

rga Blend



# Orga Blend



## Company Objectives:

Orga Blend's juicer provides an eco-friendly way to promote a healthy lifestyle. Orga Blend is made entirely out of recycled materials offering a sustainable way to have a healthy drink. Orga Blend is a tool that makes it fun and easy to up your intake of Vitamin D, Vitamin C, and more!

## Target Audience:

The primary audience for Orga Blend consists of younger millennials that are health-oriented and environmentally conscious. These individuals frequent the gym and prioritize their nutrition to reach their goals. Our primary target loves eating healthy but sometimes wants a break from normal fruits and vegetables. OrgaBlend provides them with the opportunity to juice their fruits and vegetables to add a fun new blend to their diet.

The secondary audience for Orga Blend is culinary professionals. Any professionals looking to add a new feature to their restaurant, coffee shop, or bar could find Orga Blend useful. Specifically, those who are environmentally conscious may prefer Orga Blend over other substitutes due to its sustainable principles. Juicers are not typically environmentally friendly, but Orga Blend is made to be sustainable and reduce waste!

## Competition:

### Appliance Brands:

Nama Juicer: According to their website, "The Nama Cold Press Juicer makes juices, smoothies, plant-based milk, and frozen desserts. It is easy to clean and safe for the entire family. The Nama Cold Press Juicer produces more juice with better flavor in less time."

### Restaurants:

Places that provide smoothies and juices, such as Tropical Smoothie and Jamba Juice, are the closest competitor regarding the product.

### Tone:

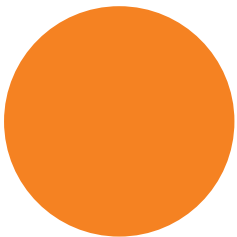
The tone of Orga Blend is light and joyful. We want our audience to feel Orga Blend is a fun brand while still being socially responsible and promoting a sustainable cause.



Primary Logo



Brand Mark

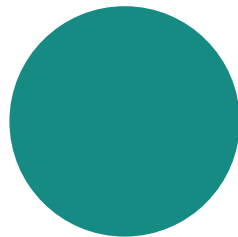


Princeton Orange

RGB: 245, 129, 35

CMYK: 0, 47, 86, 4

HEX: F58123



Dark Cyan

RGB: 13, 138, 130

CMYK: 91, 0, 6, 46

HEX: 0D8A82

Logo Type Face: *CuisineOT*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*



*Orga Blend*

# Orga Blend

## RECIPE #01

OF SERVINGS:

AMOUNT **02**

PREP TIME:

**05**  
MINUTES

TOTAL TIME:

**10**  
MINUTES

## INGREDIENTS

- 1 banana
- 1 cup of frozen strawberries
- 1 cup of frozen blackberries
- 1 cup of frozen raspberries
- 1 1/4 cup of almond milk
- 1/2 cup of Greek yogurt

## DIRECTIONS

1. Combine all ingredients into blender
2. Blend until smooth
3. Divide among 2 cups
4. (Optional) Top with extra blackberries
5. Enjoy!