



Saratoga Peanut Butter Company

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Discovery



Industry Insights



Industry Analysis: Peanut Butter

- 6.9%: Compound Annual Growth Rate (2022 – 2028)
- \$6 billion: Current Valuation Globally (July 2022)
- 90%: US households consume peanut butter regularly (2021)

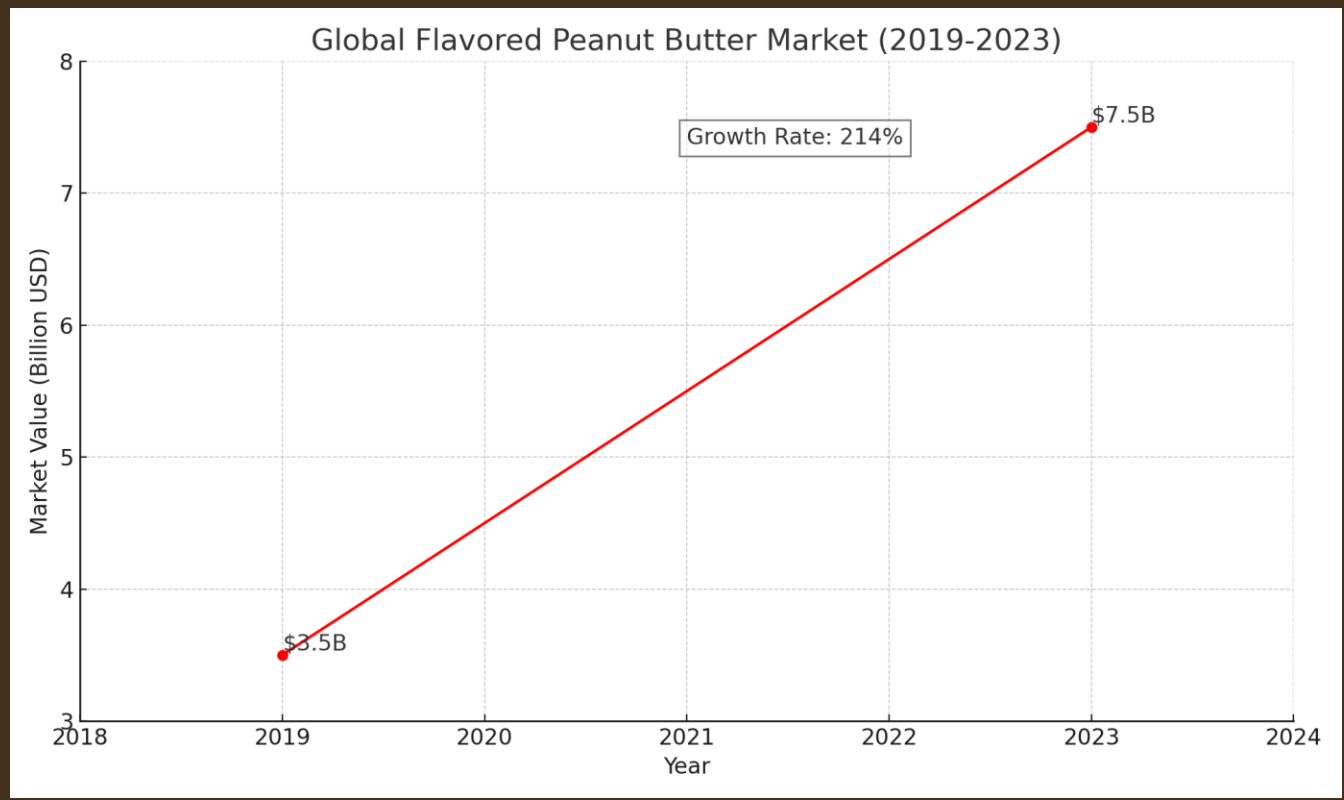
Source: Region and Segment Forecasts





Trends – Flavored Peanut Butter Market

- Flavored
- 214% in 4 years
- SPBC offers what?
 - Flavors!
- Great news again!

