

TONE, VOICE, AND COPY



RADICLE:

THE LOWER PART OF A PLANT EMBRYO
THAT DEVELOPS INTO THE PRIMARY ROOT.

Strong Roots is built on ‘radicle thought’ - on a system and strategy that breaks away from the norm to form its own root system. We are the first to move, the first to build, the first to inspire. We’re an anchor in a sea of change, leaders in thought and practice.

Everything we do, we do with our sleeves rolled up. We craft and graft hard for ourselves, our customers, and the industry. From the veggie-curious to pro-plant people, we create for those who are friends with vegetables but not enemies with animal proteins. We’re speaking to a global audience.

What are we talking to them about? Simply put, delicious food designed for busy lives. Tasty comes first - it always has and always will. None of our veggie-forward dishes come without a side of radicle inspiration. If we can’t make something that already exists better, we don’t make it at all.

At our core, we are bóld, simple, and real. Bóld not in the British or American sense, but in the Irish sense: courageous and brave with a dash of mischievous mixed in. We look upon authority with a respectful dose of skepticism in order to make the establishment better. Once we find this improved path, we follow it in pursuit of simple products, simple messaging, and authenticity.

Why are we doing this? Because we must. Not because we’re superheroes, but because we’re rooted in good. We wake up each day knowing that food can be better - for ourselves, for our health, for our consumer, for their wallets - if we make it so. Sustainability is at the heart of all we do, but not because it’s expected. It’s because it works better. We’ll take better products over profit any day of the week.

We have no agenda other than growing delicious food, and we’ll continue to use our strong voice to lead the change.

WHO'S TALKING?

Simple messaging is at the heart of the Strong Roots voice. We're not big on feeding the hype beast. But we are big into feeding those who crave the unexpected. We're plant-based and frozen not because it's cool, but because we believe it's the best way forward.

We are grounded, approachable, and inclusive - and our messaging isn't overly-complicated. We work hard to cut out the BS and get straight to the point: good food can be tasty AF.

We are simple.

We are real.

We are Strong Roots.



EAT ME!

KEY PHRASES

Simple, real food.

Grown in the soil, not made in a lab.

Food can be better.

We are rooted in good.

We are crafters and grafters.

Frozen and solid AF.

Vegetables grown by humans, for humans.

Tastes like what it looks like.

Frozen to fork in 15.

Plant-based food made from 100% plants.

100% plants. 0% nonsense.

Fills you up and keeps you grounded.

Vegetables: the 10,000 year old food trend.

Whole foods without a whole day of cooking.

More than brain food. Mindful food.

Swap fake meat for real veg.

Unfake your food.

Swap guilty for pleasure.

Straight-up tasty, no nonsense.

Comfort food without the baggage.

Better brunching starts here.

Keeps you grounded.

Frozen meat-free.

Find us in the freezer.

Veggie forward.

Future food.

Flexitarian.

Bóld. [Pronounced ‘bould’ this Irish term means mischievous, disruptive, courageous, and radical.]

DO’S AND DONT’S

- We don’t use “burger” to describe patty products.
- Patty products aren’t meat replacements. We don’t market them in terms of a substitute for meat.
- “Vegan” and “vegetarian” are used only when marketing to that specific market. In general, we use inclusive language such as “plant-based” that doesn’t exclude meat eaters and flexitarians.
- “Ok” is never used; it’s “okay”.

LANGUAGE

(WORDS WITH “RE” SUFFIXES) ...FIBRE, CENTRE

COLOUR

FLAVOUR

ROCKET

COURGETTE

BEETROOT

FAVOURITE



UK SPELLING

NUANCES

CENTER, FIBER... (WORDS WITH “ER” SUFFIXES)

COLOR

FLAVOR

ARUGULA

ZUCCHINI

BEET

FAVORITE

USA SPELLING





GRAMMAR GUIDELINES

Strong Roots uses The Writer style guide and the rules outlined here.

VOICE

We use plural first-person pronouns. (“we” not “I”)

ABBREVIATIONS

Abbreviations don’t need full stops. If the abbreviation is well known, like BMW, CIA, or NATO, it doesn’t need to be written out. If it is a lesser known abbreviation, it is written out on first use and then abbreviated in following uses.

CAPITALISATION

Capitalise only the first word and proper nouns in headings and blog post titles. For product names and job titles, use Title Case.

DATES AND TIMES

Dates are formatted like this: 20th January 2021. For a range of dates, use 2nd to 13th June over 2nd-13th June. We use the 12-hour clock with a full stop, using figures ‘am’ and ‘pm’ without full stops and no space between the number and the letters: 2.30pm.

NUMBERS

We write numbers from one to ten as words and from 11 upwards as figures. The same applies for first, second, third and so on.

The exception is starting a sentence with a figure, in which case it needs to be spelled out. If it’s a number over 20, a hyphen is used.

A hyphen should be used where the number is part of an adjective: In this four-hour session you’ll learn the basics of Lightroom.

A comma should be used in numbers from 1,000 and up and million and billion should be spelled out.



GRAMMAR GUIDELINES CONTINUED

ELLIPSES

We only use an ellipsis to indicate a pause in speech or to show something’s missing.

EXCLAMATION MARK

We avoid use of exclamation marks unless absolutely necessary.

SPACES

We never use a double space after a full stop.

