

Erewhon Smoothies Recipe Book on TikTok

In recent years the wellness and beauty markets have amassed millions of dollars and created a whole new market of people looking to take care of themselves and focus on how to feel as best as possible. As it's grown, consumers have begun to focus on beauty from within; alongside this several new superfoods and recipes appeared on the market contributing with all sorts of health benefits.

As the wellness market grows, stores who sell specific products oriented for this market grow alongside it. <https://www.erewhon.com/>: The high-end wellness supermarket Erewhon, located exclusively in California has recently grown in popularity as some of their smoothies have gone viral. "Mountains of shiny, colorful produce and shelves packed with product names like "Arrae" and "Lakanto." Immaculate rows of bottled juices and perfectly geometric, color-coordinated product displays that gently whisper, "recreational stimulants." Lithe, Pilates-toned bodies slithering around the store that leave you fantasizing that you too could one day belong" (Peterson 2022).

The trendy health food stores are equipped with tonic bars, here you'll find the healthiest, far from reasonably priced smoothies. These smoothies have gained traction for several reasons, amongst those the ingredients in this smoothie and the benefits they promise, as well as the cost of them. The average smoothie ranges from \$12 to the most expensive price point of \$19. Packed with superfoods and supplements that are aimed to provide you with all sorts of nutrients, the delicious coconut cloud or maca bomb smoothies are often disputed.

The best of both worlds in this case is quite clear, if you're looking to maximize the sale of these smoothies what better way to do so then with a recipe book. Erewhon focuses on nourishing your body and the grocery store's image is exclusive in the sense that you won't find a processed, sugar

packed food within a five mile radius. To keep this image yet cater to a larger audience, a recipe book offers the brand so much; by selling their recipes, someone who saw the smoothie but could not rationalize the \$19 price point now has the opportunity to go and make it at home. Whenever any internet user searches up Erewhon smoothie, thousands of wellness blogs pop up with recipes recreating their infamous smoothies, so why not create a chic, lifestyle recipe book that reflects the brands goals and shares their complicated smoothie recipes. Explaining what's in these smoothies and why it's good for you there's a mass market of people who would be interested in learning what makes Erewhons eccentric tonics so exceptional.

The intended audience for this recipe book would be young adults, ranging from ages 16-25. The wellness moment has especially grown for this particular age group and has opened up a whole new market of consumers who look at wellness in a refreshing, modern light. Essentially this recipe book will cater to people who are looking to optimize their health and are trying to do so at home. Given that Erewhon has already gained a relatively recent wide acclaim and their smoothies have been in the spotlight, promoting this recipe book will add to the buzz surrounding the smoothies. Having collaborated in the past with Hailey Bieber and Poosh, Kourtney Kardashians lifestyle brand, Erewhon smoothies have quite the celebrity backing.

An important aspect of Erewhons image is a sense of exclusivity, because not everyone can find these high end wellness products. It is key to maintain an ideal yet ultimately elusive image ensuring consumers are interested in these products because they believe it will help them attain their wellness goals. The ideal persona looking into purchasing this recipe book is a young woman who has seen these smoothies online and watched her favorite influencers boast about them and all of their incredible

benefits. This consumer would be interested in working out as well as living an overall health conscious lifestyle, making all of the ingredients in the smoothie all the more appealing.

One of the main ways these smoothies went viral was TikTok users posting videos trying them and rating them based on price, flavor and potential benefits. Promoting this recipe book on TikTok would be a foolproof way to ensure that this book reaches its target audience and potentially goes viral. “If there’s one aspect of TikTok that serves all age groups, it’s the #wellness-tagged videos which have been viewed over 180 million times by the app’s 800 million active users, while its #health-tagged posts have been viewed 2.7 billion times” (Harris). As the wellness movement grows, collabing with wellness influencers such as @glowwithella and @rebeccaaleigh on TikTok is essential to promote this book. Both of these influencers have large following on the social media platform and are both centered around promoting health and wellness products, especially recipes.

Both wellness influencers alike, @glowwithella and @rebeccaaleigh hundreds of thousands of followers on TikTok who watch their videos for advice on nutrition and health centered tips. Collaborating with these influencers would ensure that the recipe books release would reach people interested in the wellness field. If these influencers were to post about the books and recreate the recipes at home, thousands of their followers would be likely to follow. Rebecca is a holistic nutritionist based in LA, meaning she could easily visit Erewhon and purchase their products to make these smoothies at home and share with her followers. Her being based in LA is extremely beneficial for this partnership since most of her viewers or clients will probably be in LA as well and can visit Erewhon to grocery shop and purchase what she recommends to make these smoothies like she does. Ella is a holistic health coach and her TikTok is centered around recipes that encourage a healthy lifestyle; her

motto is to focus on glowing from within. Both of these influencers are ideal for a company like Erewhon to advertise this recipe book, if they were to share the release of the book on their TikTok and show themselves making a smoothie from the book it would encourage thousands of users to purchase the book.

Erewhon is notably not on TikTok, yet their lack of presence on the Social media app is not an issue for consumers to interact and discuss their products. The hashtag Erewhon has over 161 million views, indicating people are talking about it. If the brand was to launch a TikTok account it would definitely amass a few curious followers, yet they are still able to market their products on TikTok without joining the community. By hiring influencers such as the ones discussed they ensure that their content is reaching desirable audiences who would be interested in purchasing from Erewhon.

Smoothies are not necessarily revolutionary, they are something simple and ordinary to make at home or go anywhere and buy one; so what makes this recipe book special? The biggest potential competition for this recipe book would be blender brands publishing smoothie recipe books. These recipe books could prove to be competition, brands such as Vitamix and Nutribullet sell recipe books that cater to consumers who own the respective blenders, this could be problematic for the Erewhon recipe book since there may be a sense of customer loyalty. Nonetheless, the Erewhon smoothie has something that these brands do not, when purchasing an Erewhon smoothie recipe book people are investing in a healthy lifestyle, looking for recipes that contain far more allure and appeal.

Ultimately, creating a recipe book full of Erewhons iconic smoothies would prove fruitful to the brand. Promoting it on TikTok collaborating with wellness influencers would ensure consumer engagement and generate a buzz surrounding the product.

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