Beat: Lifestyle

THISTLE BLOOMS WITH NEW BRAND IDENTITY

PROMOTING PERSONAL AND PLANETARY HEALTH

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USPA NEWS - Thistle, the Leading Food and Nutrition Company that delivers Healthy, Ready-To-Eat, Plant-Forward and Planet Friendly Meals to Customer Doorsteps, has just unveiled a Vibrant New Brand Identity. The Refreshed Brand encompasses a Bold Logo, an Earthy yet Vibrant Color Palette, and an Updated Website and Packaging, and reflects Thistle's Progression, Growth, and Continued Commitment to empowering Healthy Living for Both People and the Planet.

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"For Ten Years, we've been on a Mission to make Plants Irresistible – empowering People to take Control of their Health through the Transformative Power of Plant-Forward Food," said Ashwin Cheriyan, CEO and Co-Founder of Thistle. "Our New Look reflects the Vibrancy of the Incredible Plant-Based Foods we put on each Plate and our Dedication to crafting Meals that are as Delicious as they are Nutritious. We want our Customers to not only live Longer, Healthier Lives, but also to ensure that every one of our Chef-Crafted Meals feels like a Celebration and not a Sacrifice. This is just the Next Chapter in our Journey to make eating a Healthy, Plant-Forward Diet Accessible, Convenient, and Craveable – one Plant-Powered Plate at a Time."

Thistle's Promise to make Plants Irresistible builds on the Company's Mission to make it Easy for People to get and stay Healthy, while laying out its Core set of guiding Principles defining how the Brand will continue to invest to achieve it:

* Better for You: Delivering Delicious Meals to improve your Health, Wellness, and Longevity.
* Better for Everyone: Protecting and Promoting the Health of our Planet.
* Empowering for All: Bettering our Communities and Amplifying our Impact.

Thistle Meals are designed by Nutritionists and crafted by Chefs to promote Health and Longevity, with a Focus on Predominantly Plant-Based Foods (Fresh Vegetables, Fruits, Nuts, Legumes, and Whole Grains) that comprise its Deliciously Innovative, Globally-Inspired Menu. And not only is eating a Whole Food, Plant-Forward Diet one of the Best Things you can do for your Health, it's also one of the Best Ways to reduce your Environmental Footprint, from reducing Greenhouse Gas Emissions, Biodiversity Loss, Air and Water Pollution, and Pressure on Forest, land, and Water Resources. With a Focus on Plant-Forward Cuisine, Thistle's New Brand reflects its Ongoing Commitment to serving Meals that nourish Both People and our Planet.

To help bring the New Branding to Life, Thistle partnered with the Award Winning Brand Design Agency Pearlfisher. The Color Palette draws Inspiration from Nature, with its Oat and Peppercorn Colors acting as a Grounding and Neutral Canvas that allows the Vibrant Hues of Thistle's Plant-Rich Food to take Center Stage, and with Secondary Colors like Beet, Cantaloupe, Celery, and Kale adding a pop of Vibrancy and Earthiness reflecting the Ingredients themselves.

The Reimagined Logo proudly features its Namesake, the Blooming Thistle Plant – a Pioneer Species that helps replenish and revitalize the Very Land it grows upon. This Symbol of Resilience, Nourishment, and Ability to drive Change for the Better is a Beautiful Visual Translation of Thistle's Purpose, Mission, and Journey from its Humble Beginnings in 2013 as a Juice Pop-Up to its Current Flourishing State, serving over 20 million Plant-Forward Meals across the Country to enable Better Health, a Better Environment, and a Better Food System.

"There is overwhelming Scientific Evidence that what we put into our Bodies is not only one of the Biggest Drivers of our own Health, but also our Planet's Health," adds Shiri Avnery, PhD, President and Co-Founder of Thistle. "This New Visual Identity brings our Purpose to Life, reflecting our Ongoing Dedication to making Healthy, Planet-Friendly Eating a Seamless Part of Everyone's Lives and paving the Way for an even Brighter Future Ahead."

Source: Thistle

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