

Halm's Horseradish Website: Purpose and Goals

Mission Statement:

The Halm's Horseradish website will be dedicated to educating consumers about the values of the brand, the nutritional benefits of eating horseradish, the qualities of the products, and how to buy the products. It will push public perception of consuming horseradish products as a healthy and "hip" thing to do.

Halm's Horseradish will serve customers by providing a healthy, high-quality product for consumers looking for an alternative to highly processed, corporate brands.

Measurable Goals:

1. Educate consumers about brand: Halm's is a company committed to high quality products using organic ingredients; is committed to social responsibility and supporting sustainable farms; has a family story behind its' recipes, and is committed to spreading the word about the health benefits of fresh horseradish. **Begin directing traffic to the website. Reach 1,000 new site visits per month by June 2018.**
2. Educate consumers about the nutritional benefits of horseradish. **Generate 50 new Instagram followers per week during March (1 month campaign) about the health benefits of eating horseradish.**
3. Educate consumers about products: Halm's Cream Style Horseradish sauce is made with organic whole food ingredients; is free from artificial flavors, preservatives, HF corn syrup; is "fresh" and refrigerated. Point out how this sets product apart from most horseradish sauces on the market without sounding negative.
4. How to buy Halm's products: A list of locations where Halm's products can be purchased. As the market expands and more stores/chains carry the products, this list may be converted to a searchable map or some other form that would be easier to interact with. **Post a coupon for 25% a purchase of Halm's Horseradish sauce: 10% of website visitors download the coupon during the next three months.**
5. Online Sales: Due to the location of the business, Halm's will not immediately have the capacity to fulfill online orders (located in the Methow Valley). Currently, selling refrigerated products through Amazon Vendor Express is not possible. Once the business expands to work with a co-packer, a Seattle-based business will be contracted to fulfill online orders (Mustard and Co might be a good option for this). This change is projected for the second or third year of operation. Once fulfillment of online orders is a reality, the website will be critical in driving sales through this channel.

Competitor Websites

After comparing the “Hip Sauce” websites and the horseradish sauce competitor websites, it appears that the existing horseradish sauces on the market are either marketing to a different demographic or taking a different general stylistic approach. The Horseradish competitor sites use a lot of bright colors, and look gaudy and out of date. In comparison, the “Hip Sauce” websites have more muted colors, high quality photographs, and a much cleaner, modern look.

For comparison:

https://www.woebermustard.com/product_category/horseradish/ vs. <http://www.fireflykitchens.com/>

Or

<http://dickswildroothorseradish.com/uses.htm> vs. <https://friendlyfiresauce.com/>

Thus, Halm’s website itself can be a differentiating factor from other HR competitors. The website will need to have a modern, clean look more in the general style of the “hip sauce” websites, and have a strong investment in high quality photos. It will need to make the consumer feel like they are doing something interesting, cutting edge, and “trendy” when visiting the website, rather than visiting an afterthought for a tired product.

Demographics/Psychographics

There does not appear to be market research specific to horseradish sauce available online. Instead, we will focus on demographics for “specialty food”, which is the most relevant category for distribution and placement in retail stores.

Specialty foods demographics:

- split between male and female with a slight tendency towards female
- college educated
- live in households
- household income of \$75,000-\$100,000+
- generally live on the west or east coast of US, or in major metropolitan areas

Psychographics and Market Trends

Specialty food buyers have an interest in buying from socially responsible companies that have a relatable story behind them (a main focus for this website). In addition, the brand hopes to connect with consumers who have an interest in sustainable farming, organic food, and the farm-to-table movement. Because these are topics that the owners are passionate about, they believe it will be possible to effectively communicate this story to the customer, which will meet the need of the specialty food psychographic.

In addition, the brand hopes to appeal to consumers interested in health and nutrition. Horseradish is a Brassica and contains concentrated amounts of antioxidants that other Brassicas such as kale and broccoli contain. No other horseradish sauce companies have capitalized on this so this could be a strong point of differentiation for Halm’s products.

The direction that the food industry is currently seems to be moving toward is “clean food” (i.e simple whole food ingredient list, no preservatives, no artificial ingredients), but certified organic is becoming less important to consumers. Organic still has a strong market share but growth is stagnant. A study from the Hartman Group a few years ago indicated that marketing a product as Organic wasn’t that effective- to connect with consumers with that sort of psychographic you had to prove you were legitimate- hyper-local, beyond organic, and socially conscious. Halm’s wants to convey the depth of Halm’s commitment to sustainable ag through the website.

Another general market trend of note is that shelf-stable sauces is a stagnant market, but “fresh” refrigerated sauces is an expanding market. Choosing to sell Cream Style Horseradish as a refrigerated product creates initial logistical hurdles for the business, but will ultimately pay off in market differentiation and future growth (all other major cream style horseradish sauce brands are shelf stable). The website will be important in highlighting this product attribute and why it is important for product quality.

In addition, consumers continue to tend towards quick and easy food preparation while still maintaining a healthy diet (thus the growth of Blue Apron, FreshBox, etc.). Halm’s hope to communicate on the website how Halm’s Horseradish sauce can be used as part of an easy meal (ie spread it on a chicken sausage, on hard boiled eggs, develop more easy recipes). The brand’s ultimate hope is that the horseradish sauce could go the direction of Huy Fong Sriracha- a single specialty sauce that ended up driving driving the growth of a large business because it organically became something that you “put on everything”.

What do users want from the site:

Foremost, users will be looking for a location to purchase the product. In addition, users will want information about the brand and products from the website (ingredients, location, ethics). Users want to feel good about about the Halm’s brand, and that buying Halm’s products is something they can be excited about and feel like they’re participating in a positive trend.