



Introducing
ACG NJ's 2020 Corporate Growth Award Honoree

An Interview with
Shira Berk
Founder & CEO
Goodie Girl

*Conducted by Sally Glick, Past President, ACG New Jersey
Principal of the Firm and Chief Growth Strategist, SobelCo*



Innovations, like inventions, are often driven by necessity – but they are also powered by imagination!

So, it was not totally surprising that when Shira Berk left the music industry, she leveraged her creative energy and redirected her vision into making great tasting treats for her kids and friends while changing the world at the same time!

She had no real practical experience in baking, but she brought a passion for ingenuity to the process, patiently spending hours experimenting with countless bags of rice, oat, and buckwheat flour to come up great tasting cookies that were all naturally made with better-for-you ingredients.

It goes without saying that the cookies were a hit with her kids and their friends.

It did not take long for Shira to realize that what was appealing and healthy for her kids would work for other families. While some moms might have been very content to offer fresh, wholesome, yummy snacks to their own children, and even the entire neighborhood, that was only the beginning for this entrepreneur. After successfully introducing a wide range of parents and their kids to her great tasting treats, Shira decided to revolutionize the cookie aisle and introduce Goodie Girl Cookies.

Not that it was as easy as it sounds of course! Competing in the consumer package goods space is a daunting challenge for any emerging brand. Shoppers are demanding more from the products they purchase in terms of benefits - and as such, new products need to be able to stand out. Emerging brands also need to navigate how best to manage the number of touch points in the customer journey from awareness to purchase including how best to approach distribution in traditional brick and mortar retail to ecommerce, to social media and more. But Goodie Girl has successfully navigated this volatile terrain and has disrupted the cookie aisle with its unique style and approach.

The good news is that consumer demand for better-for-you products is on the rise just in time for a product like Goodie Girl which is hyper-focused on meeting the needs of these customers with amazingly delicious cookies that are gluten free, peanut free, containing nothing artificial and using sustainably sourced ingredients. In fact, Goodie Girl was one of the first gluten free brands to establish a strong foothold in Whole Foods and has successfully expanded its presence from specialty retailers (i.e.

Wegmans) to large mass retailers including Wal-Mart and Target and giant Amazon.

In addition, shelf impact is key. Shira knew that breaking through the clutter would be critical for the success of her new company so she made sure that Goodie Girl's packaging would do just that. The look and design of Goodie Girl packaging was inspired by her artistic flair for color and creativity and is reflected in how the brand presents itself to the consumer. The brand's personality is defined as a little edgy, a bit rebellious, colorful, fun-loving and very real and authentic...not a typical "corporate" look at all. As a result, the brand's packaging contributes to how it communicates with consumers, especially on social media where a strong presence is a must for any emerging brand today.

Brands matter – and words matter! Shira loved 'goodies' as a kid and somehow the nickname "Goodie Girl" stuck. It was the perfect choice for the brand name of her new company, not only because of the goodness of the cookies, but because it also fit the company's mission of making wholesome, better tasting, iconic treats using amazing ingredients that everyone can enjoy.

Simply put, at Goodie Girl, they believe in the power of authentic, creative expression and the simple joy derived from the goodness of a sweet snack.

Every great, innovative company needs great, innovative leadership. What stands out most clearly is that innovation and compassion is deeply embedded in Shira's DNA. As a kid, she was always bursting with creativity, whether in the kitchen, on stage, singing or painting. She never stopped being grateful for the opportunities she has had that afforded her the chances to explore her individual and unique artistry.

She is not just a passionate baker; she is not just a passionate business owner; she is not just a passionate artist. In fact, she is so much more. She goes well beyond her cookie recipes and successful products to demonstrate a passion for connecting children with opportunities for imaginative exploration and expression. That is why, through the launch of her company, Goodie Girl, Shira is able to change lives. And that is why with every purchase of Goodie Girl Cookies, consumers are supporting LEAP, a nonprofit with a mission to provide underserved children with educational arts programs that foster creativity.

It is a privilege to have selected Shira Berk and Goodie Girl as a 2020 ACG NJ honoree for the Corporate Growth Conference Award and we look forward to hearing from her at the newly rescheduled conference.

We look forward to seeing you next May at The Palace at Somerset Park for networking, plated breakfast, panel presentations featuring our Corporate Growth Award Honorees, and keynote address with our Corporate Lifetime Achievement Award Honoree, Church & Dwight Co., Inc.

ACG NJ 2020 Corporate Growth Conference & Awards

NEW DATE: Thursday, May 6, 2021

7:30 AM - 12:00 PM

The Palace at Somerset Park, Somerset, NJ