

UNCOOKED

RAW INSIGHTS FOR MARKETERS

GUEST GIFT GUIDE

It's no secret we love our guests and the way they serve their customers. This holiday season we're making it easy to choose gifts from brands that make customers a priority.

1

BLACKWING PENCIL COMPANY



We love how Blackwing Pencil Company has created life-long fans by obsessing over quality and telling their brand story through their fans.



2

GROVEMADE



Ken Tomita says Burning Man made him a better builder, and shares what it means to build a business for people who truly love your work.



3

BENEDETTO GUITARS



Howard Paul digs into how to create an unforgettable brand among superfans who may never own a Benedetto guitar – the “holy grail” of brand loyalty.



4

RUMPL



Wylie Robinson discusses why he created a new kind of performance blanket and why “active home” is the next trend you should have on your radar.



5

EMBER TECH CO.



Ember helps us understand why personalization is the key to our brand-loving hearts.



6

LEEWAY HOME

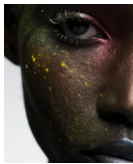


Lyle Maltz and Sam Dumas, share how they customized their business to meet the rising needs of non-traditional buying habits of today's consumers.



7

BE.U.TYMRK.D



Shellise Josephs and Kadene Brown discuss how their accidental meeting in a ladies room led to a partnership address representation for women of color in the beauty industry.



8

MINER FAMILY WINERY



At the root of any winery business is a passion for simplicity, which Dave Miner communicates in his brand purpose of “fermenting grapes into wine and making people happy.”



9

THE JAMES BRAND



The James Brand is challenging traditional ideas of who is part of the modern knife community and you might want to be a part of it too.



Listen on
Apple Podcasts

www.brandcrudo.com