

WESTON

RECONNECT WITH REAL FOOD

BRANDING FOR
THE MODERN
REAL FOODIST

SHAYNA BANE

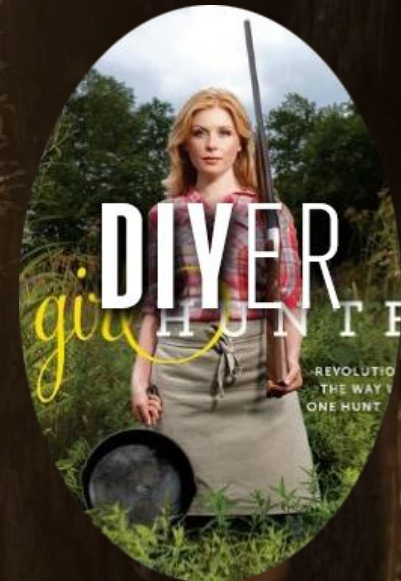
TUESDAY, AUGUST 18TH, 2015

PRESENTED TO: WILLIAMS-SONOMA





CIRCLE OF INFLUENCERS



WESTON
RECONNECT WITH REAL FOOD

RENEWED MISSION

WE MAKE PRODUCTS THAT EMPOWER PEOPLE TO
RECONNECT WITH THEIR FOOD.

OUR MISSION IS TO FUEL A
MOVEMENT OF HUNTERS, GATHERERS,
AND LOCAVORES
WITH THE ENDURING, WELL-BUILT
PRODUCTS NEEDED FOR A SELF-
SUSTAINING APPROACH TO FOOD.

WE DELIVER THE KNOW-HOW TO
BRING THOSE PRODUCTS TO LIFE.



NEW LOOK + FEEL

