

Global Gazette

The latest news, updates, and announcements

In This Issue

Planet vs. Plastic

Empowering Brands at The Hatchery

Evolving to Serve You Better

Quote of the Month:

*“Growth is never by mere
chance; it is the result of forces
working together.”*
— James Cash Penney



April: Planet vs. Plastic

In honor of Earth Day, our April workshop focused on the urgent topic of Planet vs. Plastics. We took a closer look at the global plastic pollution crisis and how it's not just an environmental issue, but a growing public health concern as well. Over 380 million tons of plastic are produced each year—half of it designed to be used only once. These single-use plastics are piling up in landfills, leaching into waterways, and breaking down into microplastics that are now found in our food, water, and even the air we breathe. Studies suggest that microplastics can disrupt the intestinal microbiome, leading to imbalances that may cause symptoms like abdominal pain and bloating. The session encouraged us to reflect on our own plastic use and take action in small but meaningful ways. Each of us picked one or two plastic items from our daily routines and brainstormed low-waste or plastic-free alternatives. We also discussed how making intentional swaps and supporting companies that prioritize reusable and sustainable materials can contribute to broader change. Employees voted to direct this month's donation to Ocean Conservancy, a nonprofit dedicated to protecting the ocean from plastic pollution through science-based policy, education, and community action.

Empowering Brands at the Hatchery



On April 17th, Tim Mustafa, our Executive Director of Business Development, was invited to speak at Session 2 of The Hatchery Chicago's Successful Retail Rollouts series: Building Retail Partnerships – From Buyer Engagement to Contract Negotiation. This three-part series is designed to equip emerging brand owners with the tools and insights they need to thrive in retail, and Tim's session provided a behind-the-scenes look at what it really takes to secure shelf space, manage relationships with buyers, and build a sustainable growth strategy. Drawing from his extensive experience leading retail and export strategy for over 3,000 brands across 60+ countries, Tim shared actionable advice on navigating the broker landscape, setting pricing standards, preparing for buyer meetings, and aligning with distributor timelines. His perspective as a food broker gave attendees a rare and valuable look into the expectations and best practices that help brands grow beyond the startup stage.

Tim was joined by two other industry leaders: Noelle Wagner, a retail expert who supports emerging brands through Presence Marketing, and Savia Gordon, a Category Manager at Fresh Thyme Market. Noelle contributed her deep knowledge of the natural products space and helped contextualize how brands can transition into the grocery retail channel. Savia added insight from the retail buyer's side, helping participants understand how decisions are made at the store level and how to stand out when pitching a product. Together, this panel gave attendees a well-rounded understanding of both the broker and retailer perspective, making the session especially impactful for founders preparing to grow their brand.

This was Tim's second time partnering with The Hatchery, and we're thrilled to continue supporting the next generation of food entrepreneurs by sharing our expertise and passion for helping mission-driven brands succeed. Events like this not only strengthen our reputation as a trusted partner in the industry but also allow us to actively contribute to education, collaboration, and community growth.

Evolving to Serve You Better



As part of our ongoing growth and commitment to providing more focused support to the vendors we work with, we're excited to announce an important shift in our company structure. Instead of maintaining a single marketing department, we will now be dividing our efforts into two distinct areas: Brand Management and Promotions. This change is designed to better align our resources with the unique needs of our vendors, allowing us to deliver more strategic, targeted support while driving greater efficiencies across the board.

Leading the **Brand Management** department is **Becca Fortsch**, who brings strong organizational insight and a deep understanding of our vendors' needs. Becca will focus on helping brands achieve sustainable growth through careful positioning and long-term planning, while ensuring that we continue to provide excellent support in building lasting relationships with our partners.

Sandra Cosio will take on the role of **Promotions Manager**, where she will be responsible for developing and executing promotional strategies that help elevate our clients' products and expand their reach in the marketplace. Sandra's expertise in strategic planning and executing diverse promotions will play a key role in driving visibility and engagement for the brands we represent.

Both Becca and Sandra will have support roles under them to help build out these departments, enabling us to scale and provide even more tailored solutions to our vendors. This structural shift not only allows us to specialize our efforts in these critical areas but also enhances our ability to communicate and collaborate more efficiently both internally and with our partners. We're excited for what this change will bring, as it marks an important step in our evolution. We're confident that these adjustments will lead to more streamlined operations, stronger relationships, and continued success for the brands we represent.