

# Brands Agree Mom Blog Tour Natural Products Expo West is Seriously Social and Organically Effective

*Brands leverage their ROI from social media exposure the Bloggers bring to their products prior to, during, and for many months after Expo West.*

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/EINPresswire.com/ -- [Mom Blog Tour](#), a team of 10 influential Mom and Food Bloggers from around the U.S., are making the rounds at Natural Products Expo West, Anaheim, March 8-11. Expo West is the world's largest natural, organic and healthy products event.



wendy's  
bloggers  
mom's opinion matters™

The bloggers meet a select group of food exhibitors who have signed on as Mom Blog Tour sponsors. They include Back to Nature; Crown Maple; Dr. Praeger's Purely Sensible Foods; and Wyman's of Maine. SelectFlex, the adjustable orthotics company, which signed on as a friend of Mom Blog Tour, is hosting a private event.

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*Brady Whitteker, Brand Strategy, Moon Cheese*

“Mom Blog Tour gives sponsors an opportunity to showcase their products and tell their brand stories to influencers they admire,” said Wendy Hirschhorn, CEO of [Wendy's Bloggers](#) and co-founder of Mom Blog Tour. “The bloggers share the experience by posting hundreds of social shares, product reviews, original recipes, professional photographs and videos, and giveaways. They drive online traffic, engage with thousands of followers, and garner tens of millions of

impressions.”

Mom Blog Tour sponsors leverage the return on investment they make in the Expo. They benefit from the social media exposure the Bloggers bring to their products prior to, during, and for many months after the Expo. And sponsors need to exert very little time and effort to get maximum results.

“Wendy's Mom Blog Tour team was a pleasure to work with,” said Brady Whitteker, Brand Strategy, Moon Cheese. “The bloggers were engaging, funny and very interested in our brand and unique product. Their blog posts complemented our social media efforts tremendously and we thank everyone for helping get the word out about Moon Cheese, the cheese that crunches!”

The bloggers are excited to make personal connections with the sponsors. “It's rare that bloggers get

to sit with brand executives,” said Reesa Lewandowski, owner of Momma Lew, and a Mom Blog Tour participant. “It makes our product reviews and social shares truly authentic, which helps build traffic for us and for our sponsors.”

In addition to Lewandowski, Mom Blog Tour Natural Products Expo West participants include: Barb Webb, Rural Mom; Jennifer Tammy, Sugar, Spice & Glitter; Kathy McDaniel, Lemon Blossoms; Kristin Lesney, Our Ordinary Life; Kylee Ayotte, Kylee Cooks; Lori Pace, A Day in Motherhood; Melanie Kampman, The Bandit Lifestyle; Sara Sicotte, Budget Savvy Diva; and Stacey Garska Rodriguez, The Soccer Mom Blog.



Since 2015 Mom Blog Tours have collectively garnered well over one billion impressions for Academia Barilla, Amazon Pepper Sauce, Bialetti, Brazi Bites, Brooklyn Bean Roastery, Capatriti, Celebration by Frey, Cento, Colman's Mustard; Coleman Steak Snacks, Dole, Felix Jams, Hamilton Beach, Kohler Original Recipe Chocolates, Loacker, John Wm. Macy's CheeseSticks, Mary's Gone Crackers; McCann's Irish Oatmeal; Moon Cheese; Popcornopolis; Power Up; Real California Milk; Saffron Road; Stonewall Kitchen; The Republic of Tea; Two Rivers Coffee; and Wisconsin Cheese.

Next Stop on Mom Blog Tour!

Wendy's Bloggers is currently organizing Mom Blog Tours at Sweets & Snacks Expo, Summer Fancy Food Show, and Natural Products Expo East.

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Founded in 2015 by Wendy Hirschhorn, Mom Blog Tour brings some of the most influential Mom Bloggers to trade shows across the country where they interact with brands, review new and existing products and create original, authentic and shareable content, photos and videos. The sweet spot for Mom Blog Tour is food and lifestyle. Follow the conversation at [#MomBlogTourFF](https://twitter.com/MomBlogTourFF). For information, contact Wendy Hirschhorn, 212-826-8790 or [wendy@wendysbloggers.com](mailto:wendy@wendysbloggers.com)

Wendy Hirschhorn  
Wendy's Bloggers  
212-826-8790  
[email us here](#)

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