



 **Specialty
Food Sales**
Gourmet | Ethnic | Organic | Natural | Gluten-Free

Getting Started

Getting started with a broker is a key element for future success. Very often producers don't realize that they are "no longer in Kansas" a little too late. Things are different; not better or worse, (we hope better with us) but different!

Things will be different because you are now delegating the sales to your customers to whom you may have had a direct relationship previously. We are your sales team. This is what we do. Our expertise has been developed over many years of selling to and working with many different buyers from different companies and different categories. All of this has taught us about the market place. We have learned about how retailers and distributors work; which distributor may do a better job with a specific retailer. We know how to deal with all of the many issues that go on at many if not all of the different accounts. We do not know everything but we know a lot.

Our knowledge, hopefully, will both save you and make you more money rather than doing this yourself. After our many years in the marketplace we don't believe in fairytales!

First Step

You must understand how we work and what our expectations are of your company. With the exception of our specialty retailer customers we work exclusively by geographic area. If we are working with your company as a regional broker then the areas we work in are:

1. North Carolina
2. Mid-Atlantic
3. Metro NY/NJ
4. Upstate NY
5. New England

If, however, you have chosen to appoint us as your master broker there are more territories but our function is more or less the same.

If you have any business in our coverage areas we expect to take that business over and be paid for it from day one. We need to know to which accounts you have presented, where you do not sell, where you currently sell and where you sold and lost the business. We need to know about all distributors, know about all promotional activities and if you have given any company any special pricing.

It is always helpful to have sales histories on each account. The more we know the better it is for all of us.

We will send you a packet that contains a list of information required. We need brochures, price lists and product details written in a format that we will provide, within the packet. By having this information we won't need to keep calling you and we become fully prepared to move ahead. Additionally we like uniformity.

Our goal is to grow your business and to assist you in becoming the best type of company that you can be. There are more small companies in the food business today than ever before. The ones that make it are the ones that understand how to do business in today's environment. We hope to be a part of that success!

What we will do for you initially?

Initially we will assist you with all of the selling tools that are needed. This includes:

- Price list
- Brochure
- Promotional packet

We will review your packaging and branding strategy and create a go-to-market strategy with you. Remember, you re the experts in your product, we are the experts in the marketplace.

We like to meet face to face with our new principals. It helps to learn all about the products and their attributes. The more we know the better we can do for you.

If you have any questions, feel free to ask. We seek long term relationships. Our hope is that your success is ours. Thank you for the opportunity to be of service.



- Be MARKET Savvy!
- Be MARKET Ready!

Category Reviews

Any given retail store can stock thousands of SKUs. For large format retailers like Whole Foods Market or Shop Rite, that number can quickly balloon into the tens of thousands. That's a lot of products to keep track of.

To ensure the right products are making their way onto store shelves, many retailers follow a process known as category reviews. Retail buyers use these review periods to assess the performance of an individual category -- like grocery, home, beauty and many others. During this time buyers evaluate their promotional spend, planogram layouts (store layouts) and determine their product assortment and strategy.

As a supplier it's important to know that buyers conduct category reviews at different times and frequencies throughout the year. For example, one retailer may conduct a frozen foods review twice a year while another may assess their frozen assortment just once. Some retailers won't even use calendar-based category reviews and will instead look for products year-round.

If you don't present your products at the appropriate times you could be waiting almost a year before your product gets seen by a certain retail buyer, but it also means you need to be prepared for reviews all year. Remember, know what the market requires, know what the market is about and know the rules.

We are here to be your eyes and ears.