



FEED Projects

DISCIPLINE

Product Innovation

"Bulldog Drummond has been an objective and practical advisor to FEED for the past 4 years and helped us think about some of our biggest strategic opportunities, always bringing a fresh and practical perspective."

LAUREN BUSH LAUREN, FOUNDER

DESIGNING A FOUNDATION TO MOVE FEED INTO FOOD

CHALLENGE

FEED creates good products that help feed the world. They do this through the sale of FEED bags, accessories and apparel which all have a donation embedded into the cost. Thus the impact of each product, signified by a stenciled number, is understandable, tangible, and meaningful. As part of the company's strategy to impact more lives, FEED asked Bulldog Drummond to help dimensionalize what it might mean to develop and build a food brand and what product innovations should be explored.

RESULT

Bulldog Drummond conducted a deep dive into the natural food space identifying sizable opportunities for FEED FOOD. We developed a business strategy and a complete product line to enter the consumer packaged foods space. And then we prepared a strategic framework that enabled the FEED leadership team to enter into conversations with key partners to build out this new business unit.

