

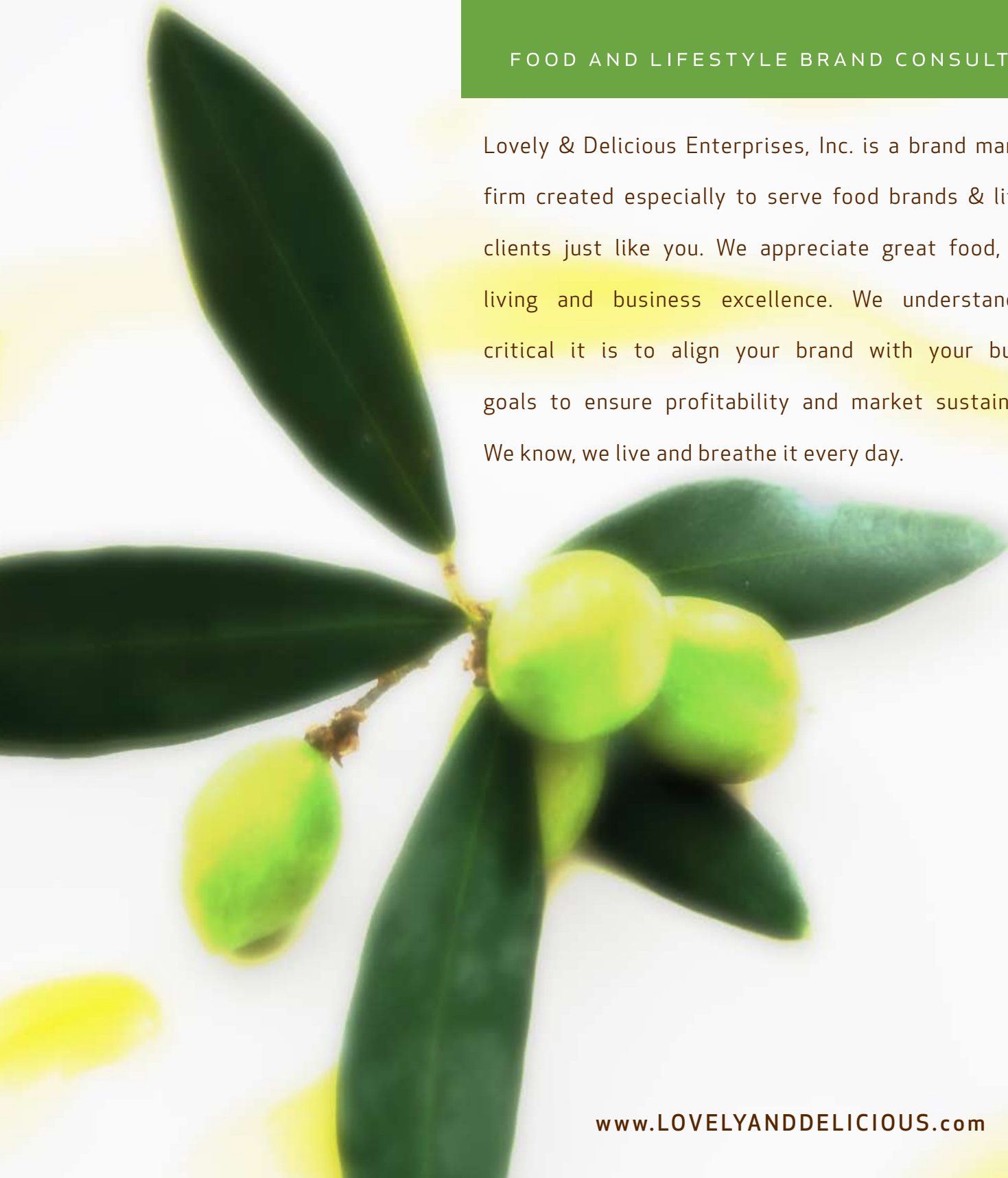
# Lovely & Delicious™

ENTERPRISES, INC.

FOOD AND LIFESTYLE BRAND CONSULTING

Lovely & Delicious Enterprises, Inc. is a brand marketing firm created especially to serve food brands & lifestyle clients just like you. We appreciate great food, better living and business excellence. We understand how critical it is to align your brand with your business goals to ensure profitability and market sustainability. We know, we live and breathe it every day.

