

A wide-angle photograph of a modern grocery store's produce section. The ceiling is a prominent feature, featuring a white grid with a repeating leaf-like pattern and recessed circular lights. The produce is displayed on stainless steel stands. In the foreground, there are large bins of honeydew melons and watermelons. Behind them, there are displays of sweet cantaloupes, red tomatoes, and various other fruits. A person is visible in the background near a shopping cart. The overall atmosphere is clean, bright, and organized.

SAVVY

PROMOTING GOOD TASTE



Meet Crystal Black-Davis

FOOD MARKETER BY PROFESSION.

CULINARY CULTURIST BY PASSION.

From growing North American awareness, distribution and velocities through country management for Australian cracker and condiment brand Valley Produce Co. (VPC), to most recently serving as EVP / Vice President of Marketing (US) for Loacker, the global leader in wafer confections, I've directed strategy, commercialization, compliance and communications for global food brands for well over a decade.

As a career and pastime, I have a high respect for the history, lore, and anthropology of global food culture.

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My Expertise

I am a high impact and connected food marketer with 14+ years experience working with global brands of all stages.

I'm versed in end-to-end commercialization, regulatory compliance, as well as branding and communications for various levels of market maturity.

I launched and led the marketing organization for the US division of Loacker, the global category leader in wafers (sweet biscuits - Euromonitor). As EVP / VP of Marketing for Loacker, I was responsible for marketing direction, vision, and held full P&L accountability for a multi-million dollar annual marketing budget.

In my leadership role, I defined domestic brand identity, channel strategy, communications, compliance and innovation in alignment with global marketing, to grow ACV in measured channels, exceed expected velocities, and drive incrementality within the category.

In the span of my career at Loacker, I realized a steady 43% CAGR from 2014 US market launch to YE 2019.





Who I've Worked With



Service Offering

*CUSTOMIZED FOOD MARKETING
EXPERTISE FOR STARTUP AND IMPORT
CPG BRANDS, BOTH DOMESTIC AND
IMPORT.*



- Commercialization
- Brand Development
- Communications Strategy
- Trade Marketing
- Management Consulting
- FDA Compliance

My Client Segments



PRE-LAUNCH

\$0 USD

RESOURCES
TRAINING
CONSULTATION

BACKED STARTUPS

Under \$5 Million USD

MANAGEMENT CONSULTING
CONSULTING
COMMERCIALIZATION

IMPORT + ESTABLISHED BRANDS

Over \$5 Million USD

BRANDING
COMMUNICATIONS
GAP-FILL





Core Channel Expertise

DTC

E-COMMERCE

MODERN / TRADITIONAL GROCERY

DRUG

MASS



Relationships Over Transactions

Moving consumers from awareness to preference results from an appeal to the palate, mind, and most of all, the heart.

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U.S. CONSUMER STATS IN THE ERA OF COVID

- **Home cooking will continue to grow in the era of COVID-19 and specialty food brands have a strong advantage**
- **Snacking will continue to surge, with 53% of consumers saying they're snacking more than ever**
- **Grocery home delivery and curbside service is growing in popularity as brick and mortar continues to thrive alongside e-commerce**

SOURCE: Specialty Food Association, Specialty Food Magazine, Summer 2020



Let's Stay Connected

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