Ballerina Farm

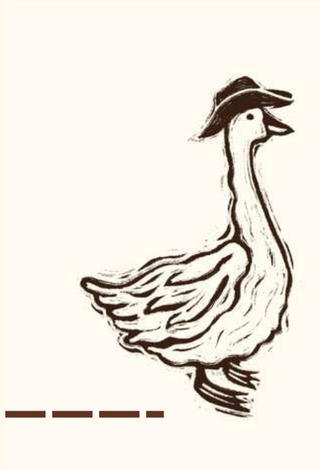
A mobile activation, bone brooth hot chocolate

Anna Grichanenko

About

What started as a small herd and a patch of land has grown into a working farm and a company made up of hard-working people in Kamas, Utah. We love raising our wild kids here, watching them learn the same lessons we do every day: that good things take time, and real work is worth it.

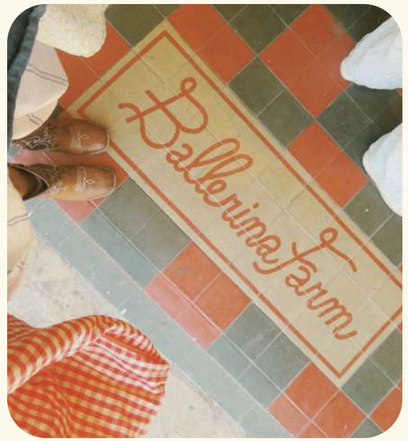
Our goal has always been to create food and products that bring people closer to the land and to each other. We're proud of what we're building, and even more grateful to share it with you. Thanks for stopping by.



Mission Statement

Ballerina Farm began as a simple dream.

We wanted to build our family's life around good food and hard work, inviting people along for the ride.







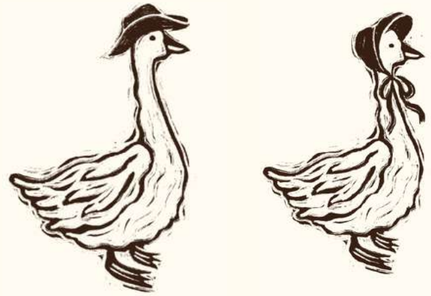


Brand Assets

Logo

Ballerina Farm

Icons



Brand Colors

Product



A BALANCED CHOCOLATE DRINK THAT GIVES YOU MORE THAN JUST CHOCOLATE.

Bone Broth Hot Cocoa

Grass-fed bone broth and grass-fed collagen and mixed them up with

Cocoa + coconut **Sugar** + **Monk fruit** + a little French **Salt**.

MINERALS
COLLAGEN
BONE BROTH
AMINO ACIDS





Product

Ballerina Farm is a family-owned farm and food company based in Utah that produces organic, clean-ingredient products directly on their farm. Their mission is to create food and products that bring people closer to the land and to each other.

To celebrate the arrival of fall and colder weather, this activation promotes Ballerina Farm's Hot Chocolate with Bone Broth, a drink that is both nutritious and comforting. The activation takes place over three days in three popular New York City parks:

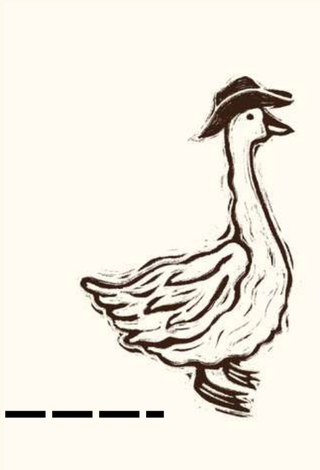
- **Friday**: Bryant Park
- **Saturday**: Union Square Greenmarket
- **Sunday**: Domino Park

At each location, a branded Ballerina Farm truck will serve free hot chocolate to visitors throughout the day. The activation centers around the idea:

"You Got Your Cup, Now Come Warm Up."

