

# Pasolivo

## Pasolivo: Building a Luxury Consumer Brand

Pasolivo is a producer of high-end, gourmet olive oil and a purveyor of luxury food and bath products. With a small retail presence in the California central coast, Pasolivo was looking to elevate the brand and increase their reach across the United States.

### Action:

The relationship between Seth Avergon and Pasolivo spans over a decade. After an initial project to evaluate the brand, conduct consumer focus groups in various U.S. cities, and develop a five-year marketing plan, Seth worked with Creative Evolution, a local creative agency, to create new brand guidelines, messaging, a graphic style guide, packaging, and develop a customer friendly website for Pasolivo. He also assisted Pasolivo in opening a 2<sup>nd</sup> retail location in downtown Paso Robles. Over the years, Seth has helped Pasolivo refine their marketing and execution, roll out new products, develop new campaigns and initiatives, and spearheaded the online and eCommerce pivot for the organization during the 2020 pandemic. Seth continues to consult with the brand on new ventures.

### Results:

Pasolivo was able to build a luxury consumer brand that is not only notable among olive oil aficionados worldwide but is also a known quantity with food lovers across the United States. With growth in both retail and online eCommerce sales, the brand has continued to steadily grow and achieve year-over-year sales targets.