

MEET

Trust Relations

YOUR STRATEGIC COMMUNICATIONS AND PR PARTNER
FOR THE FOOD AND BEVERAGE INDUSTRY

Since 2019, Trust Relations has been the first fully remote strategic communications and integrated marketing agency. Our Founder and CEO, April White, believes the traditional PR agency model is broken, so we're on a mission to replace it with something better. We're redefining public relations with "trust relations," because trust is the key to achieving a respected reputation and building lasting customer relationships.

Our F&B Industry Expertise

Hungry for a bigger slice of the competitive pie?

We've got the taste buds and tenacity to promote your brand among key audiences and get customers lining up to try your latest creations. Our strategies entice consumers, create their cravings and leave them wanting more.

We have worked with a variety of companies in the food and beverage industry, including legacy ice cream brand Casper's Ice Cream, which has nearly a 100 years of ice cream churning experience. Now that's a reputation worth sharing!

Notice we don't discriminate when it comes to good eats and drinks. So whether you're satisfying a sweet-tooth craving, baking gluten-free alternatives or offering nootropic drinks, we can help grow your business and get your products to the customers who matter most.



Future-Proof Affiliate PR

We'll keep it real: Affiliate PR is a must-have for lifestyle and fashion brands today.

The future of PR is changing, and Trust Relations can make it easy to keep up.

Our affiliate PR and marketing experts will take the stress out of the process, leaving you free to fill the uptick in orders that can result from a top-tier affiliate PR placement.

Our lifestyle PR experts are skilled at leveraging affiliate opportunities to make the most out of holidays, awareness months, gift guides, and more — helping your brand name rank in roundups of the leading brands in your industry.

We'll create an affiliate marketing program designed to secure media and partnership opportunities for your business. Already have one set up? We'll take it from there.

Our team can handle the ongoing management and maintenance of your affiliate program to ensure it's profitable, with high conversion rates.



Stress-Free Influencer Relations

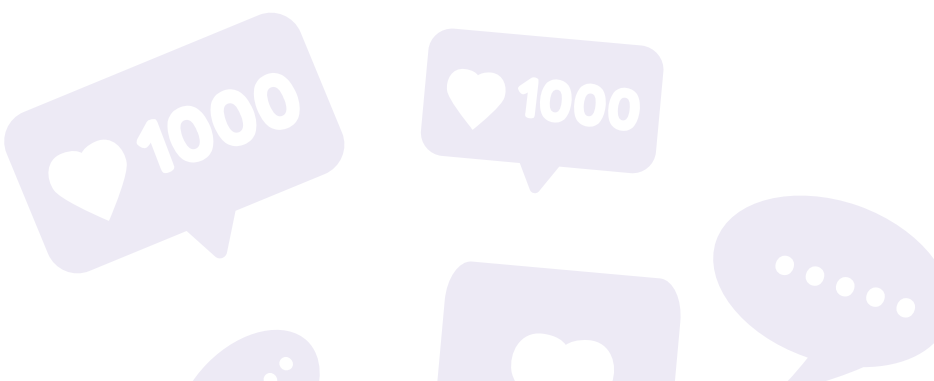
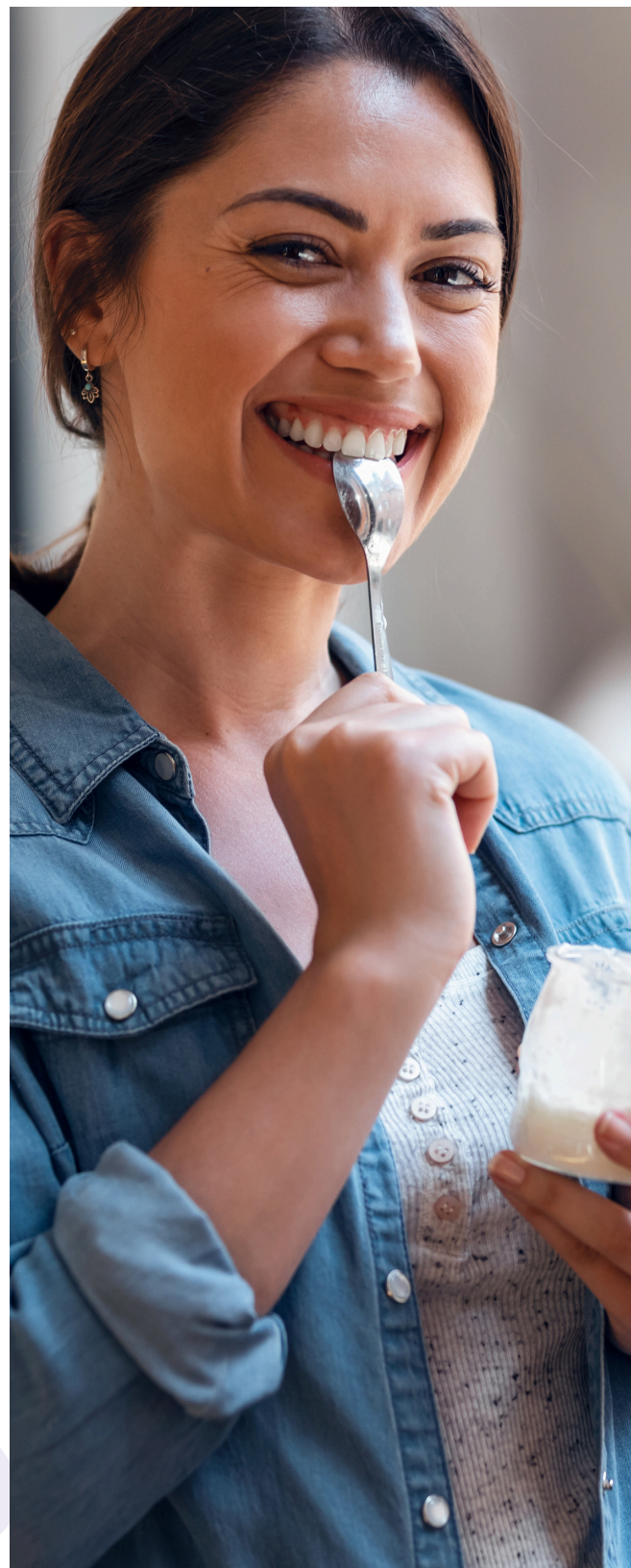
If you want your brand to be a household name, aligning it with celebrities and/or influencers is a strong way to start.

