



Spring Creek Quail Farms Launches Fresh New Rebrand

Rural Ontario family farm reveals new look in response to growing demand for quail eggs

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FOR IMMEDIATE RELEASE

SAINT ANNS — Spring Creek Quail Farms, a family-owned quail egg farm in Saint Anns, Ont. launched an exciting rebrand this fall in response to the ever-increasing popularity of quail eggs. The fresh new look marks the culmination of a six-month-long process spent positioning the brand for growth.

"Our mission has always been to make a nutritious, delicious and sustainable egg alternative accessible to more people," said Aaron Oosterhoff, owner and CEO of Spring Creek. "This rebrand gives us fresh energy as we continue to fuel the sales of quail eggs on the shelves of supermarkets across Canada and the US."

Working with Hamilton, Ont. marketing agency Compass Creative, the rebrand is as strategic as it is stunningly designed. B2B clients and consumers can expect a wide range of new marketing material, whether online, in print or on store shelves, including:

- **A new logo** with a custom wordmark paired with a clean and simple sans-serif font. It's friendly, personable and approachable, just like the farm and its team.
- **A clear and compelling brand story** that demystifies this less common egg, communicating how its an exciting alternative that's healthy, nutritious, farm-fresh and delicious.
- **A new website** with a "store finder" tool that makes it simple for customers to locate local stores that carry Spring Creek. Gorgeous original photography, delectable recipes and engaging blog posts ensure that whoever visits the site sticks around.
- **Bright and vibrant packaging** draws attention to the fact that Spring Creek quail eggs are some of the best that can be found on store shelves.

"Quail eggs have never earned the attention or the distribution they deserve in North America," said Oosterhoff. "Our team plans to change that by educating customers on their nutritional benefits, while keeping our operation ethical and sustainable."

Of particular note is Spring Creek's focus on stewardship. The farm is a zero-waste facility using 100% recyclable packaging and shipping materials. All organic waste is used as compost by local farmers. Every hen is raised in a carefully maintained environment where they can breathe fresh air and stay healthy without any antibiotics or hormones – resulting in delicious, nutritious eggs with minimal environmental impact.

Spring Creek quail eggs are available in hundreds of supermarkets across Canada and the US, with product launches set for Kroger, Sobeys and Loblaws in the fourth quarter of 2020.

About Spring Creek:

Spring Creek is a family-owned quail farm located in Saint Anns, Ontario. Founded in 2002, our small but mighty farm has grown to become one of the largest producers of quail eggs in North America. Our all-natural eggs are laid by healthy and happy hens, with no antibiotics or hormones. For more information, visit springcreekquail.ca.

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