



Fall 2011 Campaign Book

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Client Name

Two Sisters Fina Cocina

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Client Questionnaire

Two Sisters Fina Cocina

Two Sisters Fina Cocina is a small business located in Boalsburg, PA that produces two authentic Mexican cooking sauces: Viva Verde and Ranchero Red. It was formerly known as “Comida Mexicana” and was a family-owned business for many years before Kim Richardson purchased it one year ago. After the change of ownership, Kim has decided to rebrand the product and reach out to new markets to sell the sauces. Currently, the sauce is sold in selected stores in Pennsylvania and New England. It is also a registered PA Preferred Product for its local production.

Target Audience

The goal of Two Sisters Fina Cocina is to make authentic Mexican cooking accessible to all people. The campaign targeted young professionals and Hispanic people in Centre County, Scranton, Harrisburg and Allentown, PA.

Research

In order to promote Two Sisters Fina Cocina across the state of Pennsylvania, it was necessary that we research which areas in PA have high Hispanic populations. Lehigh County, specifically Allentown and Bethlehem, have high Latino concentrations, along with Berks County, as both are over 10% Hispanic. The town of Reading (part of Lehigh Valley) is heavily Hispanic, with 58% of the population being so. Philadelphia is an obvious area of the state that has a great deal of diversity, but Fairhill in northern Philly is a heavy Hispanic area. As for specific towns, Lancaster, Bristol, Sunbury, and Bensalem are all areas of PA that are home to a high population of the Hispanic community.

Another area of Pennsylvania that was researched was Lancaster County, in the southeast corner of the state. In 2000, the Puerto Rican population surpassed the local Amish population and there is a yearly Puerto Rican Festival. People of Hispanic or Latino descent account for 39.3% of the population, according to the 2010 Census and due to this high concentration, it has been nicknamed the “Spanish Rose.”

We also did research on the city of Harrisburg because of its diverse population. According to the 2010 census Hispanic and Latinos make up over 18% of the population in Harrisburg and its surrounding areas. With the city and its surrounding areas growing the Hispanic population is becoming more and more prevalent. Hispanic community centers, festivals, and programs to promote Hispanic entrepreneurs help Latinos establish their role in Harrisburg.

S.W.O.T.

Strengths:

- Tradition
- Concrete target audience
- Family values
- Some loyalty
- PA Preferred Product
- Willingness to promote the product
- Interactive website

Weaknesses:

- Hard to reach out to a local audience
- Promoting the product in food banks could be a disadvantage because they can't afford it
- Lack of social media following
- Lack of product in stores
- Limited use/misunderstanding among non-Hispanic

Opportunities:

- Making more diverse products
- Educate people who aren't familiar with traditional Mexican cooking to the use of the sauce
- Expand the target audience and people that can buy/use the sauce
- Philanthropy and show "good will"

Threats:

- Mainstream Mexican cuisine products that are more commercialized
- Interest of audience/ability to afford the product

Goals/Objectives

Goal: To have media coverage of all food bank donations.

Objective: Actively pitch all local media and maintain a good relationship.

Goal: To have 50 more people "like" or "follow" social media sites.

Objective: Create social media cards to hand out at tastings

Campaign Results

The team pitched media in Scranton, Allentown and Philadelphia. At this time we are still unaware of press coverage for the food bank donation. TSFC was featured in the "Bits of Business" column in the Centre Daily Times.

Evaluation

Goal: To have media coverage of all food bank donations.

21 media outlets were contacted regarding the donation story. As of December 9, 2011 the amount of media coverage is undetermined.

Goal: To have 50 more people “like” or “follow” social media sites.

Due to the timeliness of the campaign, we were unable to execute a social media plan.

Media Coverage

Bits of Business: Owners put Bell's Greek Pizza on the block

By Cliff White

Posted: 12:01am on Nov 27, 2011; Modified: 5:10pm on Nov 29, 2011

A beloved pizza joint in downtown State College has been placed on the market. Bell's Greek Pizza, at 214 E. Calder Way, is up for sale, according to one of its owners, Panayiotis Beloyeannis.

"It could be tomorrow or it could be in two years, but yes, it's for sale," he said.