After receiving their free hot chocolate, visitors are invited into a cozy space located behind the truck. At the entrance, they are offered a blanket before entering a communal farm-style setting. The space features a large rustic table where guests can sit, warm up, relax, and connect with others. This environment encourages visitors to slow down and enjoy a moment of comfort and community.
As visitors leave the experience, they return their blanket to a brand ambassador and are invited to choose a gift from a wooden farm basket. The gifts include sample packets of Ballerina Farm Protein Powder or Hot Chocolate Mix, allowing guests to continue the experience at home.
Rather than simply offering a product sample, it offers a moment of rest and human connection. The experience directly reflects Ballerina Farm's mission of bringing people closer to the land and to each other.

" You got your cup, now come warm up"



Audience

Who likes food and wellness



Whether someone is health-conscious, a busy city resident, a parent, or simply a food lover, the brand offers something relatable: good food that brings comfort and people together.

Bryant park

Union Sqr



Domino prk

1 Location

Friday

Bryant Park

- *A rustic farm inspired truck surrounded by skyscrapers,* ***fall activity***
- A lively location, which a lot of **tourists pass** from all over the world and America



2 Location

Saturday

Union Square

- *We will park in Union Square next to the market*
- *After shopping for groceries people can grab a cup of hot chocolate*



3 Location

Sunday

Domino Park

- *On a Sunday we will park at Domino Park along the waterfront*
- *After spending the day at the park, people can grab a cup of hot chocolate and enjoy it with the Manhattan skyline view*

