

Outpost Natural Foods

www.outpost.coop


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Outpost Natural Foods has been leading the discussion about organic, natural, local, healthy and quality food for 40 years.

They've helped us understand that the wheres and hows of food production is as important as how food tastes. They've showed us how organic, sustainable and local food can make a difference at the dinner table. They have set the bar for grocery stores.

DESCRIPTION

When we were asked to create their new site, we were elated and a little scared -- there's a mountain of information and 40 years of culture to convey at first glance. Outpost has an amazing recipe database, hundreds of articles from their magazine, inventive and well loved

blogs and a commerce system that helps them manage memberships and events. And this is Outpost -- we're big fans and we absolutely have to nail it.

STRATEGY

The site needed to look fresh, clean, and fun. We feel that we did nail it, capturing the natural feel of Outpost while delivering content in a professional and accessible manner. The site features their products,

their suppliers, their owners, and their staff. They needed a way for community members to log into the site to collect recipes, comment on blog posts, and see their membership status and history.



We built them a community section which allows them to provide information about their food providers: their backgrounds, where they produce the food, and how they produce it. Quality food is vital to

Outpost, it's important to everyone, so we built a site that shows how Outpost Natural Foods is leading the discussion and delivering quality on every shelf.



We wanted web designers that could create a site that was uniquely us from the look and feel to special features.

We also wanted a team of people that could speak our language and who took the time to really understand our business's soul. We found that in Byte. We also found a place that took us beyond what we could have envisioned and over time the look they

created for our website has helped us to upgrade our brand look as well. The icing on the cake - their CMS rocks. We consider them partners and we directly attribute a our increased sales and brand awareness to the website we co-created with them.

- Lisa Malmorowski, Outpost Natural Foods