



CONFECTIONERY MARKET RESEARCH/ANALYSIS, PRODUCT DEVELOPMENT & EVENTS MANAGEMENT

## Company Profile

Vreeland & Associates is a recognized leader in market research, product development and events management for the confectionery industry. Founded 20 years ago by former Hershey's executive Curtis Vreeland, the company has been engaged for strategic marketing and product development consulting by numerous companies, domestic and international, from startup artisans to major manufacturers.

**Market research:** Our specialty is identifying emerging trends in the confectionery industry. Our analyses have been published in *Candy Industry Magazine*, *Natural Business Journal*, *Fresh Cup*, *Tea Experience Digest*, *Tea Magazine* and *International Spa Association Journal*. Additionally, Curtis serves as Senior Consultant for Confectionery for Packaged Facts, a leading market research firm. By tapping a network of published and private data sources, Vreeland provides timely customized market research and analysis to help its clients grow their businesses.

**Product development:** We assist companies in commercializing their products. This includes helping them understand their optimal production line (including ingredients, processing and packaging). With a clear understanding of what needs to be accomplished, we can then assist them with equipment and site selection or pair them with a co-packer to make the product to their specifications. In short, we leverage our knowledge of the market to help them get customers, consumers and market share.

Some of Vreeland's market research and product development clients include the National Confectioners Association, Fine Chocolate Industry Association, Blommer Chocolate, Newman's Own Organics, Charbonnel et Walker (UK), Harvest Development Group (Venezuela), Rapunzel (Germany), SanBeam (Germany), USAID (Grenada, Ecuador and Bolivia), Land O'Lakes Foundation and Rainforest Alliance (US).

**Event management:** Vreeland designs and manages events for corporate and non-profit clients, to achieve marketing and fundraising objectives. Our events management clients include Corning Museum, American Wine Society, Sharing Village Cancer Survivors Group, Pennsylvania Wine Society and Harrisburg Opera Association. Additionally, Vreeland founded the *Next Generation Chocolatier*, a national competition that selects America's best new artisanal chocolate makers. He also founded the Pennsylvania Wine Society, still strong after 30 years, and the Harrisburg PA Chapter of Slow Food USA.

**Leader Profile:** Curtis established his reputation in the chocolate industry in the mid-1980s as Hershey's Manager of International Operations (Cocoa). His insights have been quoted in the *Wall Street Journal*, *Chicago Tribune*, *Vancouver Sun*, *Los Angeles Times*, *Nutraceuticals World*, *Diario Financiero*, among others. For the past two years, he has served as judge in the prestigious International Chocolate Awards competition. Curtis has visited most of the major cocoa-producing regions.