

1. Satisfaction & Product Performance:

We are very happy with the quality of the products we carry from Herbal Vineyards. We do wish we had access to order all of the products through the wholesale program. A lot of customers are interested in the flavored gels and different capsule varieties. The gold moss gel & purple moss gels are our best sellers by far. I don't think there are many other companies that are offering sea moss gel in a retail setting. Our customers seem happy with all of the Herbal Vineyards products, they come back regularly for more.

2. Ordering & Fulfillment Process:

We haven't had any issues with the ordering & fulfillment process! Over the past few years, we've only had 2 or 3 shipments that had some damage to sea moss jars, but we know that those things can happen & the cases are always packaged well with cushioning material. We order via email, but I've seen where there may be an option to order through the website with a wholesale account. If that is an option it would be even more convenient!

3. Marketing & Promotional Support:

Brochures or flyers that customers could take with them that talk about the benefits of sea moss & some of the more commonly asked questions would be really helpful, especially for older customers. The Herbal Vineyards website is really nice & the blog posts are helpful for both staff & customer education as well! We get asked a lot about the differences between gold and purple moss & irish moss vs. sea moss.

4. Product Range & Innovation:

The addition of flavored gel options is super exciting! That's probably the biggest question we get from customers, is if we have any flavored gels. We also have a few people looking for gummies (that taste good!). It's always nice to have different forms available so we have something for everyone. Lately we've been seeing people ask about capsules that have superfood blends along with sea moss (Sea Moss, Black seed oil, Ashwagandha, Burdock, Bladderwrack, & Turmeric).

Product innovation is important to us since it always seems like there is something new that customers are asking about, but we also really appreciate having a core set of sea moss products like Herbal Vineyards that we know are high quality!

5. Pricing & Value:

The pricing structure has worked well for us so far, we appreciate that there haven't been many price increases over the years. We do have people comment that the prices are high but we know that the product is high quality without fillers/preservatives, which speaks for itself.

6. Competitive Landscape:

We don't carry a competitor in terms of a sea moss gel, the one we had in the past had trouble with their packaging & mold on the product, so we eventually stopped carrying them. The only other sea moss products we carry are our own Garner's store brand capsules, powder, & a raw rainbow moss.

We were originally attracted to Herbal Vineyards because we had been unable to find any company offering Sea Moss Gel as a wholesale option & had a ton of customers requesting it. We assume it has to do with how short the shelf life of the gel is by nature. We were excited that the ingredients were clean & that we were able to carry what our customers had been asking for! Over the years our customers have had positive feedback on the products & come back regularly to restock. The quality of the product speaks for itself.

7. Partnership & Communication:

A+ Communication! Jessica does our Herbal Vineyards ordering & is always happy with how quickly we get email responses (even on the weekends!)

8. Feedback on Outreach & Acquisition Strategies:

We were originally attracted to the Herbal Vineyards brand because of the sea moss gel product specifically. Our customers were coming in looking for the gel, but at the time we only heard of people selling the gel at local markets & one vegan restaurant. We saw a lot of capsules & powders but no one was carrying the gel. We originally did a little trial to see if we could sell the gel before the sell by date & we were really surprised when it was so successful! We still have to keep an eye on the dates & order 12-24 at a time to make sure we don't have things go out of date, but we averaged around 91 jars of sea moss gel/month in 2023 just at our location. We have 4 locations in South Carolina & I believe they are all selling Herbal Vineyards products.