



HUNGER SWITCH

From Concept to Shelf in Less Than a Year

Marketing Guru Mitch Gould Takes Hunger Switch From Shelf to Concept in Less Than a Year

Dr. Paul Rivas, author of “Turn Off the Hunger Switch: Reset Your Brain to Change Your Weight”, develops a diet product that goes national in less than a year.

Executive Summary

Hunger Switch was a diet supplement derived from the popular book, “Turn Off The Hunger Switch” by Dr. Paul Rivas, M.D. With help from Mitch Gould, the product goes from concept to shelf in less than a year.

Distribution Deals: CVS, Walgreens, Target, Kmart, Albertsons, Kroger

Gould developed the “evolution of distribution”, a one-stop retail distribution service, that walks companies through FDA compliance, online marketing, and distribution. Hunger Switch finds a home at major retail outlets, such as CVS, Kmart, Kroger, Rite Aid, Target, Albertsons, and Walgreens.

Gould Generates Buzz Around Hunger Switch

Radio, TV and print publications, such as Harper’s Bazaar and The Sun, all want to interview Dr. Rivas, who is soon booked on a TV tour to promote the new diet supplement, including Good Morning America, Fox Friends, and ABC News. #hungerswitch is the national buzz.

