OHIO, PENNSYLVANIA, NEW JERSEY,
CONNECTICUT, TENNESSE,

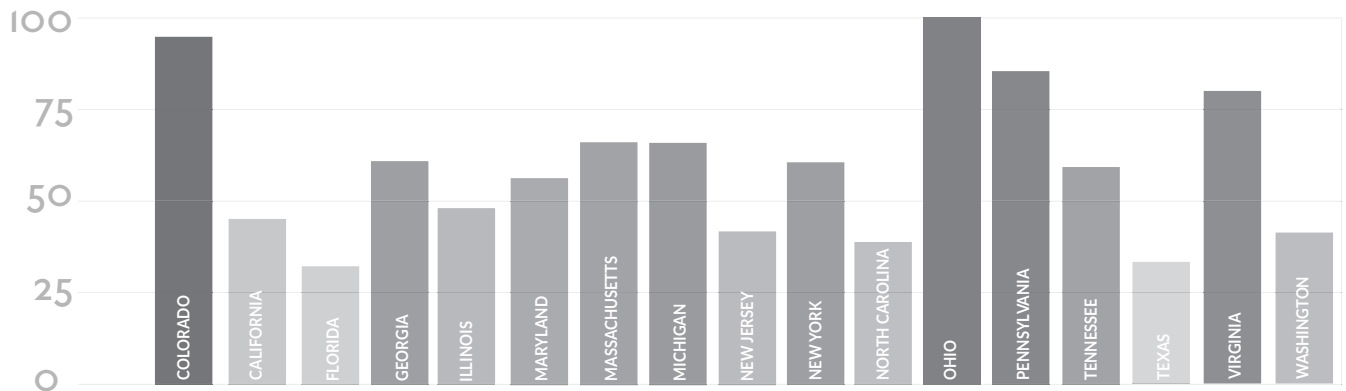
Maps: Best Subscription Boxes

WHITTILING DOWN THE SEARCH TO FOCUS ONLY ON
THE CONSUMERS WILLING TO PAY MORE FOR THE
HIGHEST QUALITY SUBSCRIPTION BOXES.

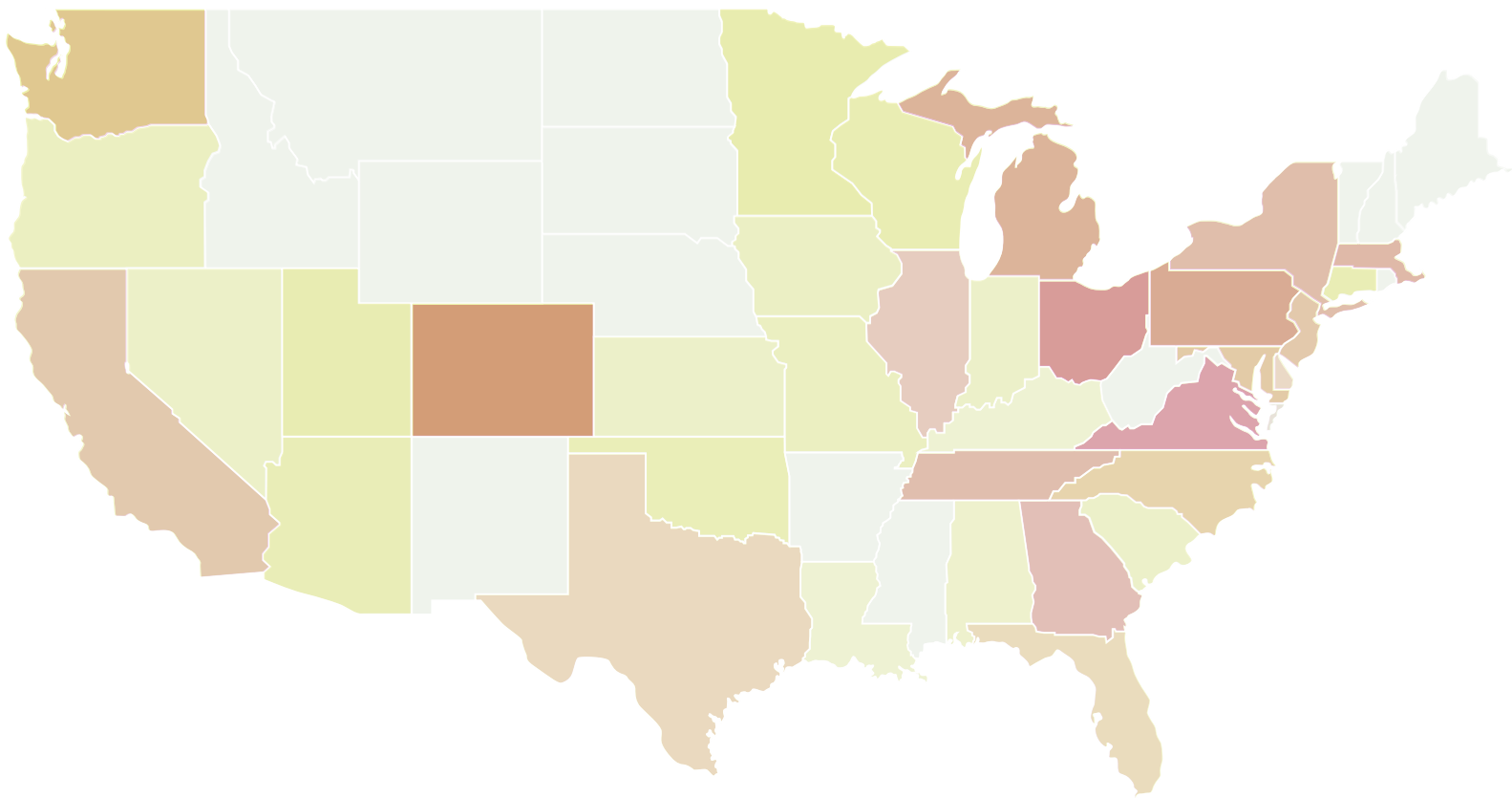
INTEREST IN 'BEST SUBSCRIPTION BOXES' BY STATE



THIS SEARCH FOCUSES ON THE DESIRE FOR THE HIGHEST QUALITY AND THE POTENTIAL CUSTOMERS THAT WOULD JUSTIFY PAYING A HIGHER PRICE TO ENSURE THE HIGHEST QUALITY.



