

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Christie & Co Serving as Agency of Record for Bold New Line of Healthy Chips, Snacks From The Sea

Christie & Co will work with Snacks From The Sea to establish it as the category leader in kelp or seaweed-based snacks and promote its nutrient-rich properties to health-conscious consumers

SANTA BARBARA, CALIFORNIA (FEBRUARY 2024) Global strategic branding and communications agency, [Christie & Co](https://christieand.co), has dedicated its expertise to changing the world through effective research-based communication that helps mission-driven companies reach new levels of success for more than 30 years. Now, the agency is providing its services to Snacks From the Sea, a bold new line of delicious, nutrient-rich chips made from sea kelp.

As agency of record, Christie & Co will dedicate its unique brand-building approach to telling Snacks From The Sea's compelling origin story, educating consumers about the superior nutritional benefits of kelp, and establishing it as the new go-to snack.

Available in Zesty Pizza, Chipotle and Salt & Pepper flavors, Snacks From The Sea's signature Kelpie Chips are made from kelp, a sea vegetable that's extraordinarily rich in vitamins, minerals, and fucoidan, which is often cited as a new superfood nutrient.

"The Snacks from the Sea brand experience is centered around helping people embrace their love of snacking in a way that is truly satisfying," said Christie & Co Founder and CEO, Gillian Christie. "We look forward to working as Snacks From The Sea's agency of record and establishing it as a top-of-mind product for the growing number of health-conscious Americans."

Snacks From the Sea founder Jennifer Murphy added, "Since most consumers aren't really familiar with kelp or its benefits, I knew I needed an experienced marketing agency that would go beyond just promoting products, having the savvy, creativity and resources to help enlighten consumers and retail industry decision-makers about the important nutritional benefits and irresistible flavor of our chips. Fortunately, I've found the perfect agency with Christie & Co, and I look forward to working closely with Gillian and her team for years to come."

Contact Information:

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