

The term "Johnsonville" pertains to both a prominent American sausage company and a suburb in Wellington, New Zealand. Below is an extensive overview of each:

## Johnsonville Sausage Company

Johnsonville Sausage Company, headquartered in Sheboygan Falls, Wisconsin, is a leading American sausage producer. Founded in 1945 by Ralph F. and Alice Stayer, the company began as a small butcher shop named after the nearby town of Johnsonville, Wisconsin. Over the decades, it has grown into one of the largest sausage producers in the United States, with products available in more than 45 countries.

[en.wikipedia.org](https://en.wikipedia.org)

### Historical Timeline:

- **1945:** Ralph F. and Alice Stayer establish a butcher shop in Johnsonville, Wisconsin.
- **1950s:** The company expands distribution to nearby communities to meet growing demand.
- **1970:** Johnsonville begins delivering its sausage products throughout Wisconsin.
- **1978:** Ralph C. Stayer, son of the founders, becomes president and initiates national and international expansion.

[johnsonville.com](https://johnsonville.com)

- **2014:** Johnsonville possesses the largest sow harvest capacity in the U.S., processing approximately 3,400 pigs daily.

[en.wikipedia.org](https://en.wikipedia.org)

### Product Range:

Johnsonville offers over 80 different sausage products, including:

- Bratwurst
- Italian sausage
- Smoked-cooked links
- Breakfast sausage (both fully cooked and fresh varieties)
- Chicken sausage
- Meatballs
- Summer sausage

[en.wikipedia.org](https://en.wikipedia.org)

### Sponsorships and Community Engagement:

In 2017, Johnsonville became the title sponsor for the American Cornhole League, aligning with activities where their products are commonly enjoyed, such as barbecues and tailgate parties.

[en.wikipedia.org](https://en.wikipedia.org)

## Johnsonville, New Zealand

Johnsonville is a suburb located seven kilometers north of Wellington's city center, at the top of the Ngauranga Gorge, on the main route to Porirua (State Highway 1). Locally known as "J'ville," it has evolved from a 19th-century rural service town into a significant residential and commercial hub.

[en.wikipedia.org](https://en.wikipedia.org)

### Historical Development:

- **1840s:** Settlement begins in the area.

- **1896:** Johnsonville attains town status.
  - **1908:** Becomes an independent borough.
  - **1938:** Introduction of an electric train service enhances connectivity to Wellington, spurring growth.
  - **1953:** Amalgamates with Wellington City.
  - **1960s:** Construction of Wellington's first shopping mall in Johnsonville marks its development as a commercial center.
- [nzhistory.govt.nz](http://nzhistory.govt.nz)

Johnsonville Sausage Company has implemented several impactful marketing campaigns that have significantly enhanced its brand presence and consumer engagement. Here are some of their most notable initiatives:

### **1. "Keep It Juicy" Campaign (2024):**

In April 2024, Johnsonville launched the "Keep It Juicy" campaign, voiced by actor Vince Vaughn. This campaign featured bold and vibrant creative elements, encouraging Americans to take a break, relax, and enjoy good food with good company. The messaging aimed to position Johnsonville sausages as the ideal choice for gatherings such as potlucks, brunches, tailgates, and block parties.

[johnsonville.com](http://johnsonville.com)

### **2. "#KeepTheInternetJuicy" Initiative (2024):**

Building upon the "Keep It Juicy" campaign, Johnsonville introduced the "#KeepTheInternetJuicy" initiative in June 2024. This effort sought to promote positivity online by encouraging the sharing of uplifting and inspiring stories. Collaborating with celebrities, influencers, and other brands, the campaign aimed to influence social media algorithms to highlight positive content, thereby fostering a kinder online environment.

[johnsonville.com](http://johnsonville.com)

### **3. "Made the Johnsonville Way" Campaign (2016):**

In 2016, Johnsonville launched the "Made the Johnsonville Way" campaign, which was unique in that it featured advertisements created by the company's own employees, referred to as "members." This internal approach not only showcased the authenticity and pride of Johnsonville's workforce but also resonated with consumers by highlighting the brand's commitment to quality and community.

[johnsonville.com](http://johnsonville.com)

Although launched in 2016, this campaign had lasting impacts. Notably, a new breakfast sausage introduced during the campaign saw a 30% increase in the speed it left grocery-store shelves, surpassing the 8% benchmark goal.

These campaigns have been instrumental in reinforcing Johnsonville's brand identity, fostering consumer loyalty, and promoting a positive image both online and offline.

### Johnsonville Sausage Company:

- **Annual Revenue:** Estimated to be over \$500 million.  
[incfact.com](http://incfact.com)
- **Employee Count:** Approximately 4,000 employees.  
[en.wikipedia.org](http://en.wikipedia.org)

### Competitors:

1. **Aidells Sausage Company, Inc.:**
  - **Overview:** Founded in 1983, Aidells specializes in artisanal sausages and meatballs.
  - **Financials:** Specific revenue and employee numbers are not publicly disclosed.
2. **Mulay's Sausage Corporation:**
  - **Overview:** A producer of all-natural sausages, focusing on traditional recipes.
  - **Financials:** Detailed financial data is not publicly available.
3. **Amylu Foods:**
  - **Overview:** Specializes in chicken sausages and meatballs with a focus on natural ingredients.
  - **Financials:** Specific financial metrics are not publicly disclosed.