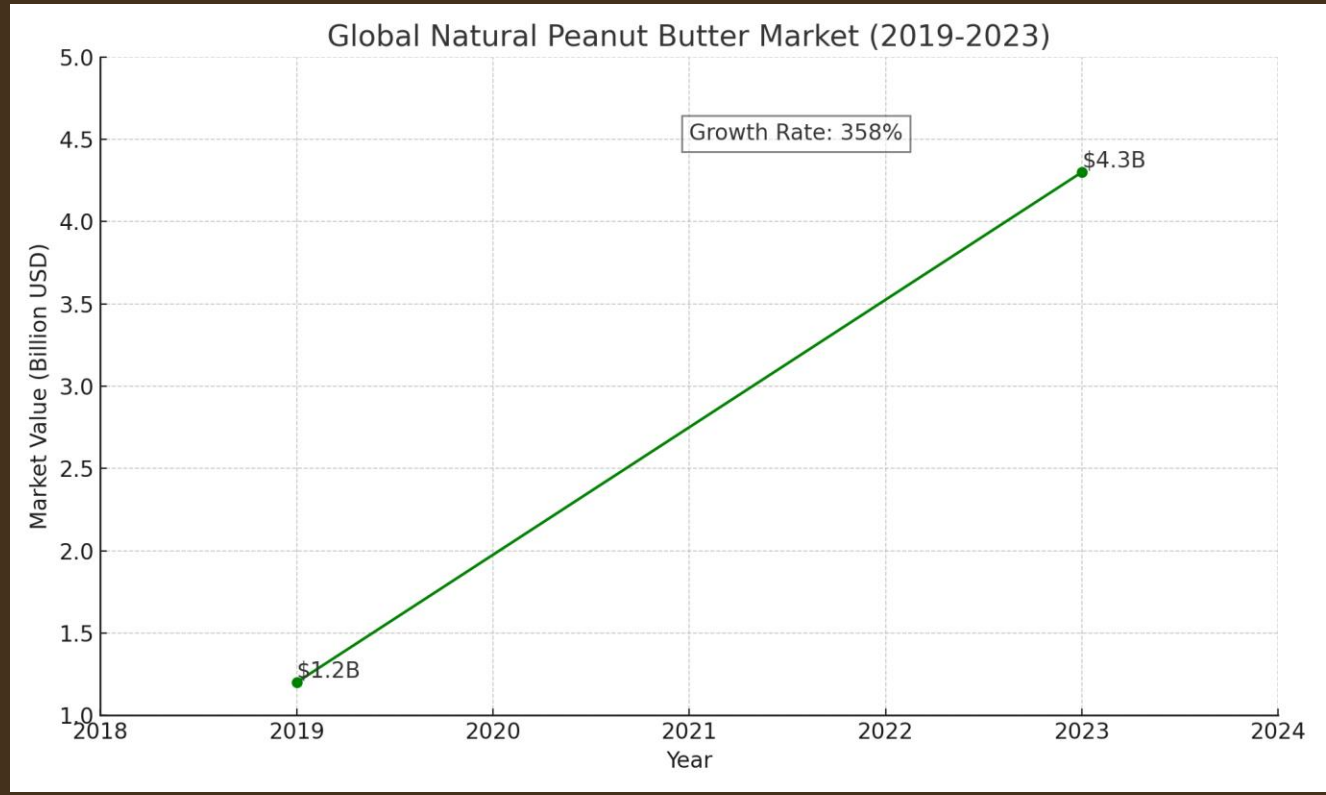


Source: custommarketinsights, Jun 2024



Trends – Natural Peanut Butter Market

- Natural
- 358% in 4 years
- What is SPBC?
 - All-natural
- Great news!



Source: [researchandmarkets.com](https://www.researchandmarkets.com), Feb 2024



Broad Cultural Context



Trends in Peanut Butter Market

- Significant increase in health and flavored PB
- Consumers -> health trend, more awareness of their health
- Statistics back up this trend:
 - 358% natural peanut butter vs 214% flavored peanut butter

Source: [verywellhealth.com](https://www.verywellhealth.com), Mar 2023





Motives for Eating Peanut Butter

- Nutritional value
 - Viewed as a food that is good for you
- Convenience
 - Easy to eat on-the-go food
- Fun to eat
 - Texture and flavor
- Used for cooking

