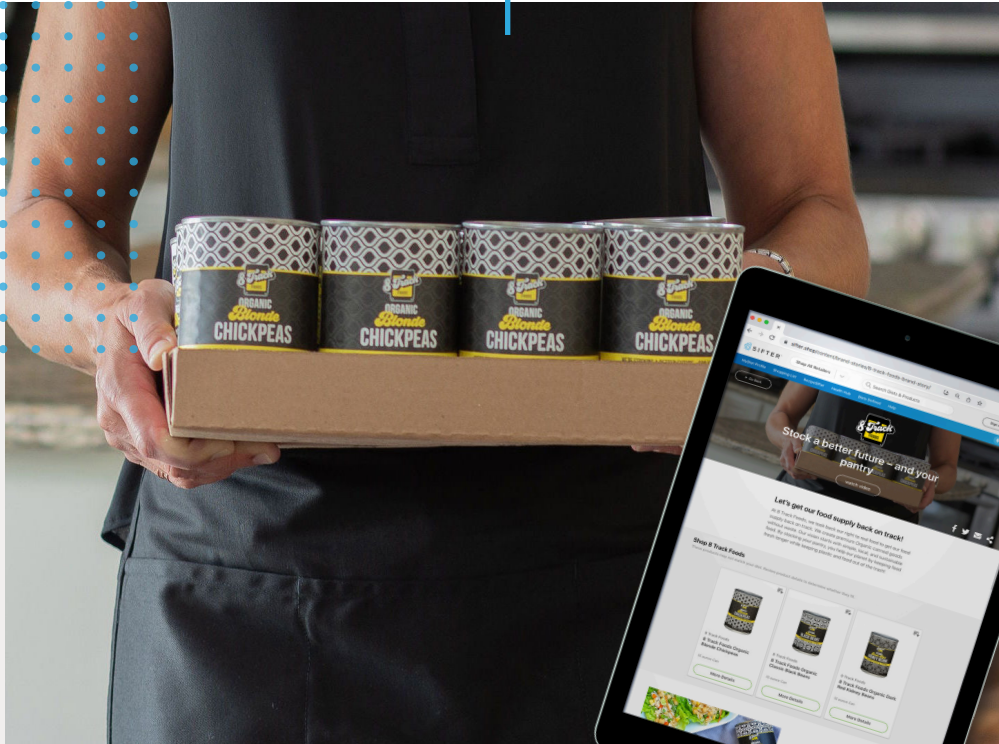


CASE STUDY: 8 TRACK FOODS



Sifter gives our shoppers trust, gives retailers a tool, and gives us support in delivering on our brand promise.

Maggie Seng Sadowsky
President, 8 Track Foods

How “Shop By Diet” Technology Can Help a Brand Tell Its Story

8 Track Foods is a brand on a mission. This certified woman-owned business has set out to design products that sustain our planet and feed our growing population by reducing food waste, single-use plastic, and food insecurity. They focus on their products’ lifecycle to eliminate waste at every point in the process. They believe by stocking your pantry, you’re stocking a better future.



Using Sifter’s platform, 8 Track Foods not only gave shoppers visibility into how their products met with more than **130 dietary and lifestyle filters**, but also collaborated on delivering the 8 Track Foods **Brand Story** (see above) to their desired audience. Sifter also collaborated on a **brand video** used via social media to promote a giveaway, resulting in further customer engagement. Currently, 8 Track Foods’ products are being onboarded at Meijer.

CHALLENGES

As the company works to get into more independent grocers and co-ops, it’s shifted its focus from individual products to a broader, fuller brand story. And to resonate more powerfully with the growing customer base seeking sustainability, healthy foods, and transparency, 8 Track Foods turned to Sifter as a partner to differentiate itself and help bring its mission to reality.

Sifter gives us tools, exposure, and the creative support we need to differentiate our brand.

Sifter helps 8 Track Foods fulfill its commitment to its brand values, and helps tell its authentic brand story to more customers and retailers. It’s a great example of the importance of connecting and building relationships—every level of the business must support its values. The result is a more sustainable big picture.

SOLUTIONS

Sifter offered 8 Track Foods an integrated plan that expanded exposure and shoppability of products while reinforcing its brand promise to its most important audience. It also offers retailers carrying 8 Track Foods products added value for their businesses.

- Products shoppable across 130+ dietary and lifestyle filters on Sifter.Shop
- Visibility and exposure of the 8 Track Foods Brand Story as an added feature to their product detail
- Collaboration on video marketing to be used via social media to further communicate 8 Track Foods’ points of difference



Contact brands@sifter.shop today to discover how Sifter can help drive your success story.