

FOOD AND BEVERAGE

Sub-Zero's introduces digital hub for second year of Fresh Food Matters

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Sub-Zero's Fresh Food Matters campaign

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Home appliance maker Sub-Zero is bringing back its Fresh Food Matters initiative with new influencers and media outlet partnerships to promote the importance of fresh food and ingredients.

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Sub-Zero's Fresh Food Matters campaign is hosted on a dedicated Web site and features videos and posts from a variety of partners. Along the way, Sub-Zero is hoping the increased consumer-awareness of the importance of fresh food will drive customers to purchase its home appliances and storage units.

Fresh Food Matters

Sub-Zero is in the business of preserving fresh food, so it makes sense that it would want its customers to be interested in and understand the value of fresh ingredients.

Last year, the brand debuted its Fresh Food Matters initiative, a multimedia campaign to raise awareness about the importance of fresh food through the use of influencers, video and other content.

This year, the brand is bringing Fresh Food Matters back, with a number of new additions.

Similar to the year before, the campaign is centered on a dedicated Web site. From here, customers can view a number of videos and read posts from different influencers who have partnered with Sub-Zero.

Chef Ann Cooper

One video includes an interview with New Yorker cartoonist Emily Flake, who speaks about the loss of emphasis on fresh food in American culture and the need to return it to prominence.

Other influencers recruited for the campaign include a popular food blogger and a top chef, as well as others affiliated with the food industry in some capacity.

Additionally, Sub-Zero has partnered with the brand studios of a number of media publications, including the Washington Post and The Atlantic, for sponsored content related to the importance of fresh food and ingredients.

Sub-Zero's content is housed on the special site along with tutorials on how different food items should be stored and the option to explore the brand's collection of refrigeration pieces.

Digital content hub

Last year, Sub-Zero launched "The Naked Fridge" Web series, in which real homeowners reveal the contents of their refrigerators and their sometimes misguided storage methods ([see story](#)).

This year, the series returns with new videos following the same format.

Cartoonist Emily Flake

These videos, along with the rest of the content, emphasize the importance of keeping fresh food fresh.

Even brands outside of food-adjacent categories have used fresh food as a marketing point in campaigns.

For example, in 2015, hospitality chain Shangri-La Hotels & Resorts expanded its environmental awareness far beyond Earth Day April 22 with an initiative that embeds sustainable ways in the hotel's daily culinary efforts ([see story](#)).

If this year's Fresh Food Matters is as successful as last year's, Sub-Zero may turn it into an annual event, celebrating Earth Day each year while also raising the brand's profile among discerning food shoppers.

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