OVERLAY COMPARISON OF THOSE INTERESTED IN FERMENTED FOODS & THE BEST SUBSCRIPTION BOXES



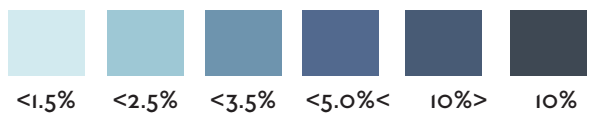
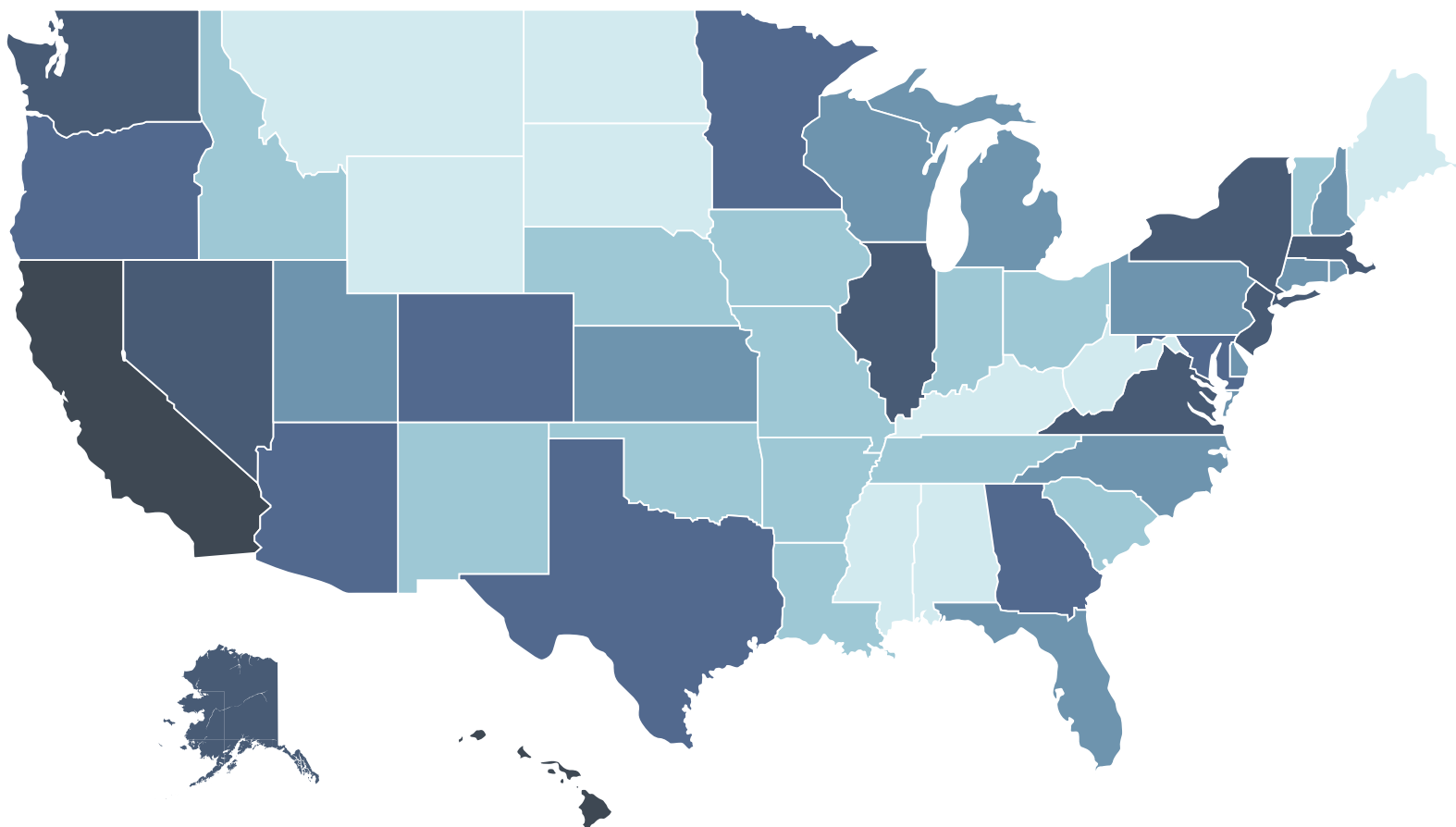
THE OVERLAP:

COLORADO, OHIO, VIRGINIA, GEORGIA, TENNESSEE, ILLIONOIS, WASHINGTON,
CALIFORNIA, MICHIGAN, PENNSYLVANIA, NEW YORK, MASSACHUSETTS,
NEW JERSEY, TEXAS, FLORIDA, MARLYAND,

Maps: Ethnicity Distribution

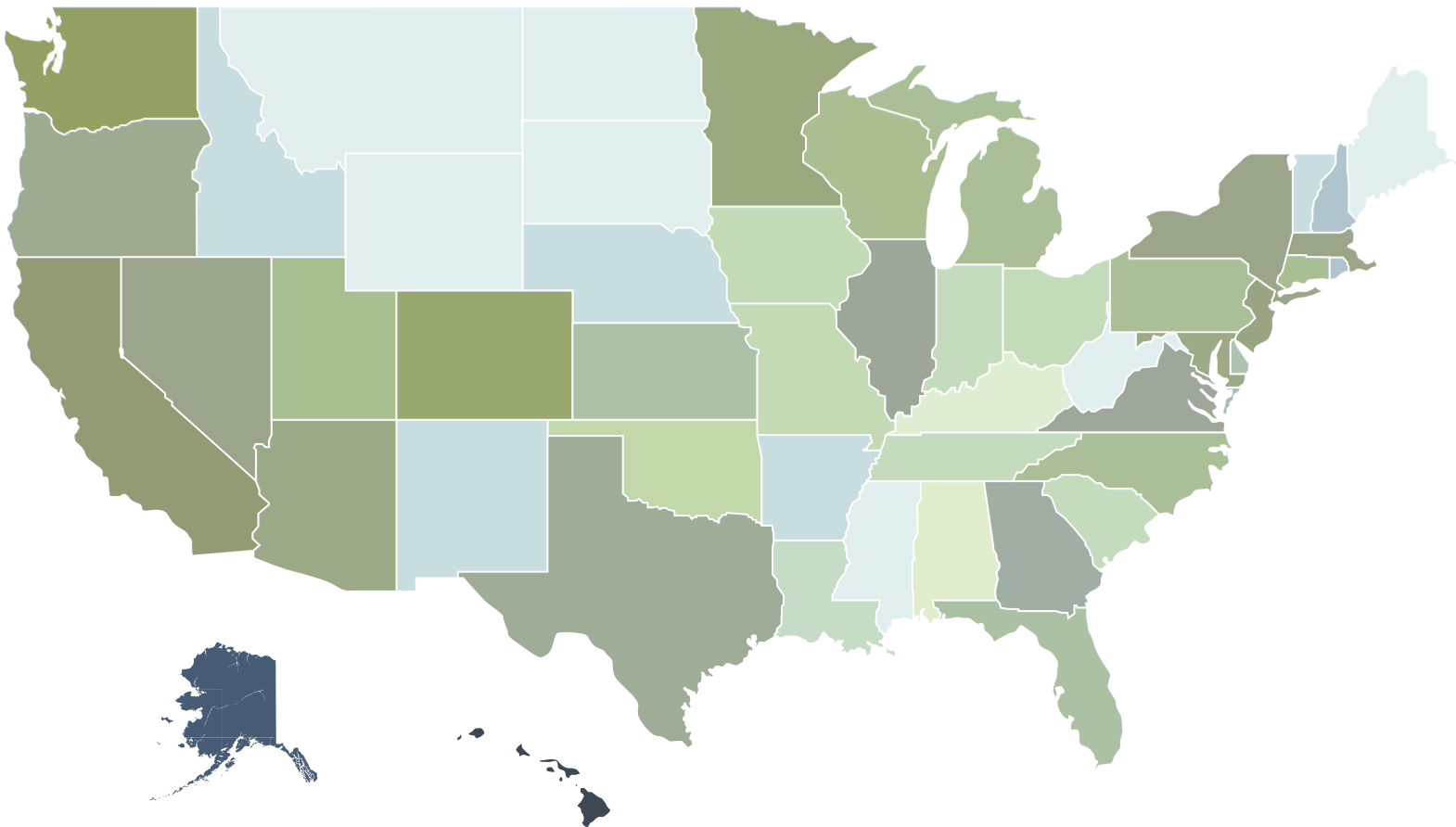
A BREAKDOWN OF CONCENTRATION IN ETHNICITIES
ACROSS THE UNITED STATES.

