* **Mission:**
* RITROVO is an award winning importer and wholesale distributor of fine Italian foods. We work with Italy’s organic farmers and producers to develop, import, and distribute quality Italian food products. We want to share with you our experience and passion of the Italian culture through our quality products.
* **Vision:**
* “Our vision is to surprise and delight customers with the best quality and variety of authentic Italian specialty food products.”
* **Guiding Principles:**
	+ High Quality
	+ Authenticity
	+ Tradition
	+ Diversity
* **Situation:**
* For a little over a decade, RITROVO ITALIAN REGIONAL FOODS has been triumphantly promoting top-quality, regionally-inspired, Italian products in the U.S. specialty food market. In spite of the fact, we are asked if food importing to the U.S. is somehow inconsistent with the popular motto, *think locally, eat locally.*
* *“Our response is that we do think locally, but at the same time we eat globally. We ourselves are members of a 'local' community. We frequent and support our local farmers' markets, and we support the work of local chefs and food artisans. This is evident in our food blog as well as in the contents of RITROVO's collaborative products. Still, as citizens of the world we take our shopping and culinary inspirations from a variety of international as well as local sources.”*
* The goal here is to raise awareness of the true authenticity and top-quality of RITROVO’s products. As well as, raising awareness about the story or origin of the products. These products aren’t just coming from any old farm, they are being imported from the luscious countryside of Italy.
* **Objectives:**
* + Increase awareness of the brand RITROVO
	+ Inform public about products of RITROVO
		- Inform public about RITROVOs story
* **Audience:**
* + People with an interest or love of authentic Italian foods
	+ People intrigued in culinary traditions
	+ People who support small-scale producers
	+ People attracted to high quality and authentic foods
* **Strategies:**
	+ Create a Twitter account to keep RITROVO followers updated on new products and recipes
	+ Start a RITROVO booth at local Seattle farmers markets to spread the word of their great products
	+ Create posters that would go up in smaller supermarkets to educate people about RITROVO
	+ Create a short video clip showing the inside stuff behind RITROVO, which would appear on their website and blog
* **Tactics:**
	+ Partner up with a restaurant and put on an Italian dinner event
	+ Set up a RITROVO booth at the annual Seattle Italian Festival
	+ Once a month put on an Italian cooking class or demo with RITROVO products
	+ Set up a RITROVO booth at Sunday farmer’s markets around Seattle
	+ Create a monthly newsletter updating the public on new products and interesting things happening in the company
* **Calendar/Milestones**
* **June 2011-**
	+ Beginning of June create a Twitter account
	+ Tweet a few times daily, offer promos for RITROVO products if people Retweet RITROVO tweets to spread awareness
	+ Include pictures of products or recipes when tweeting
	+ June 15- begin cooking series (twice a month)(demos of recipes with RITROVO products)
	+ June 24- set up RITROVO booth at Italian Festival in Seattle
*
* **July 2011-**
	+ Beginning of July start a monthly newsletter
	+ Mid- July pair with a Seattle restaurant and put on a dinner to raise awareness and social networking for RITROVO
	+ July 23- cooking series
* **Budget**
* **Online Newsletter:** $100/month
* **Cooking Series:** $300/month
* **Dinner w/ Seattle Restaurant:** $250
* **RITROVO booth at markets:** $50 application fee
* **Posters:** $100
* **Twitter:** Free
* **Grand Total: $800.00** (varies month to month)
* **Evaluation**
* To see how effective the campaign was I would first start by calculating how many followers we received on Twitter and how many people Re-tweeted our Tweets. Next I would calculate how many people attended the dinner we put on with the Seattle restaurant. I would also evaluate how many people attended the cooking series. After analyzing this data I would determine whether this campaign was a success. I believe that if we increased awareness by 25% through all these tactics, the campaign was a success.