The Beloyeannis family has previously opened and sold Bell's Pizza parlors in East Lansing and Ann Arbor, Mich. They opened their State College shop in 2005.

"This is what we do," Beloyeannis said. "We open the restaurants, we try to build up their brand name and reputation, and we sell them."

According to Beloyeannis' ad on Craigslist, Bell's can be yours for \$125,000 including the business name and recipes, or \$85,000 with all equipment, but sans name and recipes.

Beloyeannis said his family is very particular about who they will sell to, preferring an owner who knows that it will take hard work and long hours to make the restaurant a success.

"It's not an easy business to come into," Beloyeannis said. "You have to be hands on, willing to put time and effort into it."

The Beloyeannis family knows something about hard work and perseverance — they've been making pizza in the United States for three generations. In the early 1900s, the family arrived in Massachusetts from Greece, and after observing the popularity of pizza, members of the family came up with their own recipe, using Greek-inspired ingredients they thought would taste better than the version their Italian counterparts were turning out at the time.

"They were poor immigrants, and they were working in a lot of restaurants at the time," Beloyeannis said. "A lot of them worked in pizzerias, and they realized Greek bread would actually make a better pizza than Italian-style dough."

Instead of mozzarella, they settled on mild white cheddar cheese, which they deemed a satisfactory stand-in for their favorite Greek cheese. Their recipe has found enough fans that it's managed to stick around for more than 100 years. Judging from the steady stream of students flocking to Bell's from lunchtime through the early morning hours, the recipe has found a niche in State College. That love may extend into a deal for Beloyeannis; I know of at least two Penn State graduates who are considering investing their life savings just so they can have unlimited access to the savory pies his family has mastered.

Saucy ladies

If you had to distill the rich culinary culture of Mexico into a single jar, consulting Kim and Connie Richardson might not be a bad idea.

The Richardsons are the new owners of Boalsburgbased Two Sisters Fina Cocina, formerly known as Comida Mexicana. Their business produces two all-natural sauces ubiquitous in Mexican cooking: a green tomatillo sauce and a red chile sauce.

“A lot of traditional Mexican dishes are made with one of these two sauces,” Kim Richardson said.

The Richardsons, who grew up in Mexico City, are very familiar with what a good tomatillo sauce tastes like, but making it for a living never occurred to them.

“My sister and I would cook these sauces ourselves, which takes about five hours,” Richardson said. “Then I tasted the canned version at Tait Farm, and I immediately called my sister and told her, ‘We’re never making these sauces from scratch again.’ ”

Kim Tait, owner of Tait Farm, told Richardson the business was for sale. Recently retired from teaching at Juniata College, Richardson was looking for a new adventure, and becoming an entrepreneur sounded fun. It didn’t take much convincing to get her sister to join her.

“We’ve been going great guns since,” Richardson said.

In a short time, they created a new logo, renewed the contract with their co-packer and started an e-newsletter. They revamped their web-site to feature more recipes and some cultural content. And they’ve grown the business into eastern Pennsylvania and New England.

The sauces sell themselves, Richardson said.

“The tomatillo tastes different than what a typical American palate is used to,” she said. “It has a little acidity to it, and a little heat as well, though if you put it into a dish of pork or potatoes, that neutralizes a lot of the spiciness.”

The red chile sauce has a complex, smoky flavor, also with a bit of picante, Richardson said.

Both sauces are sugar-and gluten-free and vegetarian. They can be found locally at Tait Farm in Centre Hall, Nature’s Pantry in College Township, The Cheese Shoppe in downtown State College, the Granary in Ferguson Township and Cafe on the Park in Bellefonte.

Cliff White can be reached at 235-3928.

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To: Cliff White: cwhite@centerdaily.com

SUBJECT: Small Business Spotlight: Two Sisters Fina Cocina

Dear Mr. White:

Many people take pride in their heritage. They take on many tasks in order to relive or feel a part of their culture and one way in which people express their identity is through cooking and what meals they eat. Boalsburg's Two Sisters Fina Cocina is a local business that has a lot of potential to expand. They strive to create all-natural, authentic sauces that can be used in Mexican dishes.