Source: nationalpeanutboard.org, Sept 2023



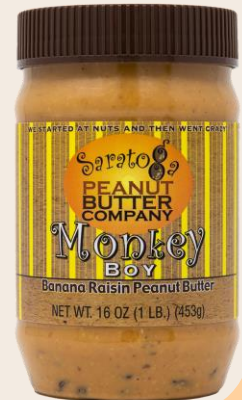


Saratoga Peanut Butter Insights



SPBC Company Insights

- Founded in 2005 by Jessica Arceri in Saratoga Springs, NY
 - Now operates in Victory Mills, Schuylerville
- Inspired to create a healthier peanut butter option
- 15 peanut/almond butter flavors





Primary Research for Saratoga Peanut Butter

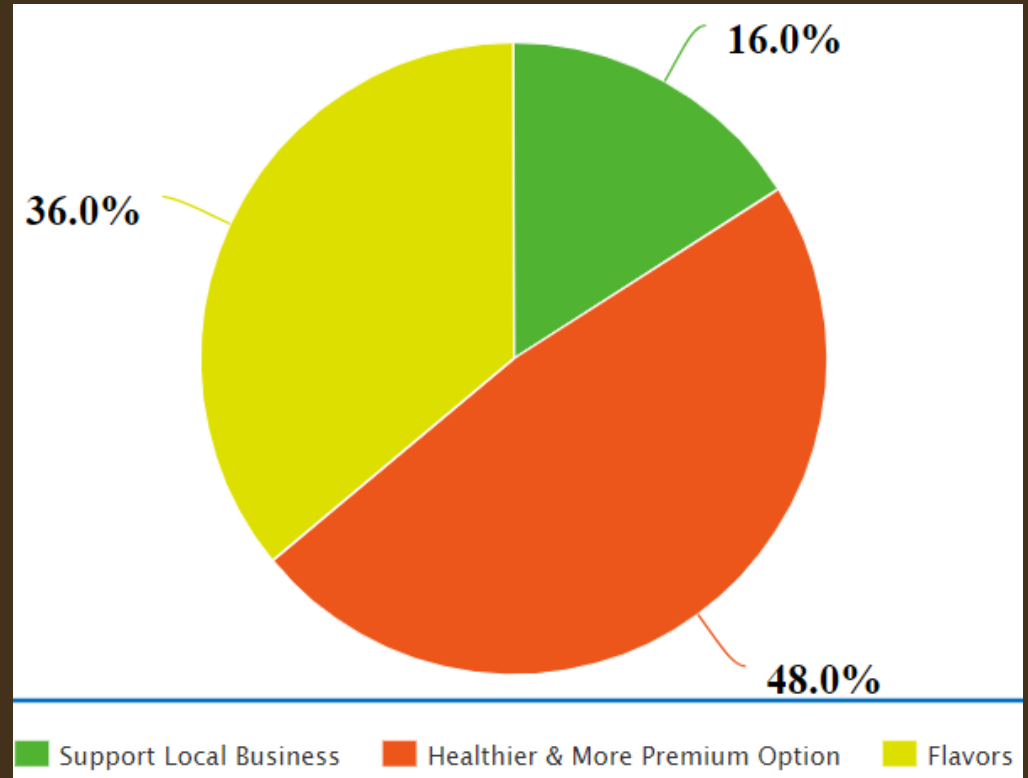
- 50 people – Downtown Saratoga Springs
- Questions:
 - Why did you purchase Saratoga PB the first time?
 - Did you re-purchase Saratoga PB? Why? Why not?
 - What would make Saratoga PB a more attractive product for you to buy?