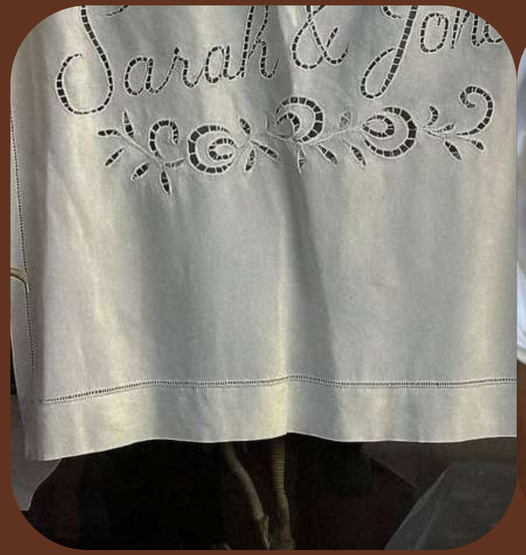





CAFE DE LA
REVELOTTE
AINSLEY DUBOSE





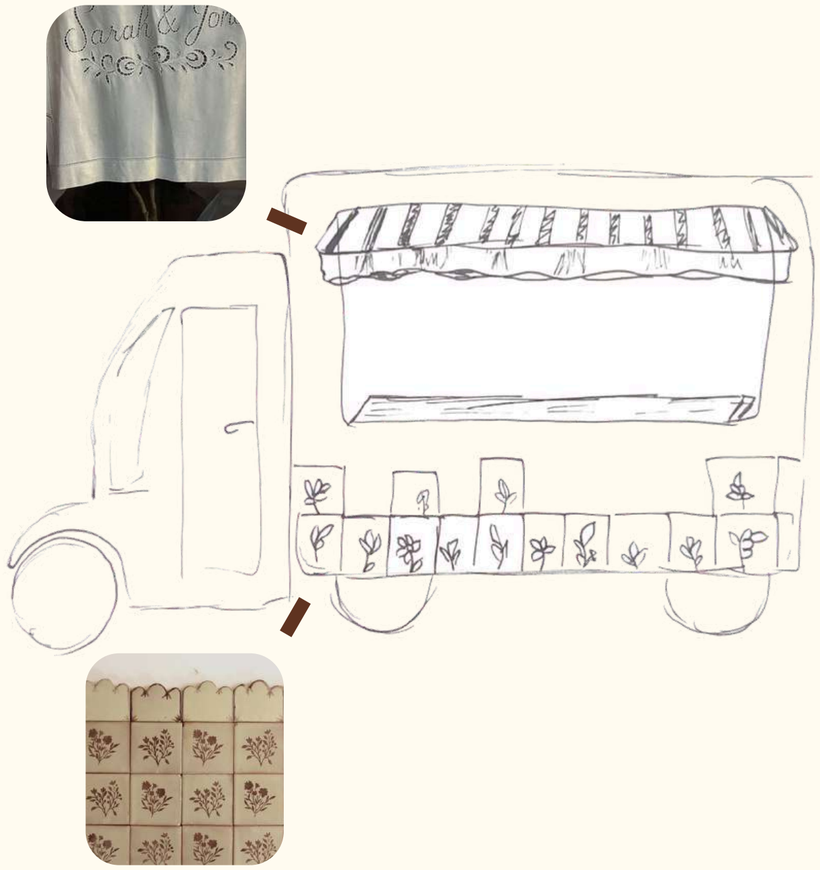

Sarah & Jon


Jacquemus

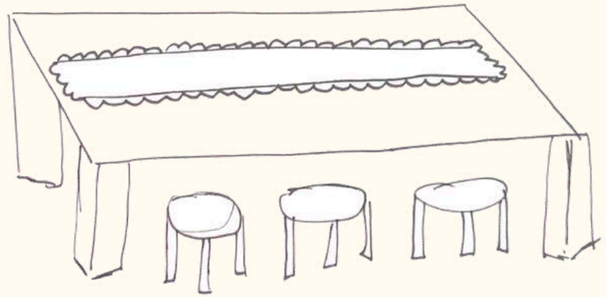

Coffee


PETIT
FARMERS
PARIS

Sketches



Behind the truck



— *One long communal wooden table beside the truck. People receive their hot chocolate and sit together.*

Activations

1 - The Farmhouse Truck

2 - A hot chocolate give away

3 - Zone to get warm and a gift



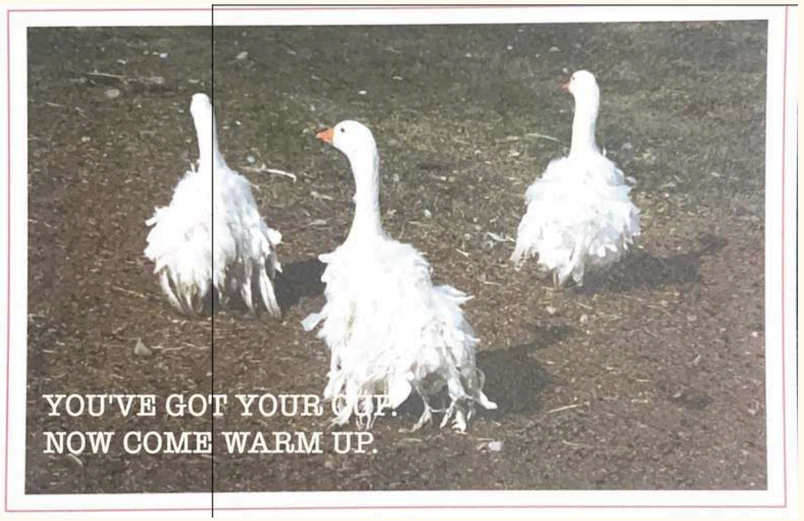





"Ballerina Farm began as a simple dream."
We wanted to build our family's life around good food and hard work, inviting people along for the ride.
"You get your cup, now

Gifts





Ballerina Farm

THANK YOU

Wholesome Charm for Everyday Living

EST. 2017

Take your cocoa around back.

Sit. Stay awhile.

Enjoy something warm,
and pick up a little gift from the farm.

Use code ballerinafarmnewfan
for 15% off.

Hannah and Daniel
& The Ballerina Farm Team

@ballerinafarm
ballerinafarm.com

@ballerinafarmstore

Signage



Sign on the ground



Hot Cocoa menu on the truck

Brand Ambassadors





Brand ambassadors are going to wear the merch aprons.

Truck features





Truck features





Social Media Post





CAPTION - A little warmth from the farm ☕🤎 We're in Bryant Park serving FREE hot cocoa - Original or Vanilla, with marshmallows if you'd like. 📍 Bryant Park, NYC · 12 to 5 pm
#BallerinaFarm #BryantPark #HotCocoa #NYCEvents