**ASIAN AMERICAN POPULATION
PERCENTAGE BY STATE**



THE STATES WITH THE HIGHEST CONCENTRATION OF ASIAN AMERICANS:
CALIFORNIA, HAWAII, ALASKA, WASHINGTON, NEW YORK, NEW JERSEY,
MASSACHUSETTS, VIRGINIA, ILLINOIS, MINNESOTA, COLORADO, OREGON,
MARYLAND, GEORGIA, ARIZONA, TEXAS, NORTH CAROLINA, WISCONSIN,
MICHIGAN, CONNECTICUT, PENNSYLVANIA, RHODE ISLAND, NEW HAMPSHIRE,
WASHINGTON D.C., KANSAS.

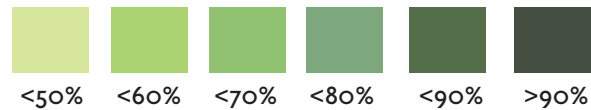
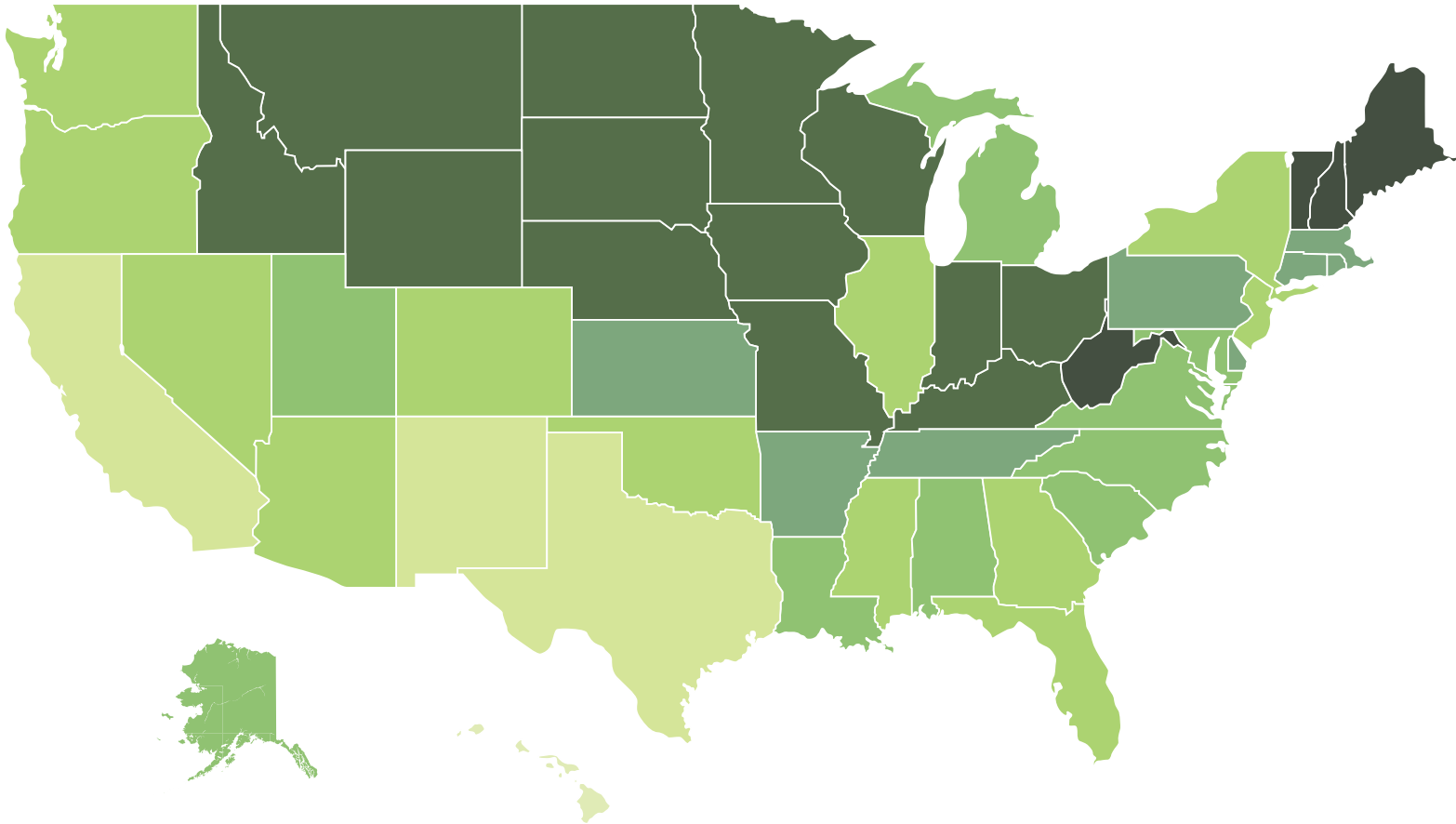
OVERLAY COMPARISON OF ASIAN AMERICAN POPULATION & THOSE INTERESTED IN FERMENTED FOODS



THE OVERLAP:

WASHINGTON, CALIFORNIA, ILLINOIS, MINNESOTA, NEW YORK, NEW JERSEY,
MASSACHUSETTS, VIRGINIA, GEORGIA, NEVADA, OREGON, TEXAS, COLORADO,
MARYLAND, WISCONSIN, MICHIGAN

