



Thentic connects producers, retailers, restaurants, and consumers to increase communication, trust, brand awareness, and sales.

“Thentic totally fits our web strategy.”

- Al Courchesne, Farmer, Frog Hollow Farm

“We’re always looking for ways to give our customers more information about the products we sell.”

- Liz Scatena, Marketing Manager, Straus Family Creamery

“There’s too much misinformation out there. We know other operators don’t have the same high standards we do. We use Thentic to help people understand that.”

- Terry Hunt, CEO, Wildplanet Foods

Overview

Thentic helps people *learn, locate, try and buy* foods that are healthier, more satisfying and sustainable.

Why?

Because everyone's become too disconnected from their food. People don't know where their food originates how it's made, why it's made a certain way; or even if it's good or bad for them.

As people's tastes change and the demand for clean food increases, *people need easy ways to know what's right for them.*

At Thentic, we think *the answer is in relationships and conversations*, not RFID chips or certifications.

Why us?

- We're food people – everyone on the team grew up farming, worked in restaurants, or studied at culinary school.
- We can't find the information we're looking for.
- We don't trust traditional advertising.

What's the cost?

Thentic is supported by producers who want people to know their story. These companies are committed to transparency and quality.

- Producers: \$395 per year
- Retailers and Restaurants: Free

Why join Thentic?

People want to know the story behind their food. Research shows that 72 percent of people want more information about the source, production methods, and contents of the packaged food products they buy.

Professionals, to get the most out of product, must know how it's made. They also want to know what justifies a higher price, what its benefits are, and why it outshines the others.

Retailers need to share products' stories with their employees and to their customers.

Consumers are worried about their health and their children's health; they are concerned with the environment and sustainability; and they want to feel a connection with their food, and know that their dollars are going to a real person, not some faceless corporation.

Thentic offers people the connections and understanding they seek.

Getting Started - Consumers

Our tools make it easy for people to learn about food.

Product of the Day

Every day Thentic brings another product to light with pictures, descriptions, tasting notes and availability.

What's being asked?

Submit a question, tag with a few keywords and we route it to experts who share their insights. Questions are answered by a variety of experts, with different viewpoints, so you get the whole story.

Events Calendar

Food events are happening all the time. But it's hard to know when your local retailer or restaurant is sampling a product. Consumers can subscribe to the Thentic Tastings Calendar to learn when and where to find samples of products.

Eat Well Social Sampling Club *(coming soon)*

Trying something new can be challenging. Eat Well offers people an easy, low-risk way to try products and share experiences.

Getting Started - Professionals

Thentic.com provides all the functionality of a website with the added benefits of social networking features and aggregation.

Here are some of the features that will appear on a company's Thentic profile:

Company Description

Add your company history and philosophy, along with contact information.

Transparency Questions

Producers on Thentic are required to answer three questions which are displayed on their profile.

- *Where are your products grown, made, or sourced?*
- *Do you have a corporate parent? If so, who?*
- *What's your company's inspiration?*

We feel any company ought to be comfortable answering these questions.


Product Profile with Tasting Notes and Availability

We collect Tasting Notes on Thentic products from retailers and restaurateurs around the country and display them on the product page.

A Tasting Note is more than just a flavor profile. This is where professionals explain how and why they chose this

Home > Wild Planet

Wild Planet



Click a section to edit this profile. [view your public profile](#)

- Contact Information
- Logo
- Company History
- Profile Questions
- Products
- Add/Edit Blog Entry
- Invitations
- Employees
- Payments

[Need Help?](#)

Company Contact & Description

[about](#) [browse products](#) [discuss](#) [contact](#)

Ownership:
We are independent of any parent company and our owners include many of the fishermen from whom we source our fish.

Sourcing:
Supporting US coastal fishing communities, we source Albacore Tuna, Shrimp and Dungeness Crab from the Pacific Northwest, Sardines from the California coast and Sockeye Salmon from Alaska. We buy our SkipJack Tuna from a Japanese pole fishing fleet. We package our products in Alaska, Washington and Southeast Asia.

Inspiration:
After witnessing the destruction of the marine eco-system and the collapse from overfishing of various fish species, our founder, Bill Carvalho, vowed 10 years ago to only purchase from sustainable sources that are free of wasteful bycatch and habitat destruction. The team we have assembled, including investors, are dedicated to educating consumers to the preferable choice of buying the finest sustainably caught wild seafood in order to support the conservation of our marine resources. In this way, we help convince fishing fleets to convert their catch methods to comply with our sourcing requirement that they use sustainable fishing gear, avoiding overfishing, bycatch and eco-destruction.

