

# We Are Crave! Food, Agriculture and Sustainability Branding and PR Agency Changes Name to We Are Crave

*Andreas Duess joins firm to lead branding, marketing and creative strategy*

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-- Crave PR has announced it has changed its name to [We Are Crave](#), a full-service branding, marketing, and PR [agency](#) specializing in food & beverages, agriculture, Agri-Tech and sustainability. Along with the new name, the company also unveiled its new brand, website, and [ad campaign](#), entitled, 'We Grow Your Business, No Bull.'

Founded in 2009 by company president, Saskia Brussaard, We Are Crave will continue to serve manufacturers and retailers, growers and farmers, as well as entrepreneurs, innovators, tastemakers and change makers from food, agriculture, AgriTech and environmentally sustainable sectors from across Canada and internationally.

"This name change better reflects the branding, marketing and communications services we already provide. While PR was our bread and butter in the beginning, what we really do is help our clients to grow, thrive



We Are Crave Logo - Navy

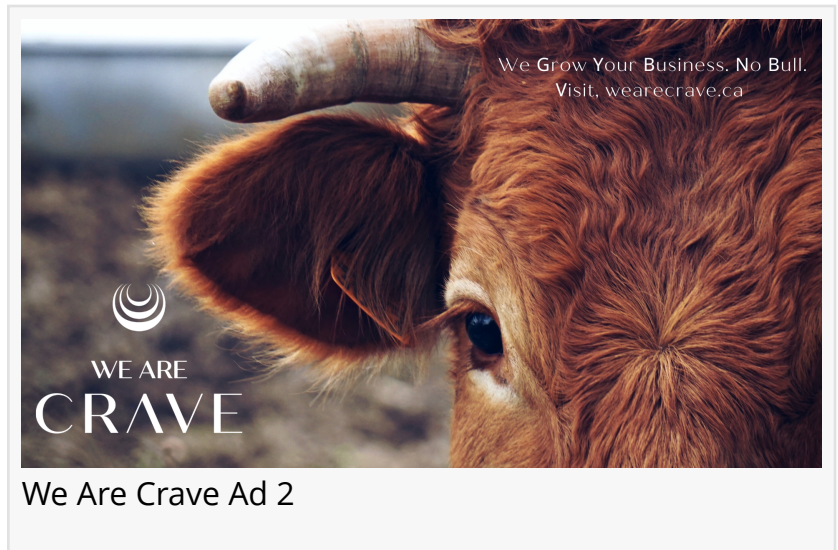


We Are Crave Ad

and succeed,” said Brussaard.

“We like to say we’re small, but mighty, delivering big agency strategy with down-to-earth pricing. Frankly, our clients don’t have time or money to waste. With only 18 per cent of food start-ups surviving past 5 years, it’s vital to get the right strategy and advice from the outset,” said Brussaard.

Saskia Brussaard is joined by Andreas Duess who will lead branding and creative strategy. In 2009, Duess co-founded Canada’s largest food marketing agency, which he left in 2022 to launch his own functional mushroom beverage start-up, Auralis Botanical Brewing Company.



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*Saskia Brussaard, President,  
We Are Crave*

“Andreas’ success as food & beverage founder means he understands the challenges of starting and growing a food & beverage company in Canada and knows how to overcome them. He’s also on top of the latest technology, such as ChatGPT, and how it can benefit food founders and start-ups,” added Brussaard.

The company will continue to operate as a fully-distributed agency with the team of experts and creatives working virtually from the Greater Toronto Area and around the

world.

Services include brand, marketing and communications strategy, package design, advertising and marketing campaigns, content creation, PR and media relations, influencer outreach and more. To see the new look, visit <https://wearecrave.ca>.

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About We Are Crave: We Are Crave is a full-service branding, marketing and PR agency specializing in food, agriculture and sustainability. Serving clients across Canada and internationally, We Are Crave helps clients start, grow and succeed. For more information, visit [wearecrave.ca](https://wearecrave.ca) or follow @WeAreCrave on Instagram, LinkedIn and YouTube. We Grow Your Business. No Bull.

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