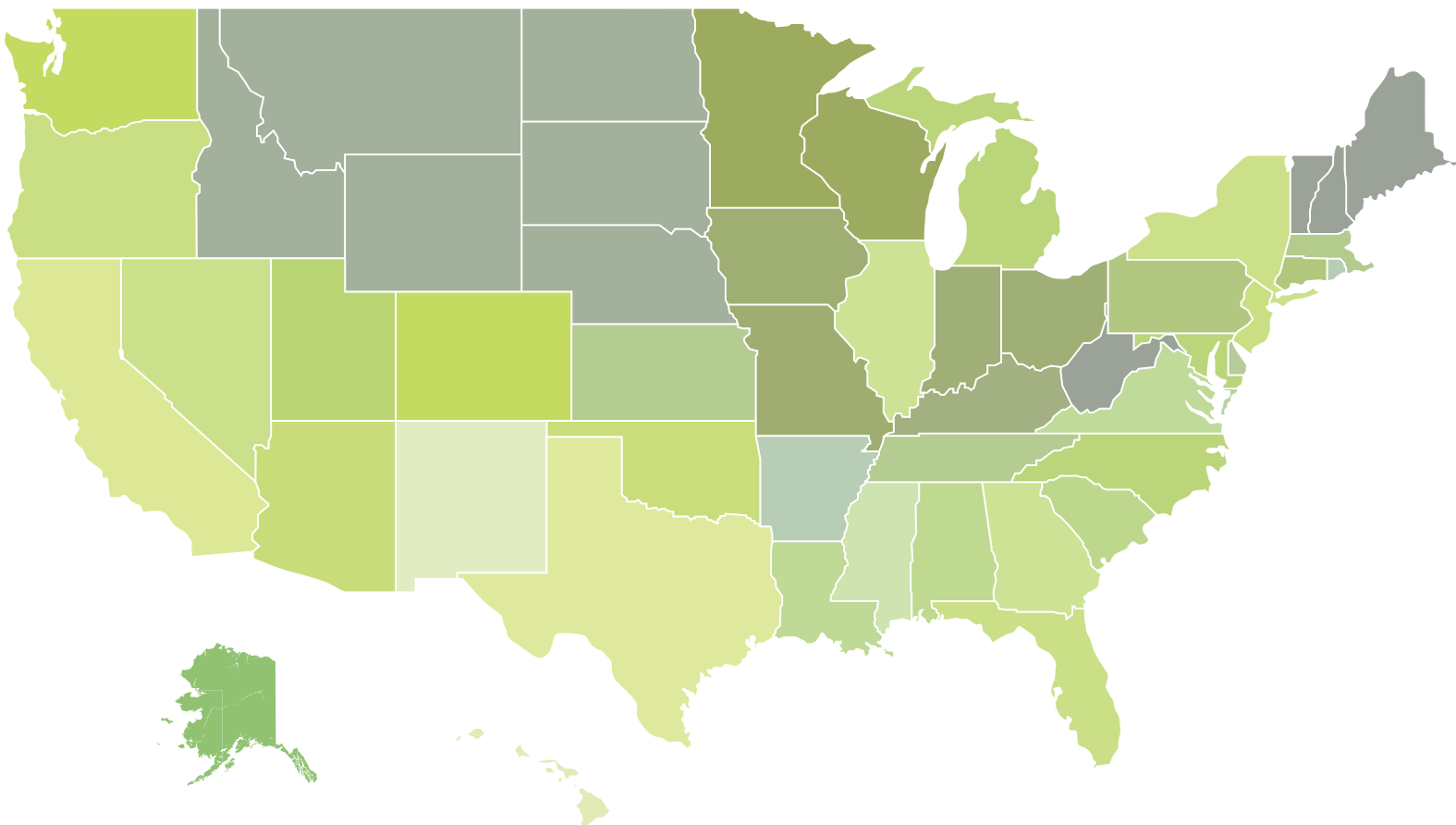
WHITE NON-HISPANIC POPULATION PERCENTAGE BY STATE



THE STATES WITH HIGHEST POPULATION OF WHITE AMERICANS ARE LESS LIKELY TO ENJOY FERMENTED FOODS: IDAHO, MONTANA, WYOMING, NORTH DAKOTA, SOUTH DAKOTA, NEBRASKA, MAINE, VERMONT, NEW HAMPSHIRE, WEST VIRGINIA, KENTUCKY, INDIANA.

MINNESOTA AND WISCONSIN ARE PRIMARILY WHITE, BUT THEY ALSO ENJOY FERMENTED FOODS.

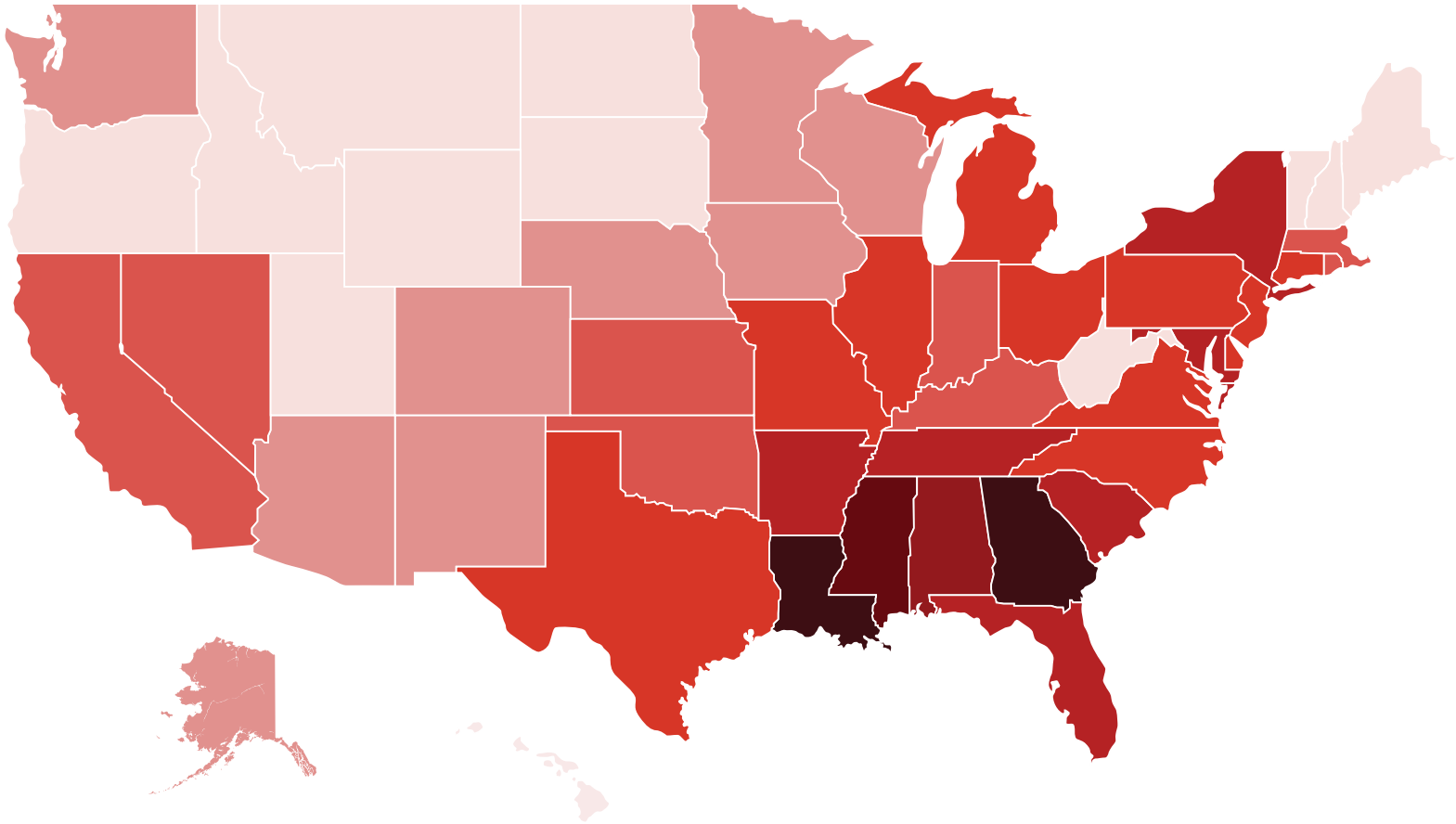
OVERLAY COMPARISON OF WHITE AMERICAN POPULATION & THOSE INTERESTED IN FERMENTED FOODS