Transparency Questions

Wild Albacore Tuna

All of Wild Planet's seafood is listed as the "BEST CHOICE" by Monterey Bay Aquarium Seafood Watch for sustainability. Their fish are caught one-by-one using hand lines and "pole and troll" methods. This insures that, unlike the long-line caught fish many companies use, there isn't any bycatch, assuring that other species of marine life such as dolphins and turtles aren't harmed. Wild Planet Albacore Tuna - has six times the Omega 3 and half the mercury as compared to the national brands.

Produced by 



Product Availability




B-Rite Market
3639 16th Street
San Francisco, CA 94110
Tel 415 241 9760
<http://www.britemarket.com/>

Tasting Notes Tasting Notes help other members learn what to try; add a Tasting Note to easily compare products and to share your experiences with your friends.

 This tuna is really good. It's packed in natural juices not oil so it doesn't feel as moist as some cheaper tuna, but it actually tastes like tuna. I introduced it to some Italian friends of mine and they agreed it's the best tasting canned tuna they've ever had.
shared by [David R.](#)

Add a note about Wild Albacore Tuna

Suggestion: write a note that helps you remember something distinct about Wild Albacore Tuna. Your note can be as short (or as long) as you like.

product, or maybe they share a brief story about the product and its use in their establishment.

Professional Profiles

Leverage your key employees' knowledge. Share it with consumers online and educate other staff members.

Add expertise tags, so we know who to route people's questions to. The more active you are, the more people will know and interact with your brand.

Questions & Answers

People ask questions on products and issues they want to know more about. Thentic reviews all questions before routing them on to businesses.



Kristine E.

Product Profile

Last Name (private): Espinola
ZIP Code (private): 94115
Email Address (private): Kristine@thentic.com

Member Since:
March 2nd, 2010

Kristine E. eats/drinks in...
San Francisco, CA

About Me:
[Edit Profile](#)

Tasting Notes (14)

[2004 Heart of Stone Syrah](#) made by [Clos Saron](#)
Dark garnet with a nose composed of minerals and red berries. What a huge mouthful of wine this is, a mineral underpinning, supported by a silky texture and a seriously peppery finish. Can someone roast r

[2007 Napa Valley Zinfandel](#) made by [Oakville Winery](#)
Good weight and presence on the palate, with a touch of dressed with fresh cracked pepper and a light touch of oak in this classic take on the classic California varietal. Committed to growing grapes without the use of synthetic pesticides, the California Certified Organic Farmers, Bonded organic vineyard management techniques. Seedling removal reduces fungus and mildew pressure. Peas, mustard and vetch, are planted between rows to reduce soil erosion, reduce dust, restore nutrients and

Professional Profiles

[about](#) [browse products](#) [discuss](#) [contact](#)

Have a question for us?

What can high Omega 3 foods do for you? Posted by Wild Planet at 15:31 on Wed, Mar 10, 10

- Reduce inflammation throughout your body
- Keep your blood from clotting excessively
- Maintain the fluidity of your cell membranes
- Lower the amount of lipids (fats such as cholesterol and triglycerides) circulating in the bloodstream
- Decrease platelet aggregation, preventing excessive blood clotting
- Inhibit thickening of the arteries by decreasing endothelial cells' production of a platelet-derived growth factor (the lining of the arteries is composed of endothelial cells)
- Increase the activity of another chemical derived from endothelial cells (endothelium-derived nitric oxide), which causes arteries to relax and dilate
- Reduce the production of messenger chemicals called cytokines, which are involved in the inflammatory response associated with atherosclerosis
- Reduce the risk of becoming obese and improve the body's ability to respond to insulin by stimulating

Questions & Answers

FAQs

How do I use Thentic?

Thentic is primarily a communication platform—you choose the method best suited for your needs and audience. We help you broadcast your story and expertise, building brand awareness and sales.

How does Thentic compare to other sites?

Thentic.com provides all the functionality of a standard website with the added benefits of social networking features and aggregation. Some call us a “pretailer”—we’re the place people go to find new products and narrow their choices before digging deeper on a company’s own website. Here’s how we differ from some of the other sites out there:

Reader review sites, like Yelp and Zagat.com, draw their content from consumers, whose reviews can be unpredictable and based on a variety of factors besides the quality of the product or experience. In contrast, Thentic starts with experts who recommend and write notes on products—they are professionals with years of experience in the food and beverage industry. Consumers can identify and trust our experts, because each is required to include their name, title, and company.