Primary Research Results

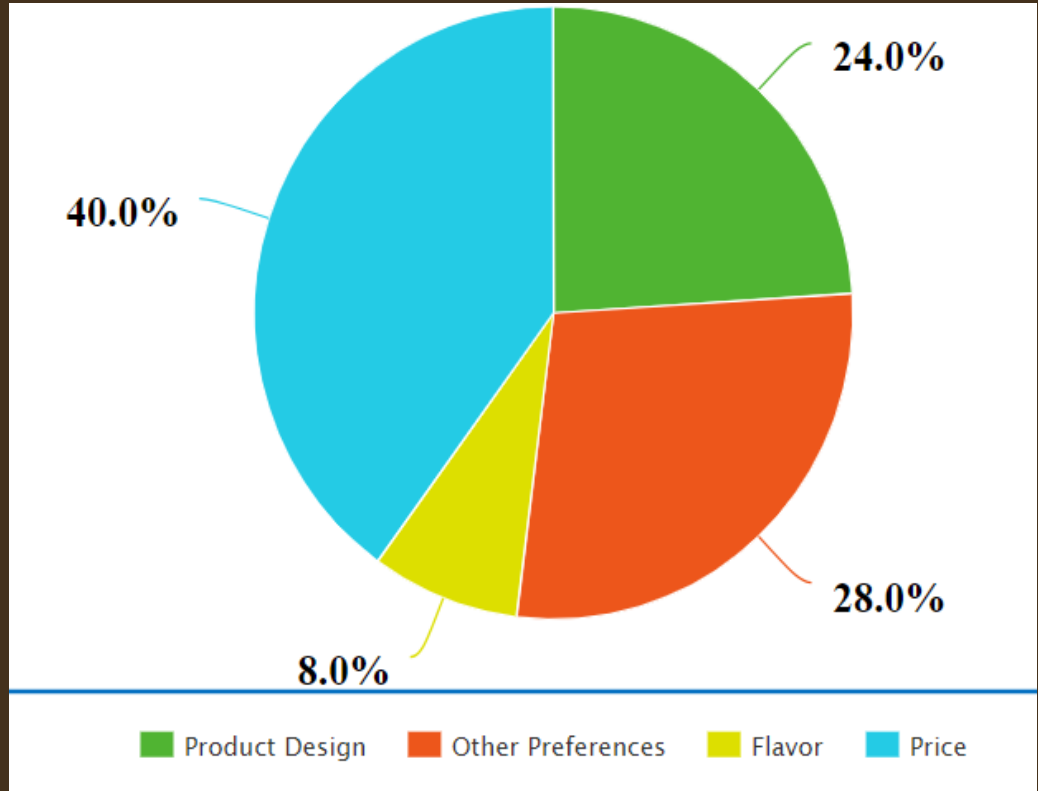
- Why did you purchase for the first time?





Primary Research Results

- Why did you stop re-purchasing?





Strategies & Creative Concepts



The Challenge

How do we position Saratoga Peanut Butter Company to appeal to wide range of consumers, while differentiating it from competitors in the nut butter market?



How do we create a distinct brand identity that emphasizes the **uniqueness** and **quality** of our ingredients?





Target Market for Saratoga Peanut Butter

- Adults 35-65 years
- Upper middle class and upper class (\$75,000-\$150,00+)
- Northeast region or tourists
- Health and wellness oriented, outdoor enthusiasts, gourmet and artisanal food buyers



Main Competitors

Justin's



Skippy Natural



Nerdy Nuts





Justin's

- **Archetype:** The Innocent
- **Core Desire:** Simplicity
- Characterized mainly by its **purity, goodness, honesty** and **idealism**



- "Only two ingredients"
 - Peanuts and palm oil

-
- "Clean" packaging
 - Health focus





Skippy Natural

- **Archetype:** The Everyman
- **Core Desire:** Belonging
- Characterized mainly by its **dependability, usefulness, inclusivity and equality**

-
- Availability and prominence in stores
 - Recognizable logo
 - Enough variety (smooth v. chunky) for the average consumer without going much farther





Nerdy Nuts

- **Archetype:** The Jester
- **Core Desire:** Enjoyment
- Characterized mainly by its **playfulness, enjoyment, fun**

-
- Variety of wacky flavors
 - Enjoyment over health
 - Creative packaging



Recap of Competitor's Positioning



Innocent

- Health focus
- Simplicity
- "Clean" packaging



Everyman

- Available in many stores
- Recognizable brand
- Dependable brand



Jester

- Variety of wacky flavors
- Emphasis on flavors over health
- Playful packaging

Recommended Positioning Strategies

Positioning 1: A Sense of Adventure



Key Message

Explorer: Saratoga Peanut Butter Company provides the freedom to try fun, unique flavors for those looking for a sense of adventure.



Rationale for Key Message

Saratoga Peanut Butter Company is the **only** nut butter company that offers an all-natural peanut butter with tasty, **unique flavors**, while staying true to the essence of **classic** peanut butter.



Tagline

"Spread the Adventure!"