[www.LOVELYANDDELICIOUS.com](http://www.LOVELYANDDELICIOUS.com)



## WHAT IS LOVELY & DELICIOUS ENTERPRISES?



We are entrepreneurs. Proven. Trusted. Innovative. Strategic. And, we are passionate about specialty food & lifestyle brands – whether they are new and just emerging or established and ready to expand. We know the ins and outs of the industry, and how to get you past the hurdles and barriers that come with building a business such as yours. We've been doing it successfully for many years.

Lovely & Delicious Enterprises, Inc. is a brand consulting and national media collaborative. We are a group of seasoned business consultants, each with at least 15 years of experience creating innovative and customized business solutions for some of the most respected and leading food & lifestyle experts and brands, including Ralph Lauren, Coca-Cola, Target, DuPont and Chef Tyler Florence, among many others.

We leverage our collective experience to bring greater value and worth to your business and most importantly, your brand. Retaining the services of Lovely & Delicious Enterprises will enable you to reach your business goals much faster – ultimately helping you increase revenue and save money overall.

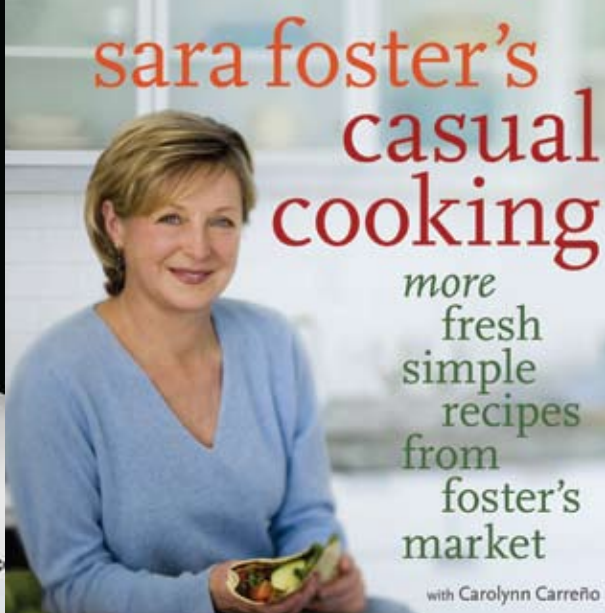
### Brands Represented

For more than 17 years, we have created brand communications strategies and programs for some of the country's most beloved and respected consumer brands and lifestyle experts.





Tyler Florence



### What Our Clients Say...



"Lovely & Delicious Enterprises has been a great partner. The company has been instrumental in helping us extend our food & lifestyle brand message in a strategic and highly effective way. An exceptional and unwavering commitment to

excellence is the key to their success. They will continue to be a strong partner for us in the years to come."

**Alisa Barry, Creator of Bella Cucina Artful Food**

"Lovely & Delicious Enterprises' unique, creative approach to branding and publicity is quite effective and valuable to both publishers and authors. We value their strategic thinking, innovative ideas and most of all their reputation within the industry and the media."

**Kate Tyler, Director of Publicity, Clarkson Potter**



"The Lovely & Delicious Enterprises team worked seamlessly with me and my publisher and got great media coverage, like *Good Housekeeping*, *Bon Appetit* and *Martha*, that helped generate book sales and increase my fan-base. They also formed partnerships with food brands, like Mission Foods and Dakota Beef, to expand my book tours and drive traffic to my web site, [fostersmarket.com](http://fostersmarket.com). I consider them a long-term communications partner and look forward to many more projects together."

**Sara Foster, chef, cookbook author and owner of Foster's Market**

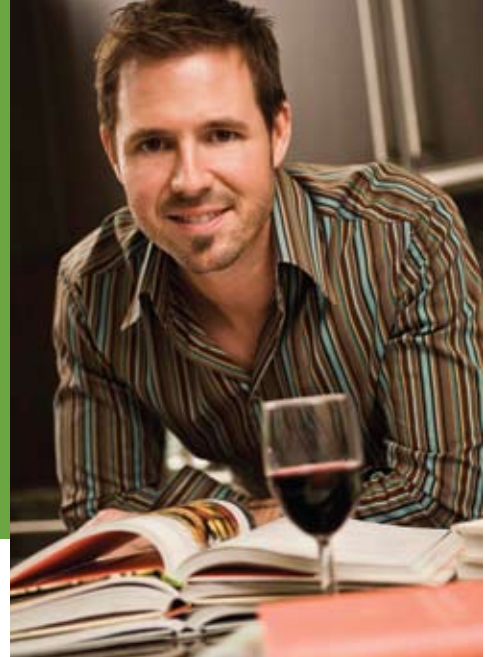
### We specialize in:

- Developing purposeful & meaningful brand strategies to help launch or evolve a brand to break through the crowded marketplace.
- Creating inspired & strategic brand marketing plans that clearly align business objectives with the brand strategy to ensure marketability and sustainability.
- Devising & executing marketing & publicity programs to help launch new products, generate sales, drive website traffic, or raise a spokesperson's profile or company's overall brand awareness.
- Providing ongoing business counsel so that a brand is protected and the relationships with customers are nurtured and maintained.
- Creating motivational support systems, particularly for CEOs and other key business managers, that provide insight and tools to help them be the best brand stewards possible.

