

Article #4 Where We're Going In 2012

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Hammer was founded in 1987. Our presence in Canada is still relatively new. S&D Enterprises first began distributing the brand in the second half of 2006. We have steadily grown by an average of 41%, and are anticipating that 2012 will be our biggest year yet!

This article provides you with an inside look at how we plan to become the most trusted endurance fuel company in Canada.

As both an ambassador for the business and regular customer, I know that this kind of knowledge grants a well rounded appreciation – knowing that our success is built on more than just sales, and that we truly respect you.

Ambassador Program

Having had the chance to participate in several sponsorship programs as an elite level cyclist, my awareness of effective programs has matured. This understanding will translate into our inaugural athlete and coach ambassador program, a grassroots sponsorship initiative at the dealer level.

We are looking for individuals who can help bring positive awareness to Hammer and the regions that they represent. As such, we will be looking to our dealers for nominations. Priority will be given to areas with limited visibility and individuals with unmistakable potential.

Event sponsorships will also continue. You can submit your proposals to me at ryan@teamperfect.com. Each will be reviewed on a case-by-case basis.

Hammer Clothing & Teams

All athletes in competition should be aware of clothing regulations at races. We have encountered some issues with athletes not being able to wear sponsored gear as

independents (not on a 'Hammer' branded team). Independent racers in some sports are required to wear neutral clothing.

I have already started looking into organizing Hammer teams across the country. Interested in spearheading a team (big or small)? Email me!

Next Day Shipping in the East

We now have a second warehouse to better meet the shipping needs (next day delivery) of our customers in the East. Toronto is a great central location that better enables us to connect with Ontario, ever expanding Quebec, and coastal regions.

Our other warehouse is in Leduc, Alberta – right across the border from Hammer's main headquarters in Whitefish, Montana. Very convenient!

Hammer Camps

Hammer in the U.S. has been great at organizing multi day cycling camps in Montana, Italy, and Tucson. We plan on organizing a couple of our own next year.

I'm spearheading a road tour around the beautiful cottage region of Muskokoa in Ontario (early August). Hawaii and Costa Rica are also being considered.

We will post more information on our Facebook page (facebook.com/hammercanada) and on the website as it becomes available.

Additional Points

Multilingual packaging (including French and Spanish)

New products in the pipeline, including recovery bars

Reverting back to hard plastic jugs for multiple serving HEED, Recoverite, and Perpetuem (better for stocking on shelves)

An increased social media presence, including weekly giveaways

And of course, more from me!