THE OVERLAP:

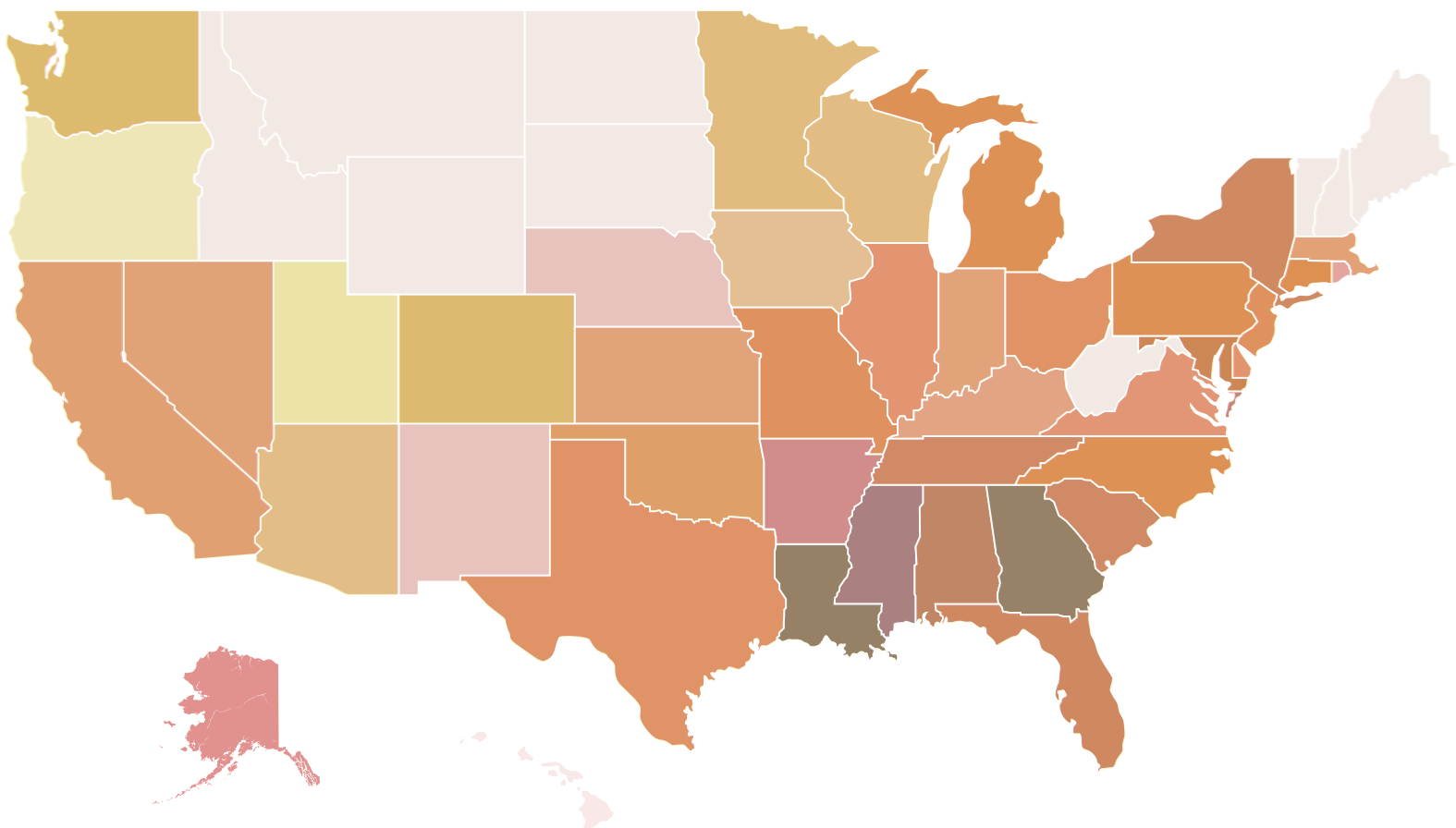
WASHINGTON, CALIFORNIA, ILLINOIS, MINNESOTA, NEW YORK, NEW JERSEY,
MASSACHUSETTS, VIRGINIA, GEORGIA, NEVADA, OREGON, TEXAS, COLORADO,
MARYLAND, WISCONSIN, MICHIGAN, UTAH, OKLAHOMA, LOUISIANA, FLORIDA,
NORTH CAROLINA, SOUTH CAROLINA, PENNSYLVANIA, VIRGINIA, CONNECTICUT,
RHODE ISLAND, OHIO, KENTUCKY, INDIANA, MISSOURI , IOWA

AFRICAN AMERICAN POPULATION PERCENTAGE BY STATE



THE STATES WITH THE HIGHEST CONCENTRATION OF AFRICAN AMERICANS: LOUISIANA, GEORGIA, ALABAMA, MISSISSIPPI, ARKANSAS, FLORIDA, MARYLAND, NEW YORK, TENNESSEE, OHIO, PENNSYLVANIA, VIRGINIA, NORTH CAROLINA, SOUTH CAROLINA, ILLINOIS, NEW JERSEY, TEXAS, CALIFORNIA, NEVADA, OKLAHOMA, KANSAS, MICHIGAN, MISSOURI, MASSACHUSETTS, RHODE ISLAND