AMPERSANDS

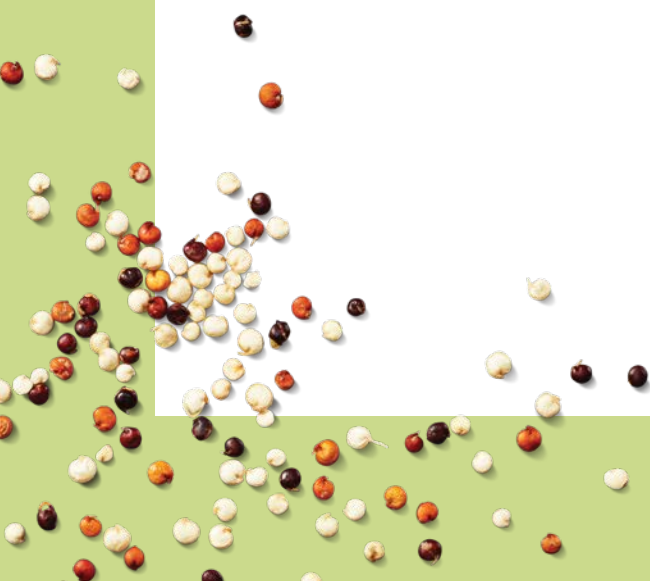
We don’t use ampersands unless they are part of a brand name, one of our product names, like The Pumpkin & Spinach, or when short on space in a Tweet.

COMMAS

Oxford commas are used unless short on space in a Tweet.

DASHES

We use en dashes. When breaking up clauses and phrases, use an en dash with a space before and after.



EMOJI USAGE

Emojis are the official language of the internet - we get it, and we love ‘em, too. But emojis should only be used to enhance content, not be the sole content themselves.

When using emojis, the following are standard symbols used in multichannel marketing published by Strong Roots.

When, what, where?

The “Flexed Bicep + Seedling” or “Flexed Bicep + Seedling + Snowflake” emojis are for use in all email signatures. Replies to customer social posts should include a face, heart, or high five emoji.



FLEXED BICEP + SEEDLING = STRONG ROOTS



FLEXED BICEP + SEEDLING + SNOWFLAKE = STRONG ROOTS FROZEN



SMILING FACE WITH HEARTS



DROOLING FACE



SMILING FACE WITH HEART EYES



GREEN HEART



GRINNING WITH SMILING EYES



RAISING HANDS

The above emojis are regularly used when liking and replying to customer social posts.

PRODUCT NAMES

PRODUCT NAMES IN IRELAND



THE BEET & BEAN

Beans, beets, and bulgur wheat. A bold combination for fans of adventures in flavour.

THE KALE & QUINOA

Quinoa, kale, and mixed veg. Straight-up tasty, no nonsense.

THE PUMPKIN & SPINACH

Pumpkin, spinach, and a puffed quinoa coating. A little bit of sweet, a whole lot of goodness.

BROCCOLI & PURPLE CARROT BITES

Crisp broccoli bites coated in a purple carrot crumb. For a technicolour snack to brighten up your life.

SPINACH BITES

Spinach bites wrapped up in a carrot and vegetable crumb. A small (but perfectly formed) taste explosion.

CAULIFLOWER HASH BROWNS

Crispy hash browns made with cauliflower. Gamechanger. Better brunching starts here.

COURGETTE & SPINACH HASH BROWNS

A crisp and mouth-watering mix of courgette, spinach, and potato. Bringing the humble hash brown to the next level.

PRODUCT NAMES IN IRELAND



PROPER CHIPS

Light and fluffy potatoes and a drop of sunflower oil. Just two ingredients, one proper tasty chip.

THE VEGETABLE FINGERS

Tasty vegetable sticks wrapped in a satisfyingly crispy gluten free crumb. Comfort food without the baggage.

GARLIC ROASTED SWEET POTATO

Juicy chunks of sweet potato, seasoned with garlic and herbs, and with a crisp dusting of rice flour. A burst of colour and taste for your plate.

MIXED ROOT VEGETABLE FRIES

Beetroot, carrot, and parsnip together at last and coated in a light rice flour batter for a crisp and slender fry. Rainbow brights for life.

OVEN BAKED SWEET POTATO FRIES

The OG. Skinny, crisp sweet potato fries, coated in a light rice flour batter. Making meals tastier since 2015.

CRUNCHY CORN & CARROT CHUNKS

Corn and carrot, with a corn flake and semolina crumb. A naturally sweet little pop of taste you won't be able to resist.

SWEET POTATO & BUTTERNUT NUGGETS

A perfect combination of butternut squash, parsnip, and sweet potato with a corn flake and semolina crumb for a glorious burst of natural sweetness all wrapped up in one comforting nugget.

PRODUCT NAMES IN THE UK



THE PUMPKIN & SPINACH

Pumpkin, spinach, and a puffed quinoa coating. A little bit of sweet, a whole lot of goodness.

THE KALE & QUINOA

Quinoa, kale, and mixed veg. Straight-up tasty, no nonsense.

THE BEAN & BEET

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GARLIC ROASTED SWEET POTATO

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PRODUCT NAMES IN THE US



CAULIFLOWER HASH BROWNS

Crispy hash browns made with cauliflower. Gamechanger. Better brunching starts here.

BROCCOLI & PURPLE CARROT BITES

Crisp broccoli bites coated in a purple carrot crumb. For a technicolor snack to brighten up your life.

SPINACH BITES

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THE PUMPKIN & SPINACH

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