### Performance Metrics:

- **Product Quality Score:**
  - Johnsonville Sausage: 89/100
  - Kohler (a noted competitor): 78/100
- **Net Promoter Score (Customer Loyalty):**
  - Johnsonville Sausage: 36
  - Kohler: Data not specified
- **Overall Culture Score:**
  - Johnsonville Sausage: 79/100
  - Kohler: 75/100
- **Employee Net Promoter Score:**
  - Johnsonville Sausage: 10
  - Kohler: Data not specified

Assessing the top sausage products, their ratings, and consumer preferences provides insight into current market trends and competitive dynamics.

### **Top Sausage Brands and Products:**

Based on available reviews and rankings, here are some notable sausage brands:

1. **Johnsonville:**
  - Founded in 1945, Johnsonville offers a wide selection of sausages, patties, strips, meatballs, and meaty snacks, producing 70 different types of sausages.  
[cherrypicksreviews.com](https://www.cherrypicksreviews.com)
2. **Aidells:**
  - Known for artisanal sausages and meatballs, Aidells specializes in unique flavors and high-quality ingredients.
3. **Mulay's Sausage:**
  - Produces all-natural sausages, focusing on traditional recipes without additives or preservatives.
4. **Amylu Foods:**
  - Specializes in chicken sausages and meatballs, emphasizing natural ingredients and innovative flavors.
5. **Eckrich:**
  - An economy brand offering a variety of smoked sausages, including Polska kielbasa, at affordable prices.  
[chowhound.com](https://www.chowhound.com)
6. **North Country Smokehouse:**
  - Offers chorizo sausages with a short ingredient list, bringing notable heat, though some reviews mention a less authentic chorizo flavor.  
[tastingtable.com](https://www.tastingtable.com)
7. **Harris Teeter:**
  - Provides Hot Italian Sausage known for its solid heat and spice, though specific spices may not be distinctly identifiable.  
[tastingtable.com](https://www.tastingtable.com)
8. **Applegate Natural Uncured Beef Hot Dog:**
  - Praised for its nostalgic taste, smoky flavor, and balanced texture, emerging as a top choice in taste tests.  
[southernliving.com](https://www.southernliving.com)
9. **Member's Mark Beef Franks:**
  - Noted for their unique taste and size, though considered large for excessive toppings.  
[southernliving.com](https://www.southernliving.com)
10. **Beyond Meat's Plant-Based Sausage:**
  - Recognized for its resemblance to real pork sausage, making it a notable vegan option in the market.  
[sporked.com](https://www.sporked.com)

### **Market Trends:**

- **Health and Wellness Focus:**
  - There's a growing demand for healthier sausage options, including plant-based and low-fat alternatives, catering to health-conscious consumers.  
[verifiedmarketreports.com](https://www.verifiedmarketreports.com)
- **Flavor Innovation:**

- Consumers are seeking unique and diverse flavors, leading to the introduction of fusion flavors and gourmet sausages.  
[verifiedmarketreports.com](https://www.verifiedmarketreports.com)
- **Convenience:**
  - Busy lifestyles are driving the demand for ready-to-cook or quick-serve sausage products that offer convenience without compromising taste.  
[verifiedmarketresearch.com](https://www.verifiedmarketresearch.com)
- **Economic Considerations:**
  - Economic factors, such as inflation, are influencing consumers to opt for more affordable meat options like sausages over costlier meats.  
[nypos](https://www.nypos.com)

Assessing customer retention trends for Johnsonville Sausage Company involves examining both company-specific initiatives and broader industry dynamics.

#### **Johnsonville's Customer Retention Efforts:**

In 2020, Johnsonville experienced a significant influx of new customers. To convert these first-time buyers into loyal patrons, the company collaborated with their agency, Mediahub, to enhance repeat purchase rates. This strategy aimed to foster brand loyalty among the newly acquired customer base.

[viantinc.com](https://www.viantinc.com)

#### **Employee Retention as a Proxy for Customer Satisfaction:**

While direct customer retention statistics are limited, internal metrics can offer indirect insights. Johnsonville boasts an employee retention rate that is 51% higher than the typical U.S. workplace. This strong internal culture often correlates with positive customer experiences, suggesting a potential positive impact on customer retention.

[greatplacetowork.com](https://www.greatplacetowork.com)

#### **Industry-Wide Trends:**

The sausage market is evolving, with several key trends influencing consumer preferences and, by extension, customer retention:

1. **Health-Conscious Consumption:**
  - There's a noticeable shift towards healthier options, including plant-based and low-fat sausages. This trend is driven by consumers seeking nutritious alternatives without compromising on taste.  
[verifiedmarketreports.com](https://www.verifiedmarketreports.com)
2. **Flavor Innovation:**
  - Consumers are increasingly interested in unique and diverse flavors, leading to the introduction of fusion and gourmet sausage varieties. This demand for novel taste experiences encourages brands to innovate continually.  
[verifiedmarketreports.com](https://www.verifiedmarketreports.com)
3. **Convenience and Ready-to-Eat Products:**

- Busy lifestyles have heightened the demand for ready-to-eat and easy-to-prepare sausage products. Brands offering convenient meal solutions are more likely to retain customers seeking quick and tasty options.

[verifiedmarketreports.com](https://www.verifiedmarketreports.com)