

# WHEAT-FREE SUCCESS

## Pamela's Products: Another Hellbent Customer Success Story



*Competition for shelf-space is intense. Food packaging can't just look good—it has to sell. Hellbent's packaging helped Pamela's Products maintain a 12 percent growth-rate in an industry where few things are growing more than 3 percent.*

## What does it take to jump from small-volume specialty outlets to big retailers like Safeway?

Pamela Giusto-Sorrells, the owner and founder of Pamela's Products, is a miracle-worker. She makes commercial baked goods that are wheat-, nut-, gluten-, and you-name-it-free—but are still absolutely delicious.

After years in specialty stores, she decided to go after big retailers. She knew shelf-space would be hard to come by, and that she'd be competing with giants like Nabisco and Kraft—900 pound gorillas who could spend tens of millions on advertising and never bat an eye. How could she beat that?

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## The Packaging Solution

Enter Hellbent. Pamela said she didn't want the expense of advertising, but she certainly needed its effect. Better packaging was the obvious solution.

Hellbent developed a packaging concept that was visually compelling, and that could serve essentially as in-store "advertising." When we had Pamela's approval, we rolled the concept out across the entire product line.

The result? Pamela succeeded in making the jump to Safeway, Y, and Z. Hellbent Marketing has a string of design awards for her packaging, plus the only "award" that counts—increasing sales for a client. Pamela's Products is maintaining an astonishing 11 percent compound annual growth rate. Not bad—when Prudential Securities food analyst John McMillin says "These days, few things in the food industry grow even 3 percent."

Pamela knows it's true, and has made her decision. "As I continue to develop new items," she says, "I would never consider anyone but Hellbent to design my packaging." 



*Pamela's Biscotti boxes use colorful graphics and unusual shapes to convey a feeling of fun*

*Pamela's line of Wheat-free cookies highlighted the cookies themselves with a large teardrop shaped window. Vivid colors and touches of black and gold convey the quality and the cookies excellent taste.*



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