Sisters Kim and Constance Richardson bought "Comida Mexicana" from previous owners and are currently establishing the company with a new name, logo and distributors. Although Two Sisters Fina Cocina is a small local business, they are continuing to grow to reach a national consumer base.

The Richardson sisters grew up in Mexico City and have a passion for making authentic cuisine accessible for people in the United States. The sauce is designed to preserve tradition while nourishing families in an easy, quick and stylish way. Each sauce is made from scratch with all-natural ingredients. It is also a registered Pennsylvania Preferred Product for the use of PA-sourced materials and local production.

I invite you to learn more about Two Sisters Fina Cocina and to share this unique business with your readers. For more information regarding Two Sisters Fina Cocina, feel free to contact myself at 610-952-6836 or Kim Richardson at 814-777-4465 or

sister1@twosistersfinacocina.com. I look forward to talking to you soon.

Sincerely,

Stephanie Williams

Account Executive, Happy Valley Communications



NEWS RELEASE
Two Sisters Fina Cocina
P.O. Box 200, Boalsburg, PA 16827 • 814.777.4465

Contact: Kim Richardson 814-777.4465 (office)
Stephanie Williams 610-952-6836 (cell)

Nov. 16, 2011

For immediate release

LOCAL BUSINESS TAKES PART IN STATEWIDE PHILANTHROPIC EFFORT

Two Sisters Fina Cocina, a Boalsburg small business, will donate over \$3,000 worth of authentic Mexican cooking sauce, Ranchero Red, to food banks in Philadelphia, Scranton, Allentown, and Harrisburg, PA.

Sisters Kim and Constance Richardson grew up in Mexico City and enjoy the art of Mexican cooking and sharing authentic ingredients to make the food accessible to all. The sauce is designed to preserve tradition while nourishing families in an easy, quick and stylish way.

“This seemed to be the perfect alignment of the stars: the food pantries’ tremendous need in this economy, my desire to help with hunger, and at the same time giving people a ‘taste of home,’” said owner, Kim Richardson. “I am thankful for the opportunity to be able to share these sauces with people who will recognize the taste and put it to good use.”

Two Sisters Fina Cocina is a new brand for the former Comida Mexicana. The sisters still produce the same Ranchero Red and Viva Verde sauce from the original owners’ Grandmother Villarreal. The product is made with all natural ingredients and is registered as a Pennsylvania Preferred Product for the use of local ingredients and production.

The sisters hope to bring the art of the Mexican culture into every family. The product can also be found at Tait Farm, Nature’s Pantry, The Cheese Shoppe and The Granary in State College. For more information, visit www.twosistersfinacocina.com or contact Kim Richardson at sister1@twosistersfinacocina.com.



NEWS RELEASE

Two Sisters Fina Cocina
P.O. Box 200, Boalsburg, PA 16827 • 814.777.4465

Contact: Kim Richardson 814-777-4465 (office)
Stephanie Williams 610-952-6836 (cell)

Nov. 29, 2011

For immediate release

STATE COLLEGE BUSINESS DONATES EXTRA PRODUCT TO FOOD BANKS

Two Sisters Fina Cocina, a State College small business, will donate over \$1,000 worth of authentic Mexican cooking sauce to Casa Del Carmen in Philadelphia on Thursday. The company is launching a new label for their product and is taking the opportunity to share their extra Ranchero Red sauce with a population who understands how to best utilize the product for cooking meals.

“This seemed to bet the perfect alignment of the stars: the food pantries’ tremendous need in this economy, my desire to help with hunger, and at the same time giving people a ‘taste of home,’” said owner, Kim Richardson. “I am thankful for the opportunity to be able to share these sauces with people who will recognize the taste and put it to good use.”

Owners Kim and Constance Richardson grew up in Mexico City and have a passion for making authentic cuisine accessible for everyone. The sauce is designed to preserve tradition while nourishing families in an easy, quick and stylish way. Each sauce is made from scratch with all-natural ingredients. It is also a Pennsylvania Preferred Product for the use of local ingredients and production.

For more information visit www.twosistersfinacocina.com or email owner, Kim Richardson at sister1@twosistersfinacocina.com.

