

CASE STUDY: Pompeian

CHALLENGE

Pompeian Olive Oil was the first imported brand in America and over the past century has seen dozens of new brands try to grab market share. The company came to Block & DeCorso to ensure that it remained the market leader

SOLUTION

Block & DeCorso refreshed the brand with new packaging, a new brand-building campaign, and an informative website that also delivers online coupons. Consumers can visit the site and download coupons for \$1.00 off Pompeian Olive Oil products and 50 cents off Pompeian Vinegar and Cooking Wine. Coupons are bar coded and redeemable at any supermarket.

RESULTS

Pompeian recently moved up to #2 in olive oil sales and is the #1 Red Wine Vinegar in America.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



POMPEIAN Coupons

To print your Pompeian coupons simply click the PRINT COUPON button beside each offer.

SAVE \$1.00
on any size or variety of Pompeian Olive Oil
[PRINT COUPON](#)

SAVE 50¢
on any size or variety of Pompeian Vinegar
[PRINT COUPON](#)

SAVE 50¢
on any size or variety of Pompeian Cooking Wine
[PRINT COUPON](#)

In order to print Pompeian coupons, our Coupon Print Manager must be installed. [Learn more.](#)

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