

**BRAND KIT**

# A Dynamic + Fresh Approach to PR & Influencer Marketing



Fresh + Hype PR is a full service communications agency that takes a fresh approach to media relation strategies by building a tangible bridge between the brand and desired media.

Get Started! Apply for One of Our Exciting Packages Below

*Our Clients Have Been Featured in Local, National and Regional Outlets*



## About

A modern full-service communications agency, Fresh + Hype PR's clients have found success with their creative and unique PR approach landing successful features and placements within large media outlets such as People, [Real Simple](#), Rachael Ray, Forbes, Shape, [Brit + Co](#) and the TODAY Show.

Fresh + Hype PR is attuned to industry changes and has continued to partner and maintain strong relations with like-minded writers, journalists, editors, bloggers, producers, influencers and beyond.

Fresh + Hype PR was founded by T.K. Johnson, whose unique approach to PR through the Fresh + Hype Box and targeted Mini-Campaigns have given select media the opportunity to experience and sample multiple product offerings that encourage dynamic reviews, product recommendations and engaging content. Brands in turn benefit from shared brand exposure that fall under similar or relevant category while enjoying guaranteed product mentions.

With close to two decades of experience in PR, T.K. honed her strength in strategic thinking and communication, focusing on categories that align with her personal lifestyle choices such as Wellness, Parenting, Food and Eco-Living.

T.K.'s friendly, optimistic and fearless character cultivated strong relationship building skills that she extends to a roster of brands and clients with aligned values.



## Our Services + Packages



## Press + Media



### TODAY'S DIETITIAN

Superflower tea on-the-go! Our client Bloomi Tea was included in the May 2023 issue of Today's Dietitian Magazine (80,000)!

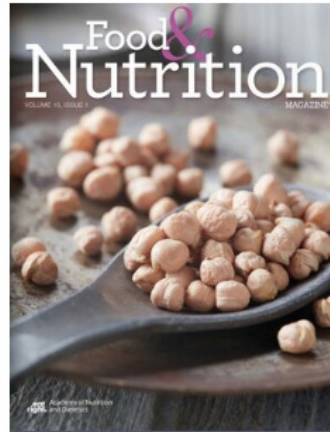
[LINK](#)



### BETTER HOMES & GARDENS

Handzies was featured in the August 2021 issue of Better Homes & Gardens Magazine as a 'travel saver.'

[LINK](#)



### FOOD & NUTRITION

Wild Willett & Kip's Allergy-Friendly Snacks were featured in the January 2020 issue of Food & Nutrition Magazine (80,000).

[LINK](#)



### HUNGRY GIRL

Hungry Girl Magazine (225,000) featured Wiley Wallaby in their Spring 2021 issue of the publication as a brand that 'Lisa Loves!'.

[LINK](#)

•Our favorite lifestyle host Marisa Brahney shared Mabel's Labels and Handzies on air on CT Style - WTNH-TV (Hartford, CT) this Spring! [LINK](#)

•Nested Naturals' new Brain Superfood Tonic was featured on Medium.com (143.2 million UVM)! [LINK](#)

•Keep Going First Aid kits were featured in the April/May 2023 Spring issue of Kiddos Magazine (15,000 print; 13k online)! See page 24. [LINK](#)

•Fill those Easter baskets with fun treats and sweets! Our clients Jax's Monster Mix, Mabel's Labels, Sweet Chaos and Wiley Wallaby were featured on KC Parent Magazine's (65k UVM) website as a great Easter basket idea! [LINK](#)

•The adorable Wooden Bag Tags from Mabel's Labels were featured in an Easter Gift Guide in San Diego Family Magazine (100,000)! [LINK](#)

•Our favorite lifestyle host Marisa Brahney did an excellent job featuring our clients Mabel's Labels & Nested Naturals in a 'National Nutrition Month' segment on Good Day PA – ABC27! [LINK](#)