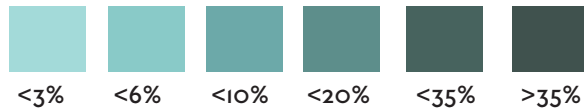
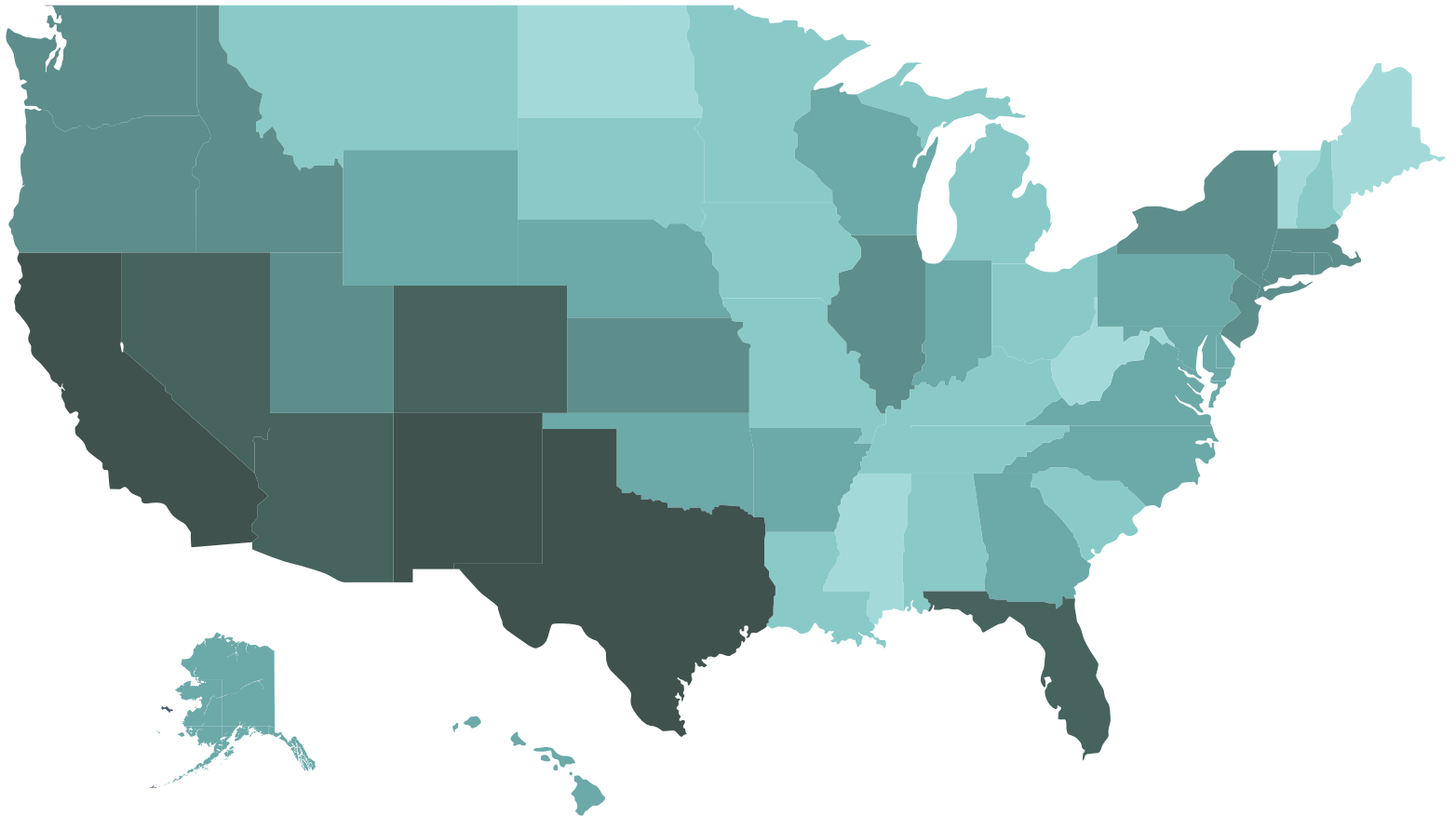
OVERLAY COMPARISON OF AFRICAN AMERICAN POPULATION & THOSE INTERESTED IN FERMENTED FOODS



THE OVERLAP:

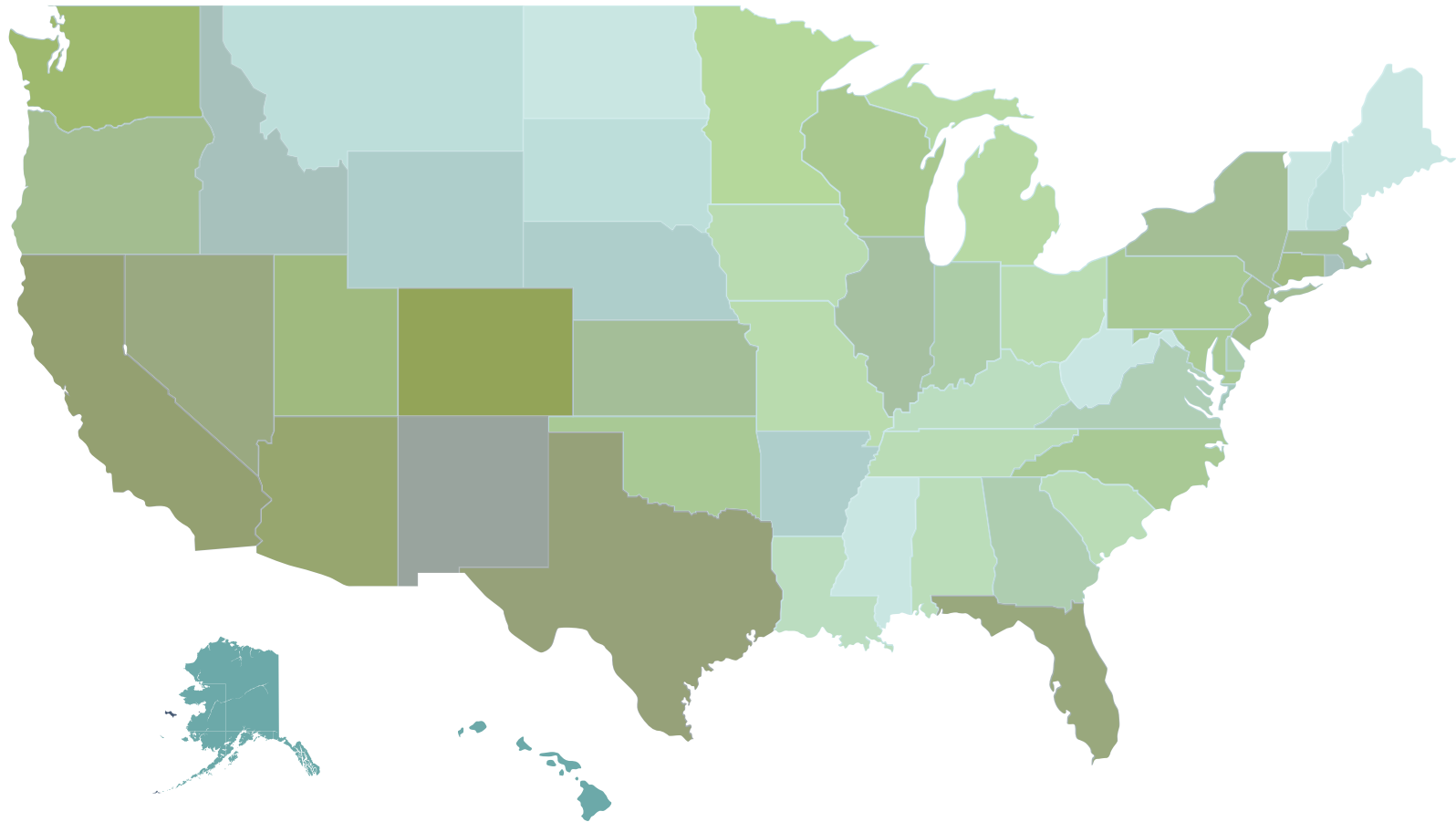
CALIFORNIA, NEVADA, TEXAS, OKLAHOMA, KANSAS, MISSOURI, ILLINOIS, MICHIGAN,
OHIO, PENNSYLVANIA, OHIO, NEW YORK, MASSACHUSETTS, MARYLAND, VIRGINIA,
NORTH CAROLINA, TENNESSEE, FLORIDA, MINNESOTA, WISCONSIN, COLORADO,
WASHINGTON, ARIZONA

AFRICAN AMERICAN POPULATION PERCENTAGE BY STATE



THE STATES WITH THE HIGHEST CONCENTRATION OF HISPANIC & LATIN AMERICANS:
CALIFORNIA, NEW MEXICO, TEXAS, FLORIDA, NEVADA, ARIZONA, COLORADO,
WASHINGTON, OREGAON, IDAHO, UTAH, ILLINOIS, KANSAS, NEW YORK,
NEW JERSEY, MASSACHUSETTS, RHODE ISLAND, CONNECTICUT, PENNSYLVANIA,
VIRGNIA, NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, ARKANSAS, OKLAHOMA,
NEBRASKA, WISCONSIN, INDIANA

OVERLAY COMPARISON OF HISPANIC & LATINO POPULATION & THOSE INTERESTED IN FERMENTED FOODS



THE OVERLAP:

CALIFORNIA, NEVADA, TEXAS, ARIZONA, COLORADO, FLORIDA, WASHINGTON,
OREGON, ILLINOIS, NEW YORK, MASSACHUSETTS, NEW JERSEY, NORTH CAROLINA,
WISCONSIN, MINNESOTA, MISSOURI, OKLAHOMA, NORTH CAROLINA,

Kickstarter

STRETCH GOALS AND REWARD SUGGESTIONS,
RESEARCHED FROM SUCCESSFULLY FUNDED
KICKSTARTER PROJECTS.