### Services:

- Brand strategy development
- Business plan development
- Marketing partnership development & management
- Strategic counsel for entrepreneurs & executives
- Key messaging creation & training
- Content development & production (new media, print, packaging)
- Comprehensive communications strategies & programs
- Publicity campaigns
- Event management
- Author and sponsor tours production & management
- Market research & trend spotting
- Advertising & direct marketing campaigns
- Media planning / buying for both traditional & interactive media
- Social media strategy development & execution
- Merchandising strategies & in-store POP displays
- TV & radio production
- Interactive design, content development & Web management
- Search marketing & search engine optimization
- Mobile marketing

## CHADWICK BOYD, FOUNDER & PRESIDENT



Chadwick Boyd is an accomplished brand strategist, national media consultant, producer and entrepreneur. For 17 years, Chadwick has created and managed brand strategies, products and marketing campaigns for some of the most respected food & lifestyle brands and experts.

Chadwick has led national partnerships with Academy® Award-nominated Sigourney Weaver, the Dian Fossey Gorilla Fund, Peter Jackson's Academy Award-winning KING KONG and Universal Studios, as well as the Lili Claire Foundation for its annual \$1+ million celebrity fundraiser hosted by Friends star Matthew Perry. He also has initiated and managed programs for Mission Foods; The Atlanta Hawks & Thrashers; DuPont; Stouffer's; Weber Stephen Products Co.; Gap; Target; Random House; Simon Malls; Food Network: Animal Planet and Discovery. Additionally, he has managed and counseled California Pizza Kitchen, Bella Cucina, Panera Bread, Popeyes, Seattle's Best Coffee, The Athlete's Foot, QVC, Inc. and Marriott Hotels, among many others.

Among the lifestyle experts Chadwick has developed brand programs for include: Marvin Woods, Emmy® Award-nominated host of Turner South's *Home Plate* and author of *Home Plate Cooking* and *The New Low-Country Cooking*; Jennifer Bushman, author of *Kitchen Coach: Weeknight Cooking*, *Kitchen Coach: Weekend Cooking*, and *Kitchen Coach: Family Meals*; Martha Stewart's Darcy Miller; Sara Foster, author of *The Foster's Market Cookbook*, *Fresh Every Day* and *Sara Foster's Casual Cooking*; and Food Network star Tyler Florence, author of best-seller *Tyler Florence's Real Kitchen*, *Eat this Book* and *Tyler's Ultimate*. Chadwick also has worked with TLC Trading Spaces star Doug Wilson to launch his debut book, *Doug's Rooms*; Peter Reinhart, author of the James Beard Award Foundation's Cookbook of the Year *The Bread Baker's Apprentice*, *Crust & Crumb* and *American Pie*; Carolyn O'Neil, author of *The Dish on Eating Healthy and Being*

*Fabulous*; and Bob & Melinda Blanchard, authors of *A Trip to the Beach*, *At Blanchard's Table*, *Cook What You Love*, and *Live What You Love*. In addition, Chadwick helped develop the *Panera Bread Cookbook*.

Chadwick is the food & lifestyle contributor to *Join Us at the Table*, a new culinary lifestyle Web radio show with *Miami Herald* food columnists, Nancy Ancrum and Robbie Bell. He also is the food contributor to *Atlanta Citysearch* and has contributed to the just released book, *Fabjobs Guide to How to Open a Gourmet Food Store*. Chadwick has been featured in the *Miami Herald*, *Atlanta Journal-Constitution* and on Fox and NBC News. He also is the Brand & Culinary Ambassador for the Florida Winefest and was named one of Georgia's Best & Brightest in Business 40 Under 40 for 2008.

Chadwick puts his 10+ years of celebrity chef training to great use. You will often find him combing through produce bins at Whole Foods and local farmer's markets and cooking up dishes in the kitchen for family and friends. Chadwick's passport is on-hand at all times, and he is known to hop on a jet bound for far-off places like Amsterdam, Anguilla or Delaware.

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