

Partner Proposal

Your Products x Golden Sage Market

GOLDEN
SAGE Market

Golden Sage Market is an online specialty shop selling provisions, wine & beer made in California.

WHY US?

We don't sell just any products. We work with small batch producers who use sustainable, people-first production and business practices.



We create connections between producers and consumers through a shared love of great tastes, human-centered values, and a commitment to reinvesting in our local & regional food system.

WHY YOU.

Passionate about food? So are we.

And we're even more passionate about supporting small businesses that value our food system as much as we do.

If you're a California-based, small batch, earth-friendly food producer, we want to work with you. We'll deliver your products into the hands of the people who love them so that you can focus on what you do best: making great food.

(Y)OUR PRODUCTS.

We market high quality foods and beverages that are affordable, sustainably made, and have no artificial ingredients (or at least not many).

We taste everything we sell, because we want to (did we mention we love food?), and also because we only sell what we believe in. We want to be passionate about what you produce so that we can share it with the world in the way that you intend.



HOW IT WORKS.

Think of us as a sales & marketing channel. But, we'll never charge you, because our store is only as successful as the products we sell.



Your products will be featured in our online market where we will take all customer orders.



We'll place a wholesale or discounted order with you on a schedule that fits your production cycle. (Since your products are fresh and we're a small start-up, we don't hold any inventory.)



You ship to us. Then, we package and ship to our customers.

We're not interested in outsourcing or dropshipping. That means your product will be hand-packaged and sent with care.

OUR REACH

We've done our homework on the right type of customer for Golden Sage Market.

Our target tasters are people who care about their food and where it comes from, because that's who will most likely buy (and rebuy) yours.

Your products will be available for purchase on our eCommerce site goldensagemarket.com, as well as on Instagram Marketplace and in our Google store. And, when we promote them through our paid and owned media channels, we know we're reaching the right people.



We may ask you to join us in storytelling and cross-promotion.

And we'll need some brand assets from you, but we'll take care of the rest.



HOW WE'RE DIFFERENT.

We're not just selling food, we're building a community.

Here are a few perks of joining our community as an early partner:



Feature your products in the launch of our subscription box program.



Access our Insiders group, where you'll be able to test new products and gain market insights.



Leverage our channels to share your brand's story, mission, and promise, because we believe in your cause, too, and we know that education is essential to lasting change.



YOU'LL BE IN GOOD COMPANY.

Rooted Fare

makes exciting sauces and spreads inspired by diverse cultural roots. A mission-based business, they share their profits with immigrant entrepreneurs in the food industry whose recipes and ideas serve as the basis for their products.



Joshua Tree Coffee

roasts premium, organic, ethically-sourced coffee while protecting the environment and striving to preserve the beautiful land they were founded on in Joshua Tree, CA.



OUR VALUES

Humans.

We partner with producers who put people first, from fair employment practices to fair representation.

Quality.

From the ingredients in the products we sell to the service we provide, quality is something we're not willing to sacrifice.

Sustainability.

Through environmental, labor, and business practices, we're making the local food system stronger, one step at a time.

Relationships.

When you work with us, you're always our partner, never a vendor.

Happiness.

Food is joy, and we want to spread it!

OUR FOUNDER.

Hi, I'm Carla.

I was born and raised in New York City, but I followed the sun to the West Coast and I'm delighted to say that I've chosen California as my forever home.

I've dreamt of owning my own specialty food shop since I was a kid. After 15 years working in marketing, operations, and client services in the social impact space, I decided it was time to put my heart into helping build a strong, sustainable local food system.

In 2020, I earned my Master's Degree in Food Studies from New York University, and Golden Sage Market was born.

As a small business owner myself, my full support goes to entrepreneurs who treat their work as a craft. I believe in quality over mass profits. In eating good food, drinking good wine, and spending time with the people (and cat) I love.

LET'S BREAK BREAD

We'd love to hear from you.

So, give Carla a call at (917) 991-3691.

Or email us at goldensagemarket@gmail.com.