- Charlotte Today – WCNC-TV (Charlotte, NC Market #21) included our clients Wiley Wallaby, Sweet Chaos, AHAV and Mabel’s Labels in a ‘Great Valentine’s Day Gift Ideas’ segment! [LINK](#)
- Nested Naturals’ Super Greens Original was featured in a lengthy article on Muscle & Fitness (2.68 million UVM)! [LINK](#)
- The Super Reishi from Nested Naturals was featured on Vocal Media’s Longevity Section (2.2 million UVM) in a glowing review! [LINK](#)
- Sarah Scoop (2.2 million UVM) featured our clients AHAV Food, Wiley Wallaby, Sweet Chaos, Atoria’s Family Bakery & Nested Naturals in their recent article, ‘15 Best Products for New Year 2023.’ [LINK](#)
- Nested Naturals’ Super Reishi was featured in an article on People en Espanol’s website (6 million UVM) titled ‘11 Beauty & Wellness Brands to Stock Up on in 2023!’ [LINK](#)
- Undercover Snacks was featured on Milk-Drunk.com (57.5k UVM) by @bobbie in an article titled “11 Best Pregnancy Snacks!” [LINK](#)
- Our clients Sweet Chaos Snacks & Nested Naturals were featured in a ‘How to Host the Ultimate Holiday Party’ TV segment on Good Morning Washington - WJLA-TV. [LINK](#)
- Atoria’s Family Bakery received a full-page article in the Sturgis Journal for Thanksgiving, showcasing many unique recipes to use up your Thanksgiving leftovers! [LINK](#)
- Four of our clients were featured on Charlotte Today – WCNC-TV on November 11th in a ‘Holiday Gift Guide’ segment. Congratulations to Mabel’s Labels, Rising Sun Brands, Wiley Wallaby and Sweet Chaos! [LINK](#)
- EZMILK Trail Mix was featured in the October 2022 issue of M Magazine in a ‘Nursery Essentials and New Mama Must-Haves’ guide!
- Handzies was featured on CBS News LA (Los Angeles, Market#2) as a ‘summer playdate essential’ on July 30, 2022! [LINK](#)
- Mabel’s Labels and EZMILK were featured on Charlotte Today – WCNC-TV (Charlotte, NC Market #21) in a segment on ‘Products to Keep Up with Your Little Ones.’ [LINK](#)
- Mabel’s Labels was featured on The TODAY Show (National Network Television) in a ‘Road Trip Essentials’ segment! [LINK](#)
- Wall Street Journal Online (994,600 print; 90 million online) Featured Banzo Butter in an article on the ‘Best Nut-Free Spreads.’ [LINK](#)
- Three Trees Oat & Seed Oatmilk was featured on VegNews Magazine’s (80,000) website in an article titled, ‘20 Allergen-Friendly Vegan Staples.’ [LINK](#)

- Delight Gluten-Free Magazine's (125,000) Banzo Butter was featured on their website in a nice write-up: [LINK](#)
- BevNet.com (55.5k UVM) Three Trees was featured in an article about their launch into Whole Foods: [LINK](#)
- Charlotte Today - WCNC-TV (Charlotte, NC Market #21) Featured Atoria's Family Bakery, Eat G.A.N.G.S.T.E.R., Mabel's Labels, Jax's Monster Mix, Handzies and Sweet Chaos in a Valentine's Day Gift Ideas segment on 2.9.22: [LINK](#)
- Today's Dietitian Magazine (85,000) Featured Three Trees Organics and Undercover Snacks in their February 2022 issue of the publication. [LINK](#)
- Food & Beverage Magazine (15,000) Included Jax's Monster Mix and Uplift Food in an article in the February 2022 issue on Women Entrepreneurs in the food industry: [LINK](#)
- New Jersey Family Magazine (127,682) Featured Handzies, Starling Skincare and Mabel's Labels in their Big Book of Education 2022: [LINK](#)
- Three Trees, Undercover Snacks and Keen One Quinoa were featured in the latest issue of Food & Nutrition Magazine (85,000)! [LINK](#)
- Three Trees was featured in the September 2021 issue of Clean Eating Magazine (100,000)!
- The new and delicious Roasted Red Pepper Mini Lavash from Atoria's Family Bakery received the spotlight on Fox21 News 'Living Local' - KXRM-TV (Colorado Springs, CO) in a 'National Sandwich Month' segment! [LINK](#)
- Perfectly Cordial was featured in the Atlanta-Journal Constitution Newspaper (11.63 million online readers)! [LINK](#)
- Handzies was featured on a 'Back to School' segment on Fox 21 News 'Living Local' - KXRM-TV (Colorado Spring, CO)! [LINK](#)
- Our favorite host Dee Cortez featured Three Trees in a 'Back to School' breakfast prep segment on 'Living Local' – FOX21 News in Colorado Springs! [LINK](#)
- Mabel's Labels were featured in an article on Red Tricycle on the top labels for kids as they head back to school! [LINK](#)
- Both Mabel's Labels and Handzies were featured in the August 2021 issue of M Magazine (125,000): [LINK](#)
- Mala Girl Broths, Dotz Desserts and Atoria's Family Bakery were featured on BuzzFeed.com (117 million UVM) in their 'Ultimate Summer Product Guide!' [LINK](#)
- Houston Family Magazine featured Mabel's Labels as one of their 'top picks' for the school year! [LINK](#)