Media Kit Instructions

Press Release

You use this to send out to a mass media audience to write a story. The press release we have prepared can be used whenever the sauces are new to a store and you want to tell the public to go out and buy a new, great product. This gets sent out to reporters in the form of a PDF. When you send the email, just include 300 or fewer words to persuade the reporter to open the press release.

Pitch Letters

Pitch letters are used when you are trying to get a specific story or feature article in a newspaper. The most important aspect of a pitch letter is to customize the writing so that the reporter has a clear understanding of how your story will fit into their section. Pitch letters are simply the body of the email, and you can attach photos/recipe cards if they are interested.

Media Advisory

This writing is used to alert the media of events, like a tasting. They provide the basic information that will alert them of what is happening, and serve as an invitation for them to come check it out. We have included one for you to use when you have a tasting so that they can come for photo opportunities or interviews.

Bio/Backgrounder/Fact Sheet

These materials are useful to have if a reporter asks for more information to write a feature story or general article about the business. These materials should be on hand so that you can just send them right away instead of drafting new material during your busy day.



NEWS RELEASE
Two Sisters Fina Cocina
P.O. Box 200, Boalsburg, PA 16827 • 814.777.4465

Contact: Kim Richardson 814-777.4465 (office)

DATE

For immediate release

AUTHENTIC MEXICAN COOKING SAUCES COME TO *LOCATION*

Two Sisters Fina Cocina, a small business located in State College, PA, will be offering their Mexican cooking sauces in *location*. Two Sisters Fina Cocina, thrives on preserving traditions and nourishing families through its authentic Rachero Red and Viva Verde sauces.

Not only have these products won eleven professionally juried national awards, but they are made from scratch and incorporate all-natural ingredients. These authentic sauces are Pennsylvania Preferred Products due to the utilization of local ingredients and production.

Owners Kim and Constance Richardson have dedicated Two Sisters Fina Cocina sauces to authentic Mexican flavor, high quality, and corporate citizenship. The sauces target those who have a passion for Mexican cooking, as the products are easy to use, healthy, and flavorful. Although the sauces may save time, they are guaranteed to never sacrifice quality.

People are constantly looking for new and exciting ways to spice up their weekly dinners. The sauces made by Two Sisters Fina Cocina are a fast, affordable and easy way to add flavor and originality to any meal. Making their debut in a store near you, these sauces will be readily available for anyone to use. Their fresh flavor, exciting spice and ease of use will capture those who are hoping to reinvent their dinners.

For more information visit www.twosistersfinacocina.com or email owner, Kim Richardson at sister1@twosistersfinacocina.com.

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MEDIA ADVISORY
Two Sisters Fina Cocina
P.O. Box 200., Boalsburg, PA 16827 • 1-888-254-2576

Contact: Kim Richardson 814-777-4465

DATE HERE

For immediate release

LOCAL BUSINESS TO HOST FREE TASTING OF PRODUCTS

WHAT: Two Sisters Fina Cocina is holding a tasting for their two authentic sauces, Rancho Red and Viva Verde. The sauces will be used in traditional Mexican dishes of which recipe cards will be provided.

WHEN: *TIME, DATE*

WHERE: *VENUE*
ADDRESS
(SPECIFICS IF NECESSARY)

WHO: Two Sisters Fina Cocina, *Store*

WHY: The owners of Two Sister's Fina Cocina would like to share their sauces with the area in order to give the area a taste of authentic Mexican cuisine. The tasting is a great way to let people try the foods, as well as to go on to purchase the sauces and cook the dishes at home themselves.

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Additional Information: *Anything a reporter would need to know about photo opportunities, interview availability or the timeline of the event as it pertains to their story.*

Kim Richardson Bio

Kim Richardson grew up with her family in Mexico City, Mexico where she gained an appreciation for the Mexican culture, language and of course their cuisine. Throughout her life, Kim has maintained her passion for the Mexican cuisine and language and currently is the President and Majority Owner of Two Sisters Fina Cocina, a small company that sells Mexican cooking sauces.

