



Brillenti Adds Blog Platforms to Reach its Fermenting Audience

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The fermented foods market has experienced a significant increase in popularity in recent years and it is forecasted to expand notably during the next 5 years. The forecast is driven by more consumers beginning to ferment foods in their own homes. Brands such as Brillenti are capitalizing on this movement, providing individuals better ways to create these probiotic-laden foods for themselves.

"We believe that fermented foods have the potential to positively affect a person's health in a tremendous way. This affect can at times be dramatic. As these types of foods have increased in popularity, we have chosen to launch our online network of social media platforms. As the public's confidence in the Wordpress blog platform has grown, we decided to begin our online presence outside of our main website with Wordpress blog posts to keep all of our followers informed," says Greg Pippin, owner of Brillenti.

The company has also launched an additional blog on the Blogger network. It appears to be a good fit as Google's properties are well known and used by a majority of online users.

As Greg Pippin further explained, "The Blogger platform is so widely known and used that it was a natural fit for us. While Blogger itself is not as widely used as other platforms, it is so well tied into all Google properties and other brands, that it seemed like a great asset to add. Websites on this platform tend to very often experience a very loyal following. Fortunately, as we have established a Blogger network for a different company we have had for 4 years, it has been a very smooth addition. In the past we have seen nearly 10% of all of our visitors and potential customers find us through Blogger. That is such a volume of people that we can help with our products that it could not be ignored."

According to a March, 2108 mordorintelligence.com article, the forecasted annual growth rate for the fermented foods market over the next 5 years is expected to be 7.2%. Much of this expected demand stems from the overall health and wellness market's upward trend. The report states that Health and wellness are the rising trends for the 21st century. Consumers in this category have been demanding an ever increasing high quality in their purchased products. A trend Brillenti hopes to capitalize upon.

As Greg added, "Our Brillenti brand was founded with the mission to provide a very high level of quality in its products. Customers can expect this in every offering we make. With a goal of easing the workload in the kitchen we know we can make time in the kitchen more enjoyable for our customers. As we are adding these blogs such as our Tumblr site to our newly formed network of online properties, we are confident we can reach a larger audience."

Most companies that begin either ecommerce sites or traditional websites and selling their products at online retailers such as Amazon have been slow to adopt the practice of blog site expansion. But as visitor volume to a website from social platforms has reached nearly 50%, prudent brands such as Brillenti are adapting. Over the next several years this trend appears to be gaining more exposure.

Brillenti was founded in January of 2018 as a design-driven source of products. The company's motto is, "Let the products do the work for you." Its owner has successfully owned an online organic foods store for the past 4 years and talks with industry company owners and representatives on a regular basis to stay informed on industry changes. Following its owner witnessing marked health benefits in others as a result of eating fermented foods, the company was launched. For additional information, contact information is detailed below.

Website: <https://www.brillenti.com>.

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Brillenti

Brillenti's mission is provide brilliantly designed products for Kitchens. Our products do the work for you.

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