

# Dazzling for Delishco

Strategic Brainstorming

for

Delishco Consideration and Decision

March 17, 2013

# Just a start for brainstorming

- Rebranding for millennials
- Cold Turkey: carbonation without sweet
- Vertical Trim (away from the harvest)
- Cross product marketing
- Market and brand couplings
- In-house design only
- Beyond prune juice for the senior market
- Getting green street cred with tree huggers
- Vending on public transit; auto dispensers
- Direct contract home & community delivery
- Harvesting profits wider & deeper in every line