Marketplace sites, like Foodzie and Foodoro, allow consumers to click through and buy specialty food products from artisan producers. These sites have little market penetration at this time; the majority of consumers are still more comfortable purchasing products they can see, touch, smell, and feel. At Thentic, we want to retain that human connection. Our goal is to help consumers learn more about products, and then find out where they can buy them locally.

Social media sites, like Facebook, YouTube, and Twitter, have their place, but we disagree with the fact that you need a million unique users per month to make a site work. We feel that an engaged audience is better than a vast universe of ultra-abbreviated attention-span-deficient members of the world at large. We’ll take the best features of these networking tools and incorporate them into Thentic when they make sense. We will bridge the online-offline gap and ensure that Thentic users pass your story on to their friends, generating genuine word-of-mouth marketing that ordinary advertisers and marketers will never achieve.

Thentic’s model is straightforward: For a low annual fee, we provide the tools to get your message out to the most engaged audience possible.

How does Thentic attract and keep visitors?

Thentic is a community of like-minded business owners with similar audiences. Using social media tools—profiles, video, notes, feeds, blogging, tagging, inviting, notifications, and so on, Thentic helps businesses connect and stay connected with their audience. It also helps others find and stay up to date with you.

Aggregation: Having similar businesses aggregated in one location makes it easier for consumers to discover and learn about products. They can easily compare company philosophies, methods, and passions, and determine where to spend their dollar.

Tasting events: Thentic holds periodic tasting events where consumers are invited to sample Thentic products, and producers and consumers get to meet face to face: consumers can ask questions and learn more, and producers get a chance to tell their stories.

Social Sampling Club: Thentic is partnering with group buying company HomeRun to offer Thentic products to HomeRun users. Once users have tried the products, we'll follow up with them and get their feedback.

Shelf-talkers: Thentic isn't just on the web.

Members can easily identify their products with shelf-talkers.

Choose a Tasting Note, product description, or serving suggestion for your shelf talkers for retailers to use.



Shelftalker Concepts

We can place product descriptions, tasting notes, images or company logos in a variety of sizes and formats.

Who is Thentic?

David Renkert, CEO, was lucky enough to have been raised on a small family farm in Pennsylvania, raising livestock and driving tractors. His family now ranches in Wyoming and he enjoys getting back there from time to time. He started cooking at an early age and attended culinary school, but somehow ended up working in technology sales. Realizing sales wasn't his passion, David spent five years writing and speaking about farmland conservation and regional planning. His work has been published by UC Davis and the Urban Land Institute, and he's spoken at several universities and at national and regional conferences including the American Planning Association, American Agricultural Law Association, and American Farmland Trust. With Thentic, he is getting back to his roots, combining the things he loves most—food, farming, and people.

Matt McGinnis, Technical Lead, is the resident geek at Thentic. Although he now spends his time wrangling zeros and ones, much of his childhood was spent on his grandparents' farm in central Ohio. Matt earned his bachelor's of science degree in mechanical engineering from the University of Toledo and quickly moved into a career in information technology. With Thentic, Matt hopes to create a valuable online resource and community for the food and beverage industry.

Carey Jones, Communications & Community Manager, has always loved food, but it wasn't until she moved to California in 1995 and discovered farmers' markets that she began to pay attention to where that food was actually coming from. This interest led her to a stint on an organic farm, and then to culinary school. She's worked as a writer and editor, a personal chef and caterer, and, with Thentic, is excited to spread what she loves about food to a wider audience.

Our Charter Members

- Ray Bair, Cheese Plus, San Francisco, CA
- Al "Farmer Al" Courchesne, Frog Hollow Farm, Brentwood, CA
- Jay Smith, Sunshine Foods Market, St. Helena, CA
- Randall Owczarak, Alameda Natural Grocery, Alameda, CA
- Bob Gerner, The Natural Grocery Company, Berkeley, CA
- Mary and Jim Rickert, Prather Ranch, Shasta, CA

Funding, Memberships, and Pricing

Funding

We are using our own funds, combined with the money raised through charter memberships and subscription fees. The integrity of our mission is important to us. We do not want investors forcing us to monetize every action a user may take.

Annual Pricing

Pricing begins at \$395/year.

Contact Us

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