

REVOLUTIONIZING THE PLANT-BASED CPG LANDSCAPE

The plant-based product market is undergoing a sea change, driving transformative shifts in consumer-packaged goods. IntelliCucina leverages a professional, consulting-driven approach to propel brand partners for market share growth.



Introduction



FORWARD-THINKING

IntelliCucina is a pioneering and innovative company that stays ahead of industry trends.



FRACTIONAL SALES AND CONSULTING

IntelliCucina offers part-time, flexible sales and consulting services to its clients.



PLANT-BASED CPG

IntelliCucina specializes in the rapidly growing plant based consumer packaged goods market.

INTELLICUCINA IS A DYNAMIC AND INNOVATIVE FIRM THAT HELPS PLANT-BASED CPG COMPANIES SUCCEED IN A RAPIDLY EVOLVING MARKET.

EXPERTISE & SERVICES

- **SALES STRATEGY & GROWTH**

IntelliCucina drives targeted sales growth by implementing data-driven strategies, enhancing market penetration, and expanding customer reach.

- **BUSINESS FINANCIAL HEALTH**

With a focus on sustainable profitability, IntelliCucina coaches' brand partners to strengthen financial health, ensuring efficient cost management, ROI-focused investments, and resilience in a dynamic market environment.

- **SUPPLY CHAIN RESILIENCE**

IntelliCucina helps guide brand partners in maintaining a robust, adaptable supply chain, balancing supplier relationships and logistics efficiencies to mitigate risks, control costs, and secure timely delivery to retailer partners.

- **DATA ANALYTICS & INSIGHTS**

Utilizing advanced data analytics, IntelliCucina transforms data into actionable insights to enhance decision-making across sales, marketing, and operations, fostering a data-centric approach to business growth.

- **PRODUCT DEVELOPMENT**

IntelliCucina utilizes its expertise in trends to help brand partners conceive innovative, tasty, and healthful plant-based offerings.

- **MARKET RESEARCH**

IntelliCucina leverages consumer insights and trends to identify market opportunities and guide product development.

—GROWTH PARTNERS

AUVIKA



NOURISH
COLD PRESSED JUICE



Lādē^{POPS}TM





FORGING STRATEGIC ALLIANCES FOR SUSTAINABLE GROWTH

 **Glimpse**
AI-POWERED DEDUCTIONS SERVICE

www.tryglimpse.com

Glimpse AI is an end-to-end deductions management platform that uses artificial intelligence to categorize deductions from distributors like KeHE and UNFI in real-time. It automatically disputes invalid deductions and integrates with QuickBooks and NetSuite for streamlined reconciliation. This automation saves companies time and reduces manual effort in handling deductions and credit memos.



FORGING STRATEGIC ALLIANCES FOR SUSTAINABLE GROWTH



NP Capital Advisors specializes in financial and operational restructuring, along with corporate development, tailored for CPG companies with under \$100M in assets and liabilities.

“Our mission is to empower plant-based brands to innovate and thrive in the rapidly evolving consumer landscape.”

ELIZABETH HEMPHILL-BURNS, FOUNDER & CEO

Brand Development Process

BRAND RESEARCH AND ANALYSIS

In-depth market analysis, competitor benchmarking, and customer insights to understand the competitive landscape and target audience.

BRAND POSITIONING AND STRATEGY

Defining the brand's unique value proposition, positioning, and long-term strategic direction to differentiate in the market.

STRATEGIC BRAND ROLLOUT AND EXECUTION

Developing a comprehensive growth playbook, identifying key growth opportunities, and setting clear objectives for brand positioning, customer engagement, and competitive differentiation. Implementing the tactical plan requires a coordinated approach across all touchpoints, including e-commerce, brick-and-mortar stores, and other sales channels, ensuring each channel is optimized for maximum impact.

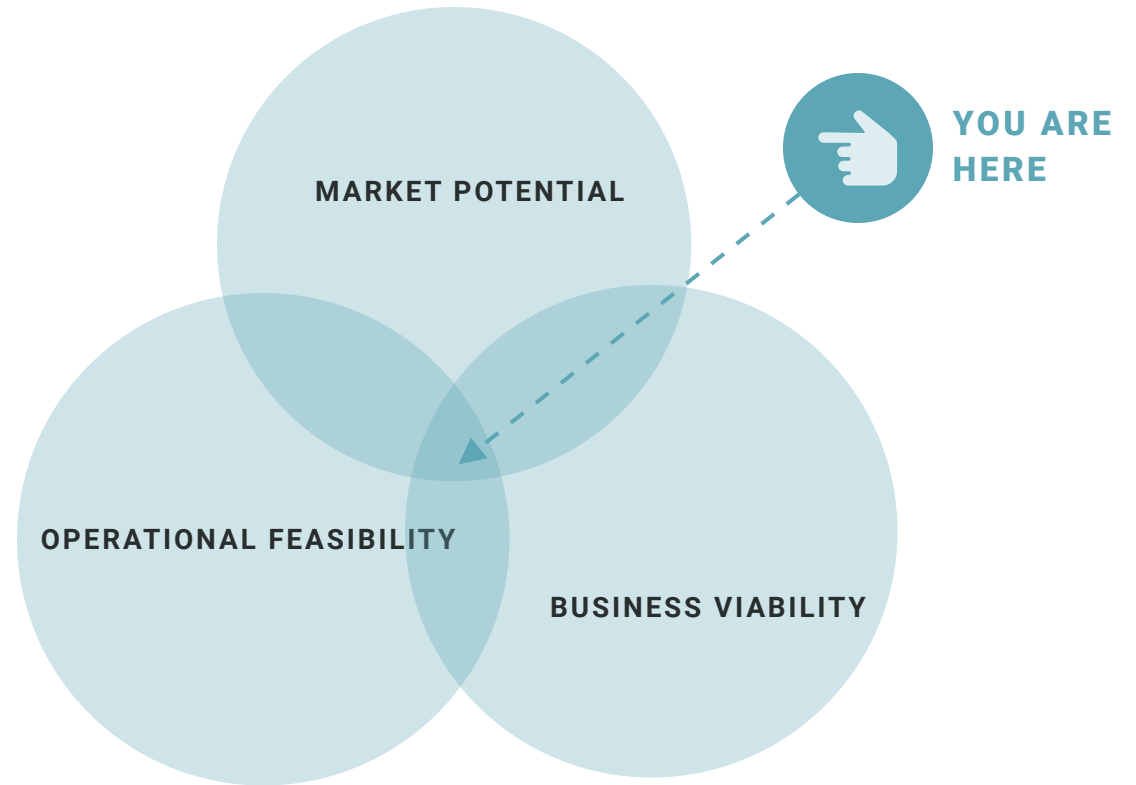
BRAND MONITORING AND OPTIMIZATION

Continuous monitoring, measurement, and optimization of the brand's performance, including customer feedback and market trends, to ensure long-term brand equity and success.




STRATEGIC SUPREMACY: OUTPACE THE COMPETITION.


Where the magic happens.




Let's get started

IntelliCucina, DBA Plantverse

 www.myplantverse.com

 267-250-0823

 support@myplantverse.com

 [IntelliCucina LLC](#)