She received her Bachelor's in teaching from Duke University in 1969 and continued her education, receiving her Masters from Old Dominion University in 1973 and later her PHD from Temple University in 1981. Since receiving her degrees, Kim has worked as a professor at Juniata College in Huntingdon, Pennsylvania where she also designed and oversaw an exchange program between high school students in State College, PA and Irapuato, Mexico. Throughout her years as a professor, Kim continued to work closely with students from different cultures as the Project Director and co-author of the "International Teacher Education Project" grant.

Currently Kim works to create and develop monthly themed newsletters for her company Two Sisters Fina Cocina. Each month, the newsletter she produces contains an entertaining menu with recipes, an essay on an aspect of Mexican culture, an original activity including instructions, food idioms in Spanish and recommendations of books. Kim is also in the process of donating the extra sauce that contains the previous label to food banks in highly Hispanic locations within Harrisburg, Allentown, Scranton and Philadelphia, PA. Her hope is that these families will be able to enjoy the authentic taste of the sauce while cooking a Mexican meal, bringing them back to their heritage.



FACT SHEET
Two Sisters Fina Cocina
P.O. Box 200, Boalsburg, PA 16827
814.777.4465

Contact information:

Two Sisters Fina Cocina

Company Mission Statement

Products

Ranchero Red & Viva Verde Sauces

Certifications

- Pennsylvania Preferred Product
- WBE (Women Owned Business Enterprise) certification by the Pennsylvania Bureau of Minority and Women Business Opportunity

Products available at:

- Specialty food stores in PA
- Whole Foods stores in MA, CT, RI.
- Specific stores are listed on the website: www.twosistersfinacocina.com

Environmental Responsibility

- Two Sisters Fina Cocina is committed to protecting the environment through environmentally responsible packaging.
- Two Sisters Fina Cocina is investigating biodegradable materials to cushion cases that are shipped.
- The sauces are bottled in glass and packed in cardboard cases, both of which can be recycled.

Special Dietary Needs

- Neither sauce contains allergens.
- Both sauces are appropriate for use in gluten-free, vegan and vegetarian diets
- Neither sauce contains sugar

Awards won by Viva Verde and Ranchero Red Sauces

- Two 1st Place Scovie Awards (Fiery Foods & Barbeque Business Magazine 1999, 2000),
- Two 1st place Texas Fiery Food Awards (both in 1999)
- 1st Place Chili Pepper Award.
- 3rd place Fiery Food Challenge (2002)
- 3rd place Scovie Awards (2000)
- 2nd place Scovie Awards (2000) – 3 categories
- 3rd place Scovie Awards (1999)

Two Sisters Fina Cocina

Preserving the long history of Mexican cuisine, Two Sisters Fina Cocina is passionate about creating authentic, all-natural, Mexican products that will continue to make cooking healthy, delicious, and fun. Sisters Kim and Constance Richardson grew up in Mexico City and enjoy the art of Mexican cooking and making food accessible for all. The sauce is designed to preserve tradition while nourishing families in an easy, quick and stylish way. They have continued their interest in food and in regular travels to Mexico as adults. Both have been teachers, Kim a Professor of Education at Juniata College (Huntingdon, PA) and Constance a Spanish teacher and Department Chair at Castilleja, a private high school in Palo Alto, CA.

The company began as *Viva Abuelita, LLC*, founded in 1997, by the Villarreal family in California. In 2000, the business transferred to Pennsylvania, along with the family. The business was sold to Kim and Constance Richardson, which then became *Two Sisters Fina Cocina, LLC* in September, 2010.

After tasting the sauces, the sisters began using them instead of making their own from scratch. Recognizing the quality and authenticity of the sauces they did not want to go back to making their own sauces from scratch, as a result, they bought the company. Their mission is to revitalize and expand the business, as well as enhance the art of Mexican cooking at home.

Two Sisters provide the *Ranchero Red* and *Viva Verde* sauces, made from the Villarreal authentic family recipe. Both sauces are based for complex dishes, ranging from enchiladas and burritos to stews and chile con carne.

In the future, Two Sisters is planning to expand the business into Mexican pasta sauces and possibly traditional Mexican soups. All will use traditional recipes and authentic, all-natural ingredients.