



Mary's Market

Branding, One Bite at a Time

Mary's Market & Deli is a study in evolution. Mary Magdalena renovated the rural Hygiene, CO storefront to its original charm, then built a reputation for fresh-made bakery and healthy goods. Now she's establishing her indie shop as a designated gluten-free bakery.

A sunny little sticker is the key to consistency as Mary's brand grows.

Magdalena upgraded the store from "a chips and pop market" and installed a new, full kitchen for baking. As she added new items, Magdalena used the same bright sticker as package labels on all her goodies. That repetition built the Mary's brand and showcased a growing range of products, while reinforcing the brand promise of healthy, tasty foods – from baked goods to hand-made sausages.

As the gluten-free line expands, Magdalena uses a smaller, second sticker to denote gluten-free items. "It's great, because we didn't have to do new artwork," she says. Good thing, since Magdalena herself is the core of the brand: Mary's yellow circular sticker bears Magdalena's own signature in bright blue.



Stickers give Magdalena the flexibility to use the same label on every size and type of package, from clear deli containers to butcher paper. They're cost-effective, and creative.

Packaging stickers also helped Magdalena gently introduce the new brand to attract new customers without alienating the store's traditional base. Mary's Market sits along a popular cycling route; she welcomes riders with free chocolate chip cookies, and stickers.

"We gave them stickers to put on their gear when we introduced the new name," she says. "I knew I had to do something to brand my business just as soon as I could afford it. People needed to know this wasn't the same store that had been in this location for all those previous years. We had our own identity, and we needed to let people know."

Newcomers still get a free cookie the first time they visit the store – a smart way to sample gluten-free goodies among skeptics. For the 2012 Venus de Miles women's bike ride, Mary's hosted a rest stop and gave away homemade energy bars made with wild plums.



“The breadth of goods that we offer reinforces our single brand.”

Magdalena is now launching gluten-free baking mixes at Mary’s, and plans to expand sales of Mary’s gluten-free goods to restaurants and other retailers. Stickers continue to reinforce the Mary’s brand as it moves in new directions.

“My name is the core of branding for everything,” Magdalena says. “With my name on sticker, people feel more comfortable calling me by name.” That suits her marketing strategy just fine: “My advertising is having a relationship with everyone who comes in the store.”



Seven tips for packaging

- 1 Package labels are effective, cost-efficient branding.** “It’s the cheapest thing you can do, and you get to design it yourself,” Magdalena says. “Keep repeating your key color everywhere.”
- 2 Combine identity with versatility.** The same brand label on a wide variety of packages builds brand equity and credibility. Design a sticker that suits the full range of goods.
- 3 Label your business card, too.** “I put a sticker on my business card so people know we’re gluten-free.”
- 4 Product packaging in other locations drives traffic to your store.** “People have come into our shop because they saw the Mary’s brand somewhere else.”
- 5 Be consistent.** Magdalena was tempted to use another name when she started carrying salsa made by a local vendor, but went with Mary’s to keep it simple for customers – and build the brand. “The breadth of goods that we offer reinforces our single brand.”
- 6 Sample generously.** Magdalena wins over skeptics when they taste her gluten-free goods. When sampling, give a brand sticker with every bite.
- 7 One package makes multiple impressions.** Every time someone takes a serving, the package label reinforces the brand.

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