

# FoodMinds Global ExpertBench™

Bringing a World of Food and Nutrition Affairs to Your Doorstep

In today's global food and agriculture economy, you need much more than a passport. You need the inside track on food and nutrition science, strategic insights, regulation and advocacy. You need a network of true experts who live and breathe public health to help you forge productive partnerships. You need number-crunchers who can transform science and marketplace data into compelling internal and external communication tools.

These skills must be applied with precision in each local market in which you operate in ways that reflect the culture, language, food traditions and regulatory framework. And, your deliverables must be packaged to make it easy for decision makers to take action from afar.



## Our Point of Difference

FoodMinds is a consulting and communication agency specializing in food, beverage, nutrition, health and wellness. Our model mobilizes the right mix of talented, seasoned and motivated people in key markets around the world to challenge the status quo and achieve great things. We apply knowledge, critical thinking and connections in the global food and nutrition environment to create ideas, strategies and programs to help tell a better story that makes a difference.

Compared with traditional multinational agencies, the FoodMinds Global ExpertBench™ offers:

- Top senior talent with real and unique expertise and deep knowledge of food and nutrition issues
- Strong local industry relationships and a true understanding of the key opinion leaders and influencers
- A company of food and communication experts, we pair hard science with breakthrough communication
- Our unique process seamlessly integrates local insights into a centralized quality control system
- A global network on demand:
  - Local experts hand-picked based on your needs
  - Strategic global and local insights – not just facts
  - Speed, flexibility and agility
  - Cost effectiveness
  - Proven track record for success

## Our Coverage

Our network of 20+ senior nutrition (PhDs and RDs) and communication experts spans across 20 countries over six continents... and keeps on growing.



# FoodMinds Global ExpertBench™ Services

Not every organization is at the same step of developing or activating its plan. Regardless of where your company sits with a nutrition, health and wellness strategy, stakeholder engagement initiative or marketing plan, we take you further, faster.

<b>Strategic Insights</b>	Bringing new perspectives to the business of food and nutrition affairs and the interrelationship between the production, marketing and consumption of food and public health. Paired with our proprietary Outcome-Driven Workbench™ methodology, you'll be armed with an actionable and measurable strategic road map that's in sync with the evolving landscape.
<b>Nutrition, Health &amp; Wellness Science</b>	Strategic, based-in-science counsel that improves insights, leads to discovery, promotes thought leadership, and enhances brand credibility.
<b>Health Promise Marketing</b>	Mapping and communicating the nutrition, health and wellness benefits of ingredients, foods and dietary patterns for optimum growth, development and well-being and the prevention of chronic disease.
<b>Influencer Mapping &amp; Outreach</b>	A sophisticated analytical approach to leveraging key opinion leaders to shape and influence target audience thinking and decision making, including the development of coalitions.
<b>Public Affairs</b>	Putting knowledge and connections into action to advance positions and support advocacy.
<b>Consumer Engagement &amp; Media Relations</b>	Building 360-degree engagement to deliver positive stories and memorable conversations that connect with consumers' hearts and minds.
<b>Issues &amp; Crisis Navigation</b>	Identifying risks and thoughtfully crafting messaging and communication plans to shift the tide of public opinion and protect your reputation and assets.

## About FoodMinds

FoodMinds is a division of Padilla, an independently operated, globally resourced public relations and communication company.

With offices in Chicago, Washington D.C., San Francisco and Minneapolis, and a growing global footprint, FoodMinds expertly navigates science, public affairs, consumer values and communication to create breakthrough strategies and help clients tell a better story. The firm has 40 employees, including 20 registered dietitians, along with a global network of nutrition affairs experts.

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