

Public Relations Brief

- Company Background:
 - Harris Freeman has been an innovator in the tea, spice, flexible packaging and enterprise software industries for over 30 years. Harris Freeman is the parent company of Harris Tea Company and Harris Spice. We have an expansive reach with five production facilities located in California, Georgia, New Jersey, and the United Kingdom.
 - Harris Tea Company:
 - Dominant leader in private brand teas and specialty brands. The strength of our business comes from our extensive knowledge and experience in tea.
 - Harris Spice:
 - Leading processor and manufacturer of spice for retail, food service and industrial customers.
 - Harris Freeman stands for good business practices, sustainable resources, premium quality ingredients, and safety; we stand behind all of our products. Our goal is to create brands that will stand the test of time; we strive to build lifestyle brands that consumers can believe in. We want to deliver the highest quality products and make them available to the everyday consumer.
- Corporate Objectives:
 1. To get our name out to potential retail and food service customers.
 2. Alert current customers of the efforts we make internally that make us a great partner.
 3. Let the trade know about new products or acquisitions we are making.
 4. Make consumers aware of our branded products and activities behind the brands.
- Who we are trying to reach with PR:
 1. Trade: with news about acquisitions, sustainability efforts, quality control efforts, company information, etc.
 2. Consumers: with news about our consumer product brands (new flavors, new brand launches, etc.)