- Atoria's Family Bakery was featured on The Nibble (82k UVM): [LINK](#)
- Trae Bodge (@truetrae) included Mabel's Labels and Without a Trace Foods in a recent editorial for Millie on the Synchrony Bank blog (2.22 million UVM)! [LINK](#)
- Starling Skincare and MyWish4U Lunch Notes were both featured on Fox21 News 'Living Local' (Colorado Springs, CO) in a 'Back to School' segment: [LINK](#)
- Without A Trace Foods, Mabel's Labels and Undercover Snacks were featured on 'Living Local' @fox21news in a 'Back to School' segment: [LINK](#)
- All Clean Food was featured in a 'Cooking Clean & Green' segment on 'Living Local' - KXRM-TV (Colorado Springs, CO): [LINK](#)
- Kerry Brown, the Co-Founder of Eat G.A.N.G.S.T.E.R. did a great job on 'Your California Life' ABC10 showcasing all of the brands in the Allergy Awareness Mini-Campaign! Check out Eat G.A.N.G.S.T.E.R., Without a Trace Foods, Undercover Snacks, All Clean Food & Kubeba in the segment here on Your California Life: [LINK](#)
- Food & Nutrition Magazine (85,000) featured Paleovalley, Atoria's Family Bakery & Kakookies in the Spring 2021 issue of the publication.
- Hungry Girl Magazine (225,000) featured Wiley Wallaby in their Spring 2021 issue of the publication as a brand that 'Lisa Loves!' [LINK](#)
- Austin Chronicle Newspaper (75,000 print; 200k online) featured Atoria's Family Bakery in a fabulous write-up on 1/8/21. [LINK](#)
- Austin Chronicle Newspaper (75,000 print; 200k online) featured Kakookies in an excellent write-up on 1/2/21: [LINK](#)
- Daily Crunch Snacks were featured in the January 2021 issue of Vitamin Retailer Magazine! See page 44. [LINK](#)
- Kip's, Bohana, Wiley Wallaby, Everipe, free2b Foods, and Crunchsters were featured in a great article on Sweet High on 'Mail Order Foods!' [LINK](#)
- First Time Parent Magazine (55,000) featured The Amazing Chickpea, Kip's, Hilary's, Crunchsters, and free2b Foods in their April 2020 issue.

View our [ARCHIVED FEATURES HERE.](#)



# TESTIMONIALS



“As a small business owner you have to be discerning on where, and with whom, you choose to invest your marketing dollars. Choosing to work with T.K. has been one of the best decisions we’ve made. We’ve had great results from working directly with her as our PR representative. One of the few (if only) people I’ve allowed to represent my brand other than myself and she does so with the utmost professionalism. We’re seeing great marketing reach through her efforts and look forward to continuing our relationship.”

— KAREN TRENK, HANDZIES



Fresh + Hype PR has a strong knowledge of the P.R. industry and provides strategic and valuable media relations. Mabel’s Labels has worked with Fresh + Hype for going on two years, and T.K. has landed us national features in top-tier publications online, in print and on T.V., such as The TODAY Show! Not only is T.K. one of the kindest people to work with, but she also provides timely and relevant pitches to gain valuable exposure to the Mabel’s Labels brand. Label us happy!

— RACHEL BUTTS, MARKETING & THE MABEL’S LABELS TEAM



‘I really enjoy working with T.K. Johnson. T.K. is not only extremely knowledgeable in public relations, very well connected and professional, but she is also positive, kind, and has a wonderful caring energy. She took the time to get to know me and my business and regularly presents me with new ideas, which I really appreciate as a solo entrepreneur. I’m delighted with the results I’ve seen with her work in print, TV, and online. Highly recommend!’

— JENNY STACKLE, FOUNDER OF KIP’S ALLERGY-FRIENDLY SNACKS



If you are looking for a PR guru, look no further than TK. She is officially Atoria’s Family Bakery’s media expert. She knows how to get media’s attention. She knows how to showcase results. She knows how to follow up and become an extension of your team. We really appreciate everything that TK has done for us, which included 18 major media placements in 2021 alone. If you need to capture the media’s attention, hire TK.

— BETH GORDON, ONLINE MARKETING MANAGER

# HAPPY CLIENTS



## **A Dynamic + Fresh Approach to PR & Influencer Marketing**

**Ready to make your business stand out?**

Name

*First Name*

*Last Name*

Email Address \*

Phone

Additional message (optional)

**Connecting Brands & Media in a Dynamic & Engaging Way.  
PR & Brand Awareness Reimagined.**

**Be Part of the Hype!**