

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Christie & Co Serving as Agency of Record for Bold New Line of Healthy Chips, Snacks From The Sea, to Help Consumers Dive Into The Delectable Flavor & Nutritional Benefits Of Kelp

Full-service agency Christie & Co signs Snacks From The Sea to establish it as the category leader in kelp or seaweed-based snacks & promote its all-natural flavor and nutrients to health-conscious consumers.

SANTA BARBARA, CALIFORNIA (FEBRUARY 2024) Global strategic branding and communications agency, [Christie & Co](https://christieand.co), dedicates its expertise to changing the world through effective research-based communication that helps mission-driven companies reach new levels of success. For 30 years, Christie & Co has supported the growth and success of award-winning brands that benefit humanity and the planet, and the agency is now providing their 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, introducing company founder, Jennifer Murphy, to the press, industry and public, educating consumers about the superior nutritional benefits of kelp (and how it differs from seaweed) and establishing it as the new go-to snack for the increasing number of consumers yearning to snack healthy and snack happy.

Available in Zesty Pizza, Chipotle and Salt & Pepper flavors, Snacks From The Sea's signature Kelpie Chips are not only deliciously crunchable and munchable, but they provide a robust source of rare minerals and vitamins along with a blast of fucoidan, often cited as a new superfood nutrient. A sea vegetable that's extraordinarily rich in minerals such as magnesium, selenium and calcium, kelp's unique blend of nutrients also help promote thyroid function and hormone regulation, alkalize the body, support digestive health, modulate the immune system and detoxify our bodies from harmful chemicals, among other benefits.

With everyone from active moms to busy workers to devoted vegetarians to mainstream consumers looking for a tastier and healthier new snack, Snacks From The Sea's Kelpie Chips are the ideal snack for 2024 and beyond.

Over its three decades of developing brand evolutions for mission-driven companies, Christie & Co has worked with more than 150 companies in the natural food sector, many of them plant-based. Through its proprietary and proven Organic Marketing Technology and Conversion Market Research, Christie & Co discovers the emotional hot buttons of its client's target audience, as well as that audience's priorities, opinion leaders, and preferred channels of communication.

The Christie & Co team then assembles this data into a Brand Architecture that provides the foundation for all design, marketing, advertising, public relations and social media deliverables generated for the client. These elements produce laser-focused communication targeted to the correct audience, thereby taking mission-driven companies from dream to mainstream.

"The Snacks from the Sea brand experience is centered around helping people embrace their love of snacking – not in a way that is just 'guilt-free' but that is truly satisfying," said Christie & Co Founder and CEO, Gillian Christie. "We look forward to working closely with Jennifer as Snacks From The Sea's Agency of Record and establishing it as a top-of-mind product for the growing number of Americans looking to incorporate more plant-based nutrients and healthier snacks into their diet."

Snacks From The Sea founder Jennifer Murphy added that "Kelpie Chips are crispy, crunchy chips, high in nutrients, low in calories, and made sustainably from sea to snack. However, since most consumers aren't really familiar with kelp or its many benefits, I knew I needed an experienced marketing agency that would go well beyond just promoting my line of products, but would also have 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 many years to come."

Contact Information:

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