KICKSTARTER STRETCH GOALS AND REWARD SUGGESTIONS

WHAT IS A STRETCH GOAL?

Stretch goals are challenging but achievable pushes to make the product's appeal even cooler; garnering more pledge money. Unlike funding goals, the stretch goal promises more customization or 'wow factor', but is not needed to secure funding.

EXAMPLES OF GREAT STRETCH GOALS FOR ONGGI:

With more money pledged, the packaging can be hand-crafted, utilizing special needs crafters/artisans (maybe glass jars, ceramics, wooden boxes, things that have permanence with each month). This push for sustainability would also be extra appealing for the market.

The ability to include recipe cards/booklets, showing variety and versatility with the products used each month.

Video vignettes of the favorite vendors ensuring trust and authenticity.

Custom designed boxes- whether that's visual design or stylized details that create a more valuable and valued experience.

EXAMPLES OF KICKSTARTER REWARDS FOR ONGGI:

Based off of my research on successful kickstarter campaigns, these are suggestions for great rewards that you can utilize to get funded.

\$1-5 a thank you on the website & a handwritten note/postcard

\$5-10 sticker or decal of Onggi design, tagline, branding element, plus all previous rewards.

\$10-25 4 handwritten notes/postcards from the favorite vendors or crafters of the products, some handwritten recipes or thoughts on the specific blend/history, plus all previous rewards.

\$50-75 Special introductory crate (ideally for unboxing videos or pr blog posts), plus all previous rewards.

\$75-100 Get one introductory crate and a 2nd crate for a friend/family member, plus all previous rewards.

\$100-175 The ability to curate your own box based on a list of vendors/what they offer. The more money pledged, the more products they can personally curate. \$100, 3 \$175, 6), plus all previous rewards.

\$175-200 Get 6 months subscription, plus all previous rewards.

\$200-250 Get 15 months subscription, plus all previous rewards.

\$500-750 Special tasting options from upscale high end crafted products (this would depend on your positioning)

Competitor's Analysis

TAKING A LOOK AT THOSE WHO ARE DOING IT RIGHT:

CO-OPT CRATE, A SUBSCRIPTION BOX WHOSE MARKET IS FEMALE MILLENIALS DEDICATED TO SHOPPING LOCAL, AND ACTIVELY SEARCHING FOR NEW PRODUCTS TO LOVE

THRIVE MARKET, A HIPPIE'S VERSION OF AMAZON THAT CONNECTS HEALTHY PRODUCTS WITH FAMILIES, SPONSORING LOW INCOME FAMILIES WITH EACH PURCHASE

COMPETITOR'S ANALYSIS

CO-OP CRATE

The market for subscription boxes is wide and varied, but the boxes catering to craft foods made by small businesses is underutilized to say the least. Co-op crate is a business that is doing something similar but far off of your market. The brand tone is much younger, more care-free-- clearly female, on the Gen z/hipster side, and emotionally operated. The brand stylings are up for discussion based on personal tastes, but I enjoyed their security in small businesses, high quality, and organic products.

MARCH BOXES ARE SOLD OUT

Co-Op Crate

GET STARTED

WHAT'S INSIDE

MARKETPLACE

ABOUT US

BLOG

CART (0)

LOGIN

April Theme: Good Vibes Only

Co-Op Crate

Because Life is Better When We Work Together

Home goods and jewelry, bath and beauty, snacks and stationary- we're bringing you the best small batch and artisan products from small businesses around the country.

Sign Me Up!



Sign Up!

There's no commitment- receive Co-Op Crate as often as you like, but be sure to take advantage of our 3 month frequency discount!

On a budget? Try Co-Op Crate Mini!

Support Local

Whether it be jewelry from California, candles from Iowa, or lip balm from Arkansas, we guarantee that all of our items are carefully crafted by small businesses.

Unbox Surprises

Each monthly box holds a surprising array of items that have been hand-picked for you from around the country- you never know what you might get!

COMPETITOR'S ANALYSIS

CO-OP CRATE

FAQ

How Often Will I Receive My Co-Op Crate?

Co-Op Crate is a monthly box subscription. Because we work with small batch artisans, the deadline to sign up for a box is the 12th of each month, and subscriptions will auto-renew on the 23rd- i.e. your billing on January 23rd pays for your February box.

Boxes are mailed out on or around the 15th of each month, depending on weekends and postal holidays.

Co-Op Crate is billed monthly, with the option to pre-pay for 3 months at a discounted monthly rate.

If you wish to cancel your subscription, please do so between the 12th-23rd of the month in order to guarantee you are unsubscribed for the following month.

What's Inside?

At Co-Op Crate, our mission is to provide you with a variety of small business goods from around the country. Each month is a different collection of products, ranging from snacks to candles, home goods to leather work, or spices to jewelry! Our inventory is ever changing. You can expect to receive at least 5-9 handcrafted items each month, with the majority of the items being full-sized products. We also include an informational sheet in each box that gives you the 411 on the businesses (and their products!) featured in your Co-Op Crate.

Co-Op Crate Mini includes 3-5 items for half the price of our original subscription box. It's an excellent way to test us out, and a great gift option! Information on the items in Co-Op Crate Mini can be found on our blog page after boxes have shipped.

Sending Co-Op Crate as a gift? You can include a gift message!

I Love a Product- Now What?

Our goal is to foster a passion for local products, no matter where you are in the country. If you're in Kentucky and fall in love with a hot sauce from New Mexico, fear not! We do sell a selection of popular products on our website. Not a featured item? No worries- we make sure to provide you with contact information for each business on our monthly blog. One way or another, we'll make sure you get that hot sauce.

COMPETITOR'S ANALYSIS

CO-OP CRATE

The casual and friendly tone of the copywriting, words like “spoiled”, “gush”, “swear by”, the tagline “to shop local”, no matter where local might be” - all perfect targeted attributes of speaking to the younger millennial generation in the Lover archetype.

Co-Op Crate

[GET STARTED](#)

[WHAT'S INSIDE](#)

[MARKETPLACE](#)

[ABOUT US](#)

[BLOG](#)

[CART \(0\)](#)

[LOGIN](#)

Our Life Story...or whatever.