Our specialists will guide you in developing unique influencer campaign offerings like:

- premium gifting
- VIP offers
- joint publicity initiatives
- reviews
- behind-the-scenes insights
- *and more*

We take the stress out of influencer partnership logistics by managing the entire influencer engagement lifecycle—from research, outreach and negotiations to product requests, content coordination, monitoring for social media posts, and generating coverage reports.

And, before we begin an influencer engagement for your brand, we conduct a thorough assessment to ensure it's a perfect match.



Our Work Speaks for Itself



A L T W E L L



EASYKALE[®]



GREGORYS
COFFEE[™]

We've landed coverage for F&B clients in mainstream media and trades.

BEVNET[®]



Roamilicious
FOOD | LIFE | TRAVEL

yahoo!



NOSH[®]

inspiring**Kitchen**

Meet April White

Our CEO & Founder



After working at some of the best PR agencies in the world, Trust Relations' CEO & Founder April White was fed up with the old way of doing things in PR, so she founded the agency that she wished existed.

A seasoned communications specialist, official TEDx speaker and writer with both B2B and B2C experience, April is as creative as she is strategic. With nearly 20 years of experience representing Fortune 100 companies and their executives at leading public relations agencies including Weber Shandwick, Edelman, Spong and Rubenstein Public Relations, she is skilled at developing targeted communications programs that convey strategic messaging, compelling narratives, intangible brand attributes and subtle points of differentiation.

April has experience not only with marquee brands including MasterCard Worldwide, MetLife International, Sotheby's International Realty, Hyatt, Rosetta Stone, Petco, American Standard, The Dannon Company, YellowTail Wines, Sealed Air, and eMusic, but also with startups including Beekeeper, Softomotive (acquired by Microsoft), NEXT Trucking, Richr, Wilbur, Picnic Tax, and Suzy. The former award-winning journalist started her own company in 2013 and coined the term "Trust Relations" in 2019, which led to the creation of the strategic communications agency Trust Relations.

April received her B.A. in Journalism and Mass Communications from Iowa State University and continued studying integrated communications at Columbia University's master's program in Strategic Communications in New York City.

April is an official member and contributor of the Forbes Agency Council, Entrepreneur and Newsweek. She is also a co-host of two-time award-winning PR Wine Down podcast, as well as national mentor for SEED SPOT and OneValley Startup.



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