Creative

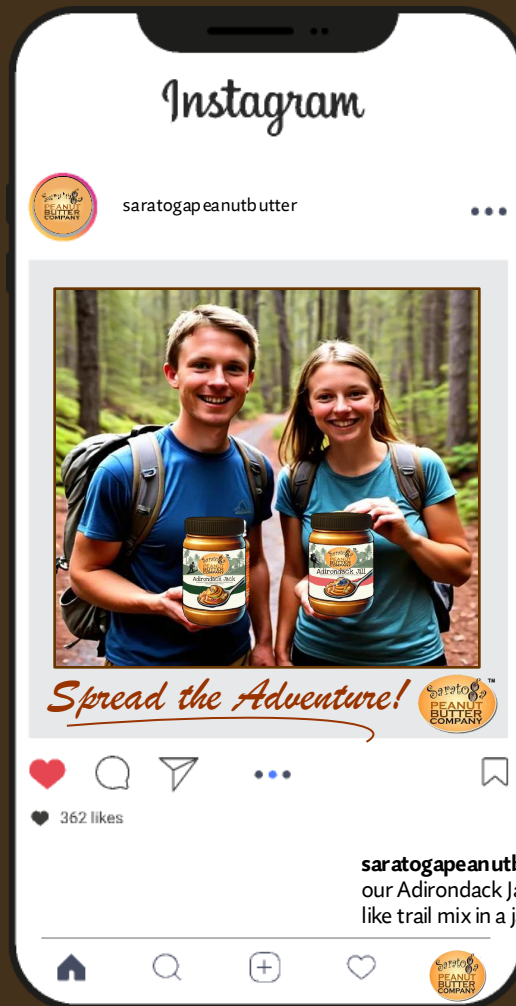




Creative



Spread the Adventure!



Instagram



saratogapeanutbutter



Spread the Adventure!



362 likes

saratogapeanutbutter Spread the ad
our Adirondack Jack and Adirondack J
like trail mix in a jar! #peanutbutter #s



Creative

Spread the Adventure!



Positioning 2: Caring for Health



Key Message

Caregiver: Saratoga Peanut Butter Company is going to **support** your healthy lifestyle and dietary needs, because they **care for your health.**



Rationale for Key Message

Saratoga Peanut Butter Company is the **only** nut butter company that **cares** about their consumer's **health**, while still providing **small-batch** nut butters made with **fresh** and **quality** ingredients.



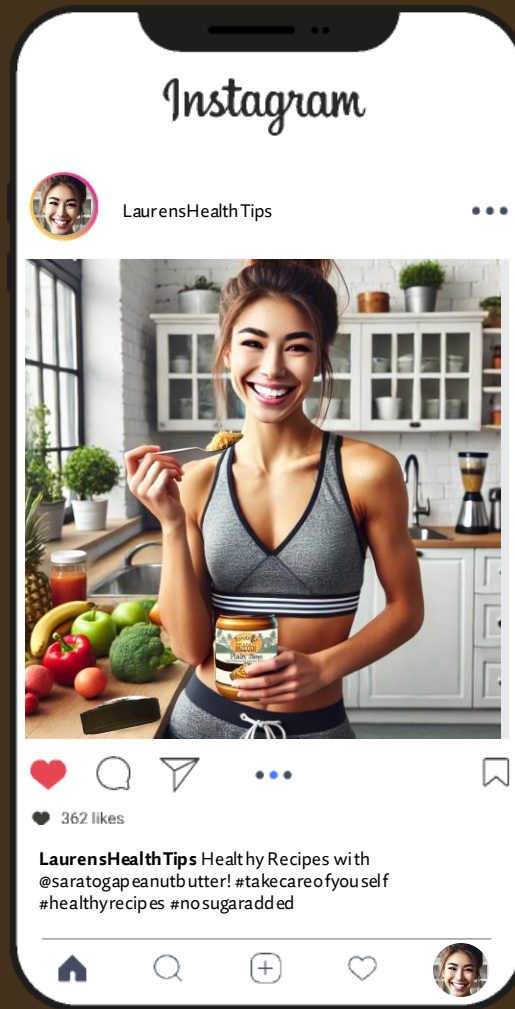
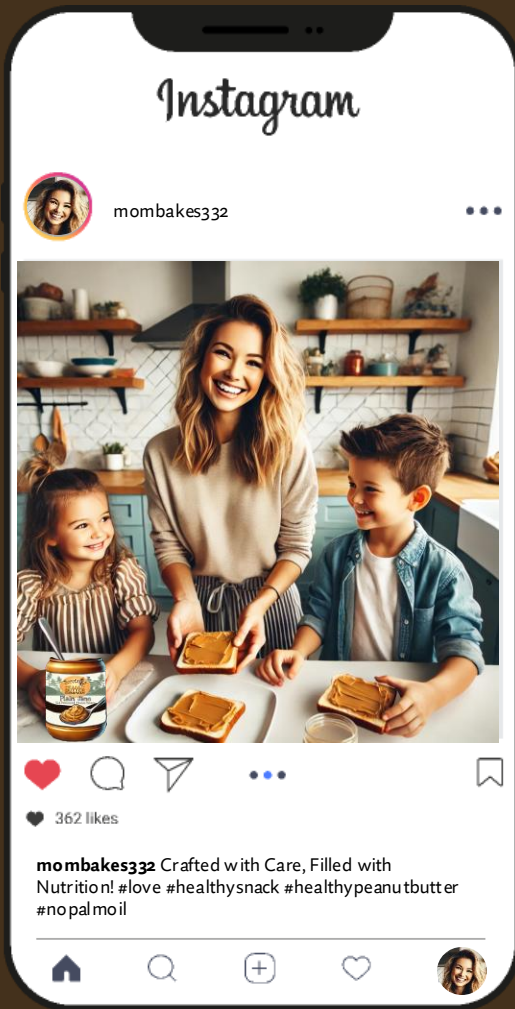
Tagline

