

# Final Group Project

## Group 6

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# California and Hawaiian Sugar Refining Company and The Daisy Brand



# History of



- Started in 1906 out of Crockett, CA
- Process over 700 thousand tons of sugar per year
- Offer more than 70 types, grades, and package sizes of sugar

# History of



- Four-generation, family owned company
- Started in 1917, out of Chicago, with only a horse and a buggy
- Dedicated to making the best sour cream and cottage cheese



- Tuffo is Italian for dip
- Sounds expensive, but is actually affordable

# Tuffo



## Packaging:

- 12oz clear, plastic container with a twist off lid

## Storage:

- Refrigerated

## Shelf life:

- Based on the Daisy Sour Cream: roughly 14 days once opened

# Price



Amazon: 16oz \$1.99



Amazon: 32oz \$2.99

Sour Cream Cost  $\$1.99 \times .75 = \$1.49$   
Brown Sugar Cost  $\$2.99/32 = .093$   
Freud Container Cost = .67

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Total Cost= \$2.25 per 12 oz container of Tuffo

Retail price: \$3.99

Total Margin: 1.74

# Target Market



## Daisy Brand

- Mothers
- Hispanic Americans

## C&H

- Mothers
- Bakers

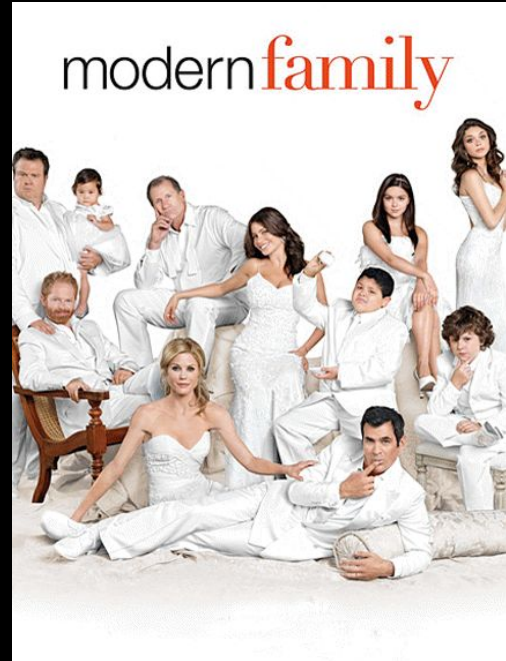
Daisy + C&H = Mothers





# Placement

- Humor and Family
- Modern Family
- 225K per commercial spot



# Promotion

- Commercials
  - Mom emotional appeal
  - Humor
- Social Media
  - Co-branding campaign
- In Store
  - Refrigerated display next to fruits
- Foundation Partnership
  - No Kid Hungry



# Why C&H and Daisy Brand work together...



- Both companies in business for over 100 years
- Committed to using the finest ingredients
- Business values align - not limited to products
- Together, they will create the product the world didn't know it was missing