Co-Op Crate started out of a passion for locally produced goods. A quest for Minnesota-made products fostered an even greater love for the “maker made” revolution: small businesses specializing in the crafting of truly outstanding items. One state alone could not satisfy the craving that we developed for local honey, handcrafted jewelry, custom pottery and so much more. Thus Co-Op Crate was born.

Our goal is to bring you the best in artisan products from businesses all across the country. We want Vermont maple cream in Idaho and Texas soaps in Wisconsin. We want someone in California to gush over a lip balm from New York, and someone in Illinois to swear by sachets from Washington. We want to invite you to “shop local”, no matter where local might be.

Know a business that would be a great addition to Co-Op Crate? Shoot us a line on the form below!

Ready to get spoiled every month? Click below!

[GET STARTED](#)

PURÉE FANTASTICO

COMPETITOR'S ANALYSIS

THRIVE MARKET

Not a subscription box, Thrive Market calls itself “a membership community”. They nix the middle man, providing directly to the buyer the world’s best healthy food and natural products at wholesale prices.

Also deeply connected to social causes, Thrive Market also sponsor free memberships for low-income American families.

SAVE 15% + GET FREE SHIPPING - APPLY CODE THRIVE15FS AT CHECKOUT

FREE SHIPPING General merchandise \$49.

THRIVE
- MARKET -

f 卐 卐 卐 卐 卐 卐

About Thrive ▾

Login | Sign Up

SHOP CATEGORIES ▾

SHOP VALUES ▾

THE BLOG

Find what makes you thrive...



Extra 30% Off SmartyPants
Plus, FREE Vitamin Angels Bracelet with Purchase (Use Code SMARTY30 at Checkout)

TRY THEM NOW

HOW IT WORKS



1. Register for free

Register for free to browse the Thrive Market catalog, see member savings, and receive 15% off your first purchase.



2. Start your trial

With your first purchase on Thrive Market you'll start a free 30-day membership trial. See how much you save. Cancel any time.



3. Join the community

Join Thrive Market for just \$19.95 and save on the world's best healthy products for a full year. With your membership, Thrive Market will sponsor a low-income family.

COMPETITOR'S ANALYSIS

THRIVE MARKET

The brand tone is definitely more mature than Co-op crate, but the hipster aesthetic is utilized here as well. This version is more to emulate the communal feel like going to the farmer's market.

SAVE 15% + GET FREE SHIPPING - APPLY CODE THRIVE15F5 AT CHECKOUT



SHOP CATEGORIES ▾

SHOP VALUES ▾

THE BLOG

Find what makes you Thrive...



We're committed to delivering incredible value to our members. At 25-50% off retail, most Thrive members will make back their membership fee in savings within their first 2 orders. That leaves a year of savings and buying goods you can afford.

OTHER HEALTH FOOD SHOP		THRIVE MARKET	
Raw Kale Crunch	\$6.35	Raw Kale Crunch	\$4.25
Gluten-Free Crackers	\$6.45	Gluten-Free Crackers	\$3.95
Organic Green Tea	\$5.35	Organic Green Tea	\$3.45
Raw Probiotics	\$51.45	Raw Probiotics	\$29.95
Organic Coconut Oil	\$14.08	Organic Coconut Oil	\$8.45
Fair-Trade Face Cream	\$9.25	Fair-Trade Face Cream	\$4.95
All-Natural Shampoo	\$10.15	All-Natural Shampoo	\$5.95
All-Natural Body Lotion	\$10.19	All-Natural Body Lotion	\$6.95
Grand Total	\$113.27 Costs you more	Grand Total	\$67.90 You save 40%

YOU JOIN.

Thrive
Gives

YOU GIVE.

PURÉE FANTASTICO

COMPETITOR'S ANALYSIS

THRIVE MARKET

How many competitors are there in the market and how many are yours?



How many competitors are there in the market and how many are yours?

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How many competitors are there in the market and how many are yours?

How many competitors are there in the market and how many are yours?



How many competitors are there in the market and how many are yours?



Thrive Market



Middle Market



Retail Market



You Save 25-50%

+



Low Income Family Thrives

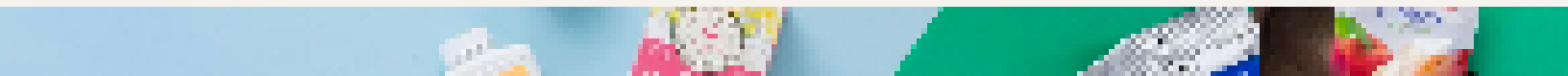


You Pay More

-



Families Can't Afford to Buy Groceries



COMPETITOR'S ANALYSIS

THRIVE MARKET

The brand tone of Thrive Market is based off of The Idealist, **very** communal, positive, helpful, and giving.

Using "Values" to differentiate between dietary needs and constrictions conflates ones eating choices with personal ethos. Whether they happen to be allergy based, diet based, or personal preference makes no difference.

SAVE 15% + GET FREE SHIPPING - APPLY CODE THRIVE15FS AT CHECKOUT

FREE SHIPPING on all orders over \$49.



About Thrive ▾

Login | Sign Up

SHOP CATEGORIES ▾

SHOP VALUES ▾

THE BLOG

Find what makes you Thrive...



ALL



GLUTEN-FREE



MOMS



PALEO



RAW



STAPLES



VEGAN

Conclusion

FINAL ANALYSIS:

KOMBUCHA'S POPULARITY WILL CONTINUE TO CLIMB AS INFLUENCER'S USAGE AND RECOGNITION BECOME MORE COMMON PLACE.

Having it enter Walmart shelves will only push it's popularity, and it's stated to grow steadily by 25%, each year, through 2020.

FERMENTED FOODS ARE INCREDIBLY TRENDY DUE TO THEIR HEALTH BENEFITS AND ITS AUTHENTIC RITUAL CONNECTION TO CULTURE.

The obsession with authentic connection to ancestral ritual and cultures is pushing the trend.

WHILE AMERICANS ARE COMFORTABLE WITH YOGURT, THE FLAVOR PROFILES ARE STILL SWEET IN THEIR MAJORITY.

The popularity with greek yogurt and it's tartness is helping Americans accept more and more savory flavors in their yogurt.

FERMENTED BEAUTY PRODUCTS ARE A NEW CUSP OF THIS TREND

It's popular in the beauty world, but as of yet, not enough data has been compiled, so it's a trend in waiting.

FERMENTED COFFEE IS ALSO AN UP AND COMER WORTH EXPLORING

It's health benefits boost less heartburn and gut irritation thanks to the bitter notes being removed at a molecular level.

KEFIR IS POISED TO BE THE "NEXT" KOMBUCHA AND THE NEXT GREEK YOGURT.

Another fermented food option where the benefits are helped by greek yogurt's popularity. The thick sour yogurt is being touted as "the next greek yogurt" in terms of benefits and kombucha in terms of global accessibility, popularized by its health benefits. It is tolerated by most of those inflicted with lactose intolerance due to it's self-creation of the enzyme needed to digest lactose. That's a game changer.

PURÉE FANTASTICO

<http://pureefantastico.com>

jake@pureefantastico.com

info@pureefantastico.com

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213-925-1400

213-925-1398