



### **To Prospective Clients (Principals)**

**Thank you for your interest. What you seek in a food broker we may be. No matter where you are in the genesis and development of your company we can assist. Many of our clients are newer companies with little or no previous food experience. Most of the companies that contact us have never worked with a broker or sold to the larger marketplace. If this is the case we are your better match.**

**We approach our job as multi-tiered. We are sales agents who consult, lead and advise our clients. Most brokers just don't provide these services. They either don't have the time or perhaps don't have the expertise to do these things. Most brokers do not want to be pioneers! You can call us Christopher Columbus!**

**We only represent specialty food products. This is our niche. In a new and improved marketing approach we are now referring to our client's product lines as "deliciously disruptive brands"! This is our main goal; to be aggressive, nuanced and innovative!**

**Because of the time we need to spend assisting our clients and the time it takes to get into most retail accounts we do charge a minimum monthly brokerage. This minimum is not a retainer; it is more like an advisory and start-up fee. Unless you have some business in our market area we are your front line sales organization and our time does come with a cost. Once we start selling and delivering products the minimum disappears. Typically we are finding out how to best sell your product line.**

**Additionally, we do provide separate consulting services. Specialty Food Consulting is a full-service firm. We have worked with many food producers, investors and NGO's over the years. We assist with everything from product development to sales implementation and more.**

**Before we get started we'd love to taste and see your line. We would be glad to speak as well. If you can send any electronic brochures that could also help us understand your direction. We know the food industry and want to assist with your growth. Again, thanks for the contact.**

## What are some of the tool\$ you need to enter the Retail Marketplace?

Weekly, we are contacted by companies seeking our wisdom and experience to assist with their “next steps” in the growth of their companies. With each of these conversations I ask the same questions and, ultimately, I receive the same incredulous reaction...”Really, we need to do that?”...”YES!”

So here is a list of things, in no particular order, that a producer needs to offer at a minimum to retailers or distributors for broader, successful distribution. These are some of the requirements of the marketplace.

### The List

1. Ample inventory, readily available for a two week order turn around.
2. Minimum four (4) 1/4ly promotions of at least 15%. A total of 16 weeks annually.
3. Free fill. Most retailers and distributors require at least one free case per store of each SKU being brought in. Not all but many do.
4. Slotting- While this may not be required at all retailers there is a trend toward 100% of RETAILERS requiring some sort of allowance. The amount can be from \$15.00 per SKU/Store to more. Average is around \$25.00 per SKU/Store. Some distributors are also asking for slotting. Free fill can be an option and is typically not in combination.
5. Demos- Not for every product at every store but often requested by retailers. Average cost \$135/demo. You often need to use their demo people!
6. Brochures and price lists- Sounds obvious but a well-constructed price list and a clear product brochure are not always available. More paper is not better! Clear and precise is what we seek.
7. Electronic brochures and Price Lists- The above ready to send out in a 1 MB or smaller file!
8. A clear branding strategy- How does a customer or consumer know what your product is about if you have not articulated this!?
9. Sales data- What are the best sellers? How do we grow your business? What products do we feature?
10. Food Show participation and marketing budget- Many distributors require participation in their company shows. Many retailers require ad dollars.

You need to understand the industry and know its requirements. You only get one shot at a first impression! Our goal is to help you navigate the slippery roads that often result in tragedy. We believe that KNOW ledge is the key to our mutual success! We are here to navigate for you. Let our experience be your success!