

RINARD MEDIA

CASE STUDY



HUDSON BLAISE

Meal Production Partners

BRAND MESSAGING | WEBSITE DEVELOPMENT | GRAPHIC DESIGN

Discovery Meeting

In 2019, Hudson Blaise — a local co-packing company — took their services to the public. After seeing great success as the co-packer for professional body building startup Excele8, (of the Vertical Diet) Hudson Blaise was looking to expand their business to serve people on a national scale. The team at Hudson Blaise knew they needed strong branding, an effective website, and a clear message. After our discovery meeting, we knew that their ideas had great potential. Starting the branding and messaging from scratch, we knew that it was important to showcase Hudson Blaise as a Meal Production Partner — a co-packing company that can work with the smallest startups or even a well established business. It was crucial that they communicate their ability to guide a client through the meal production process, to bring success to everyone involved.

Graphic Design

The Challenge

Starting from scratch and knowing Hudson Blaise's goal to help businesses of all sizes, we needed to convey their identity visually. It was important to capture a business that is professional, and nationally scalable, who can still focus on smaller clientele.

The Solution

We designed logo and website design elements with sleek and modern visual elements. Their design communicates professionalism without being overly corporate, scalability with roots in small business, teamwork with the client's culinary dreams as the focus.



Brand Message

The Challenge

The challenge of Hudson Blaise's brand messaging stems from the obscure and nebulous nature of what their company does. Co-packers can do anything from bottling drinks, to producing meals, to packaging products such as toys. We needed to give their potential clients a clear scope of how Hudson Blaise can guide them through the meal production process. "Co-packer" just didn't cut it for us.

The Solution

With the story brand framework, we crafted a title for Hudson Blaise that defines them as a company, a service, and provided them an identity that no other contract packing company has: Meal Production Partner. Using this, we created a brand script as a tool to write headlines, ads, copy, and content that communicates who they are clearly and concisely. Meal Production Partner is clear; Hudson Blaise is here to help you produce meals.

"Hudson Blaise was created to Produce, Fulfill, and Ship everyone's culinary dream globally."

"Meal Production Partners"

Website Development

The Challenge

The most necessary function of the Hudson Blaise website is to communicate their message clearly, quickly, and without clutter, giving the user an experience that lets them know that Hudson Blaise will help guide them through the complex processes of meal production.

The Solution

Hudson Blaise's site, much like Hudson Blaise themselves, guides the client through the process, capabilities, and possibilities of working with them. The site doesn't contain any extraneous information; It's messaging to the user is clear and concise, with a natural flow that any user can find direction in. Hudson Blaise's goal with their company is to make the meal production process understandable and simple for their clients; The website reflects that ideology and simplicity.

Develop & Deliver Your Meals Globally

From Single Ingredients to Ready to Eat Meals

Finding the right meal production partner can be difficult due to the variables of your business. We provide a managed solution that allows your business to be up and running quickly so that you can have peace-of-mind knowing your customers are taken care of.

Start Here



Don't Disappoint Your Customers

Not having the right meal production partner can lead to product quality issues, a lack of buying power, equipment maintenance issues, and other complications. We understand the production and delivery fulfillment of your products can be stressful and time consuming but we are here to help.

Hudson Blaise successfully delivers 1.4 million meals per year on behalf of our clients and we are more than ready to do the same for you.

Scale and Deliver with Confidence

Product Flexibility Customize Your Menu	Timely Launch Get Started Quickly
Scalability Serve Hundred's or Hundred's of Thousands Globally	Automation From Order to Fulfillment
Buying Power Low Cost Supply	Custom Equipment State of the Art Technology

Start Here



How It Works

1

Contact Us

We will set up a discovery meeting to better understand your business goals and discuss how we can help you accomplish them.

2

Receive a Proposal

Once we've discussed your goals and menu we will give you a custom proposal for you to review and approve.

3

Start Shipping Meals

You can begin helping your hungry customers thrive within weeks of approving the proposal.

Start Here

Delicious and Nutritious Food Prepared, Packaged, and Delivered

Hudson Blaise was created to Produce, Fulfill, and Ship everyone's culinary dream globally. We are easy to work with and have your success in mind at all times. Hudson Blaise has an extremely knowledgeable group of people who will make you and your product a success, saving you time and money with our buying power, Global UPS accounts, endless product sourcing ability, state of the art equipment, Green packaging, and top notch customer service.

Tell us a little about your goals and we will contact you to schedule a discovery meeting.

Name

Company

Phone

Email

Inquiry/Business Goals

I'm not a robot 

Submit



HUDSON BLAISE
Meal Production Partners

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Conclusion

We knew Hudson Blaise wanted branding, messaging, and a website that clearly reflected their company ideals, and needed expertise to make them all work together. Through partnering with Rinard Media, they are able to present strong branding, with the clear message of Meal Production Partners. With these tools, they are able to focus on their clients and not worry about explaining what they do.