



Nestled into California's Humboldt County, surrounded by redwoods, mountains & sea,

North Coast Co-op is a member-owned cooperative that's deeply committed to the health of their community.

DESCRIPTION

On the surface, they appear to be a natural foods store with high standards, however that's only the surface. They offer a multitude of rich, educational classes & events for their community, as well as

advocate for local farmers & producers who don't produce enough to provide to the big chains.

STRATEGY

When we began working with North Coast, we quickly found that they needed more than a better-looking, easier-to-update website. They needed to unite their two locations under one message, as well as shake the common perception that healthy food is 'too expensive'. Our solution was to create a site that oozes Humboldt County vibes, from

the redwood forests to photos of friendly staff to messaging about protecting the county's natural wonders with ethical farming, with the latest sales sprinkled throughout the site. We dramatically improved navigation & accessibility by creating a thoughtful and easy-to-follow content strategy, which translates easily to their mobile site.

NORTH COAST CO-OP

▼ BECOME A MEMBER-OWNER ▼ CONTACT US ▼ STAY CONNECTED ▼ SPECIALS & SAVINGS

About Us Our Offerings Good Stuff We Do Shop Your Values Co-op Calendar Co-op News

We ♥ our members giveaway!

Win all this!

Enter at Customer Service in either location by Oct. 31

CO+OP DEALS
October 3 - October 31, 2016

North Coast Co-op Bakery
Aunt Louisa's Coconut Date Granola
\$7.99 ea

Goodbelly
Organic Probiotic Juice

Cooking Classes & Events

DATE	EVENT	LOCATION
OCT 31	COMMUNITY EVENT Arcata Main Street Trick or Treat	Monday Oct 31, 2016 4:00 pm Arcata
OCT 31	North Coast Cooperative Bakery Butter Cake Demo	Monday Oct 31, 2016 4:00 pm Arcata
OCT 31	Barlean's Oil's Wellness Led Demo	Monday Oct 31, 2016 10:00 am Eureka

STORE DEPARTMENTS