

The Ginger Network Launches New Website

Adding “More Ginger” Expertise for Food, Nutrition, Health & Wellness Partners

ARLINGTON, VA, UNITED STATES, May 13, 2026 /EINPresswire.com/ -- The Ginger Network (TGN), a premier marketing communications consultancy dedicated exclusively to food, nutrition, health, and wellness clients, today announced the launch of its new website at www.moreginger.com

The new site showcases TGN's distinctive approach as a highly flexible, expert network of seasoned professionals who deliver strategic, innovative, and results-driven solutions to the food and nutrition industry's most pressing challenges.

Visitors will discover how TGN provides clients with “More Ginger” — more dedicated experience,

“

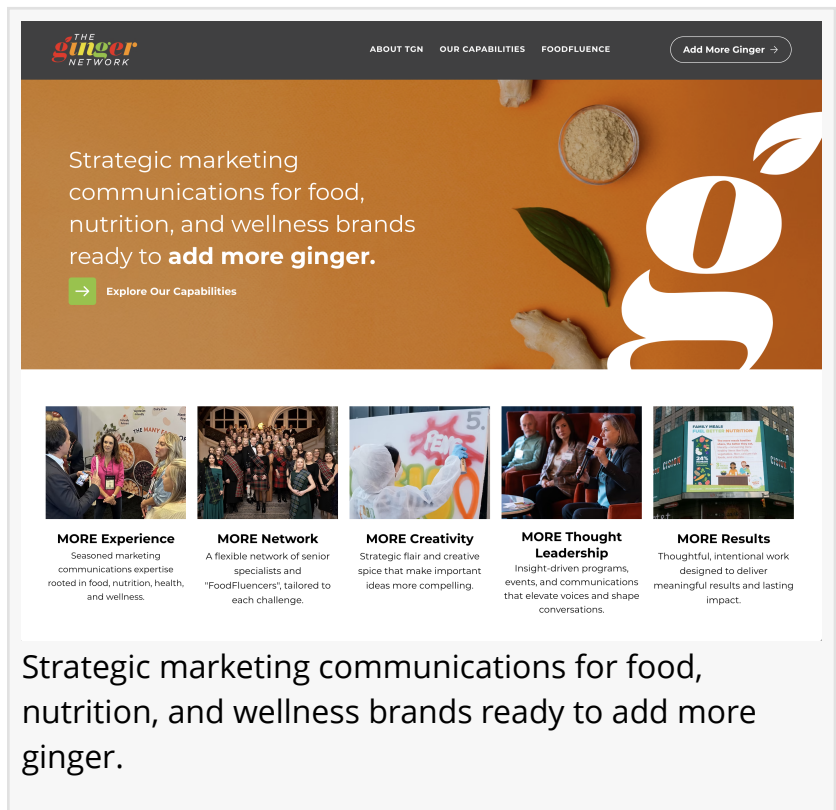
In a marketing communications industry full of generalists, The Ginger Network stands apart as a curated network of best-in-class experts with deep food and nutrition expertise.”

Stephen McCauley, Founder of The Ginger Network

more extensive relationships with powerful FoodFluencers™, more creative spice and strategic flair, more thought leadership, and ultimately, more meaningful results.

“We built this new website to better reflect the unique value The Ginger Network brings to clients and nutrition communicators,” said Stephen McCauley, Founder of The Ginger Network. “In a marketing communications industry full of generalists, TGN stands apart as a curated network of best-in-class experts with deep food and nutrition expertise. Every engagement is customized with the perfect combination of senior talent to meet specific

objectives — delivering senior-level strategy and creativity without the overhead of a traditional



Strategic marketing communications for food, nutrition, and wellness brands ready to add more ginger.

agency.”

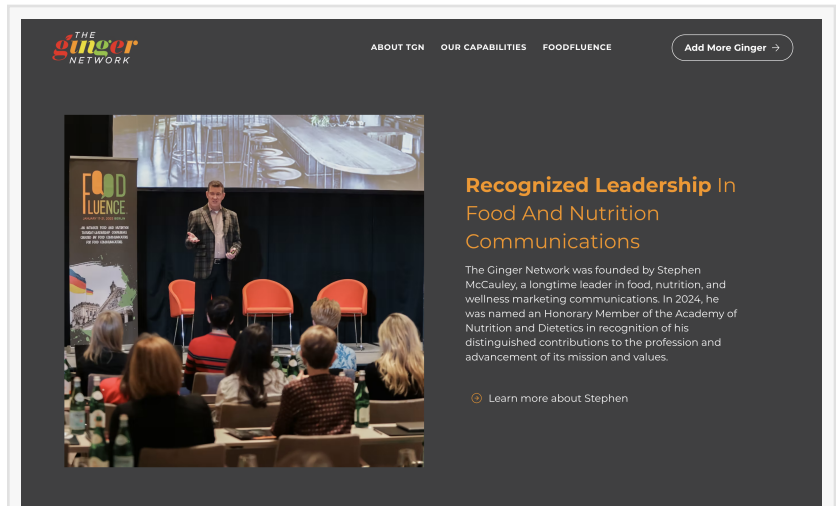
TGN excels at educating and engaging credentialed health professionals, particularly Registered Dietitian Nutritionists (RDNs), while also creating compelling consumer campaigns. According to an annual tracking study conducted by the International Food Information Council, most Americans express high trust in RDNs as guides for which foods to eat and avoid, even amid "nutrition noise" from trends, headlines, and conflicting advice. By leveraging evidence-based science, TGN builds credible messaging that turns experts into powerful advocates who then reach consumers through trusted channels.

Key differentiators highlighted on the new site include:

- **More Experience:** Decades of collective senior-level expertise focused solely on food, nutrition, and wellness. Every consultant has 20+ years of experience.
- **More Network:** Unmatched relationships with top FoodFluencers™ and industry influencers.
- **More Spice:** Creative, thought-provoking campaigns with strategic flair that generate greater impact.
- **More Thought Leadership:** Creator of influential events such as the proprietary FoodFluence™ conference series, hosted in cities around the globe.

The site also details TGN's core capabilities, including strategic communications planning, influencer engagement, branding, event management, crisis mitigation, and media training. It features client success stories across categories such as brand building, category creation, rebranding, new product launches, health professional education, and narrative transformation.

###



Nobody reaches the nation's leading food and nutrition community better than The Ginger Network.



The Ginger Network is a unique marketing communications consultancy unlike any other.

Stephen McCauley
The Ginger Network, LLC
+ +1-703-919-1270
stephen@moreginger.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/912570379>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.