



DÉLICE BORÉAL NORTHERN DELIGHTS



BRAND PLAN OUTLINE

BRAND NAME: *Délíce Boréal / Northern Delights*

1) What makes this brand unique in the marketplace?

Northern Delights Inuit herbal tea is the one and only Inuit Herbal Tea in Canada!

Northern Delights is produced by Avataq Corporation Inc., commercial arm of Avataq Cultural Institute, a wholly Inuit owned organization whose duty is to preserve and promote the culture, identity and language of the Inuit of Nunavik (Northern Québec).

We begin with the finest hand-picked indigenous plants in the tundra up North in Nunavik, Quebec; then dry and clean them by hand, and ship them to Montreal where we artfully blend them with herbs, spices and botanicals based on a unique Inuit ancestral knowledge of arctic flora to create unexpectedly rich, truly memorable flavors.

Northern Delights herbal tea is intriguing yet comforting at the same time. The intrigue comes from discovering the Inuit ancestral knowledge and the delicious tastes of the various blends. The comfort comes from the imparted knowledge, the restorative power of the herbal teas, and the conviviality of the Inuit using this method of reaching out.

2) What are the primary CONSUMER features and benefits to the brand?

- ✓ The one and only Inuit herbal tea from Canada
- ✓ Hand-picked indigenous herbs from Nunavik, Quebec
- ✓ Five superior blends, using all natural ingredients
- ✓ Distinctive taste
- ✓ Emotional benefits of discovery, enlightenment and appreciation of Inuit culture

3) What are the primary RETAILER features and benefits to the brand?

- ✓ The one and only Inuit herbal tea from Canada
- ✓ Hand-picked indigenous herbs from Nunavik, Quebec

- ✓ Five superior blends, using all natural ingredients
- ✓ Distinctive taste
- ✓ Rare and exclusive positioning
- ✓ No other similar brand in the market
- ✓ Interesting variety
- ✓ Profitable (\$), excellent quality-price ratio

4) Who would you describe as the TARGET MARKET for this brand?

- ✓ The girl power: Female, 34 and under, single or married; live in urban centers or the suburbs
- ✓ The women professional: Female, 35 and older, single or married, well educated, with above average income; live in urban centers or the suburbs
- ✓ The digitally connected: Between 25 - 45 years old, single or married; live in urban centers or the suburbs
- ✓ The affluent: Middle aged families with medium to high incomes; live in urban centers or the suburbs
- ✓ The boomers: Between 48 - 67 years old; live in urban centers or the suburbs
- ✓ The wise elders: Aged 50 years and older: living alone or as a couple; live in urban centers or the suburbs
- ✓ The tourists: Millions of tourist would appreciate leaving Canada with a truly authentic indigenous Inuit product
- ✓ The gift givers: An authentic indigenous Inuit product that makes a great gift for all occasions

5) What current market trends does this brand address?

- ✓ Rare, distinctive & exotic herbal tea
- ✓ Natural ingredients
- ✓ Indigenous herbs
- ✓ Health benefits

6) What is the brand's philosophy?

Northern Delights Inuit herbal teas will lead to a greater understanding and support of the Inuit and their traditions.

7) What are the 3 most significant competing brands in the Canadian market?

Generic herbal tea:	Specialty herbal tea:
- Celestial Seasoning	- Tazo
- Stash	- Mighty Leaf
- Twinings	- Algonquin Tea

8) Describe the marketing tools available.

POS material:	Floor display, Shelf-talker, Table-card (for restaurant), Tea chest, consumer brochure, retailer fact sheet and brand plan.
Demo/Sampling:	On-premises support as per request
Media support:	PR campaign in news, trade and consumer publications
Social media:	Website, Facebook, Pinterest

Suggested Retail Price



Blend #1, with Labrador Tea (Mamaittuqutik)

\$9.75

A calming yet spirited blend of bearberry, peppermint, and coltsfoot, the real secret to the deeply satisfying flavour of Northern Delights Blend #1 is hand picked Labrador tea herbs harvested from the tundra of Nunavik. The complexity of the finished Blend #1 is layered for perfect relaxation, rejuvenation and contemplation.

Ingredients: Bearberry leaves (uva-ursi), peppermint leaves, Labrador tea leaves (Mamaittuqutik), licorice root, eucalyptus leaves, bitter fennel seeds, coltsfoot leaves, ginger root.



Blend #2, with Cloudberry (Arpikutik)

\$9.75

Subtle and reminiscent of maple, with cloudberry leaves and roasted dandelion root. This amber coloured herbal tea welcomes the wanderer home with hand-picked cloudberry leaves, sarsaparilla root, fenugreek seeds and roasted maté leaves and barley.

Ingredients: Sarsaparilla root, fenugreek seeds, carob, cloudberry leaves, roasted chicory root, cinnamon bark, maté roasted leaf, natural flavours.

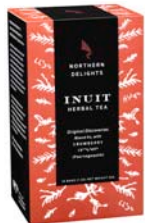


Blend #3, with Ground Juniper (Qisiqtutauyak)

\$9.75

A memorable delight, this golden blend helps clear your mind. This golden herbal tea blend, with a minty, citrusy reassurance, is a mixed of Ground Juniper, echinacea, red clover blossoms, lemongrass, and more. Reveal a clearer you with a cup of Northern Delights Blend #3.

Ingredients: Echinacea purpurea herb, red clover flowers, juniper berries, ground juniper (Qisiqtutauyak), burdock root, lemongrass herb, lemon balm herb, spearmint leaves.



Blend #4, with Crowberry (Paurnagaqutik)

\$9.75

Deeply satisfying, the rich violet colour of Blend #4 comes from the hand-picked crowberry leaves. This herbal tea has a refreshingly crisp taste and an intense hue from crowberry, hibiscus blossoms, juniper berries, and red poppy flowers. The crowberry tea has a gentle touch that makes Blend #4 particularly satisfying.

Ingredients: Hibiscus flowers, lemongrass herb, birch leaves, crowberry leaves (Paurnagaqutik), natural flavours, juniper berries, citric acid, cinnamon bark, red poppy flowers, star anise fruit, licorice root, cloves.



Blend #5, with Arctic Blend (Ukiurtatuq)

\$9.75

Blend #5 uses every bit of our hand-picked small Labrador tea leaves for concentrated fragrance and flavour. It is combined with echinacea, peppermint leaves, elder and chamomile flowers, cinnamon, ginger, cloves, and coltsfoot leaves for a golden colour and reviving taste.

Ingredients: Small Labrador tea (tiirluapik), echinacea purpurea herb, marshmallow root, peppermint leaves, elder flowers, chamomile flowers, cinnamon bark, ginger root, cloves, coltsfoot leaves.



Assortment Box of 20

\$11.75

Not sure which Northern Delights blend to try first? Taste all 5 Original Discoveries blends with this lovely assortment box of 20 tea sachets. You may just decide that all 5 are your favourites!



**DÉLANCE BORÉAL
NORTHERN DELIGHTS**

Retail Price



**Wooden Gift Box
(with 30 assorted
flavours tea bags)**

\$39.75



**Deluxe Wooden Gift
Box
(with 80 assorted
flavours tea bags)**

\$69.50



Bulk (50 tea bags)

\$23.75