**"Crafted with Care, Filled
with Nutrition"**





Creative





Influencer Example

A screenshot of an Instagram profile for 'jackiebeltran'. The profile includes a circular profile picture of a woman and a child, a bio with 902 posts, 5,853 followers, and 3,280 following, and a grid of 12 posts. The posts feature various content including family photos, motivational text, and lifestyle images.

jackiebeltran [Follow](#) [Message](#) [...](#)

902 posts 5,853 followers 3,280 following

Jackie | Upstate NY Mom
Mom of 4 | Wife | Virtual Business Manager
Owner, JB Social &
FREE consultation call
jbsocial.hbportal.ca/schedule/660ef27f9aa7c1001969266a

Food Business Family

POSTS REELS TAGGED

Nice to Meet You

Dear Business Owner...
In order to grow your LLC, it
isn't always willing to delegate...

WORK BUSY

Grateful

If something is taking the edge off

I've learned a business, and your job and
your stressors look like this...

I've grown from sea-
to-hulk in a matter of
months, but mostly for the love sticker
peels, a book, smoothies, and a lot of
love with my family.

Creative

Instead of



Roasted peanuts, **sugar**, hydrogenated vegetable **oil** (cottonseed, soybean, and rapeseed oil), salt

2 Tbs has:
190 calories
3 grams of sugar
150 milligrams of sodium
7 grams of protein

Try This!



Dry roasted peanuts, kosher salt

2 Tbs has:
199 calories
1 gram of sugar
44 milligrams of sodium
8 grams of protein



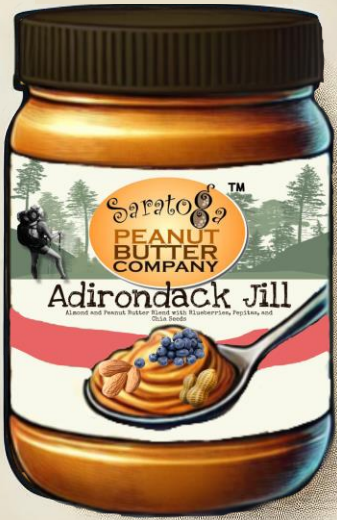
Creative



Crafted with Care,
Filled with Nutrition

PURE &
NATURAL

**NO
PALM OIL**



PURE
&
NATURAL



Conclusion



Conclusion

- **Challenge:** SPBC needs to differentiate itself from other nut butter brands to emphasize the uniqueness and quality of their ingredients and flavors
- **Competition:** SPBC's main competitors have strong positionings as clean products or products with fun flavors
- **Saratoga Peanut Butter Company Positioning:**
 - **Explorer:** SPBC provides the freedom to try fun and unique flavors for consumers looking for a sense of adventure
 - **Caregiver:** SPBC cares for their consumers' health by including fresh and quality ingredients
- **Tying It All Together:** SPBC is the ultimate nut butter brand that provides fun flavors using quality ingredients, while staying true to the essence of classic peanut butter



**Thank
You!**



Works Cited

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