

Marketing to your Local Retailer



A dark stage is illuminated by two bright blue spotlights from above, creating a dramatic atmosphere. A single microphone stand is positioned in the center of the stage, casting a shadow on the floor. The floor is also lit by the spotlights, creating a bright blue glow.

Setting the Stage

Do your Research

What sets your product apart?

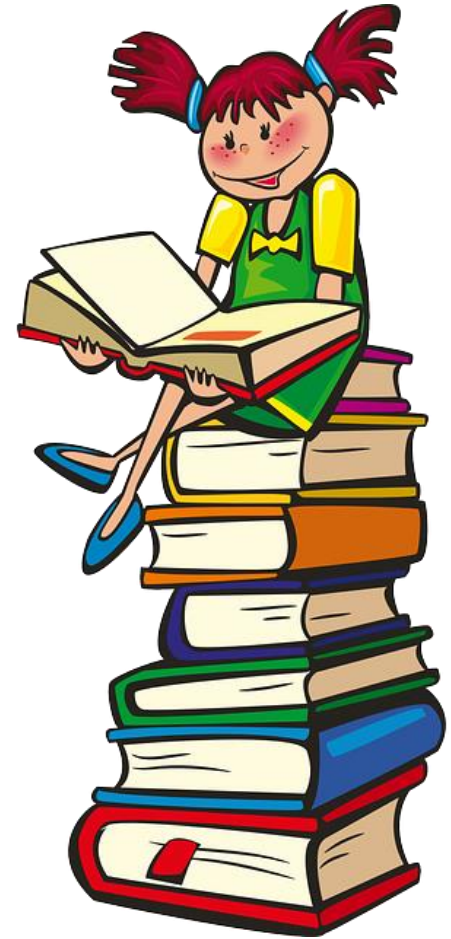
Type of product

Ingredients

Pricing

Packaging/branding

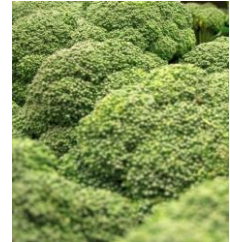
Your company



Is your product unique to the marketplace?



Ingredients



- Fresh
- Organic
- Fair Trade
- Non-GMO
- Locally Sourced
- Less Processed
- Special Diets

(Vegan, Raw, Paleo, Gluten Free)



Pricing

What will the market bear?

Consumers are generally willing to pay up to about 10% more for local foods.

The “fresher” the product, the higher the premium people are willing to pay.

Source: AT Kearney, Ripe for Grocers: The Local Food Movement. May 2014

Wholesale vs Retail Pricing

Understand the difference between margin and markup.

Retailers generally use margin to determine pricing.

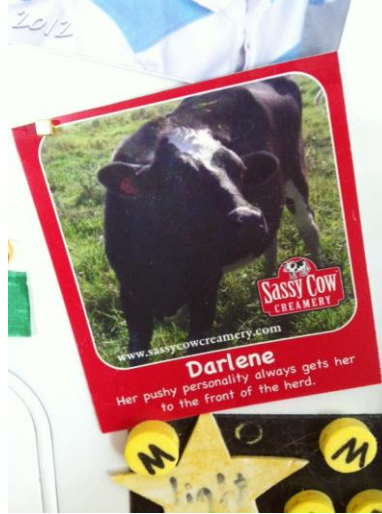
Margin varies by category, do your research to get an idea of what a standard margin for your product might be.



VS



Packaging



Your Company

Increasingly, consumers want to know not just about the product, but about the reputation of the company who makes it.



Business Essentials

(aka the boring part)

- Good Communication
- Appropriate Licensing
- Net Terms
- Minimum Orders
- Credit Policy
- UPCs that work
- Taking Orders and Delivering
- Professional Invoices & Price Sheets



Marketing Support



Product Samples & Free Fill

Promotional Pricing

In-Store Demos

Website/Social Media

Printed Material

Cross Promotion with other

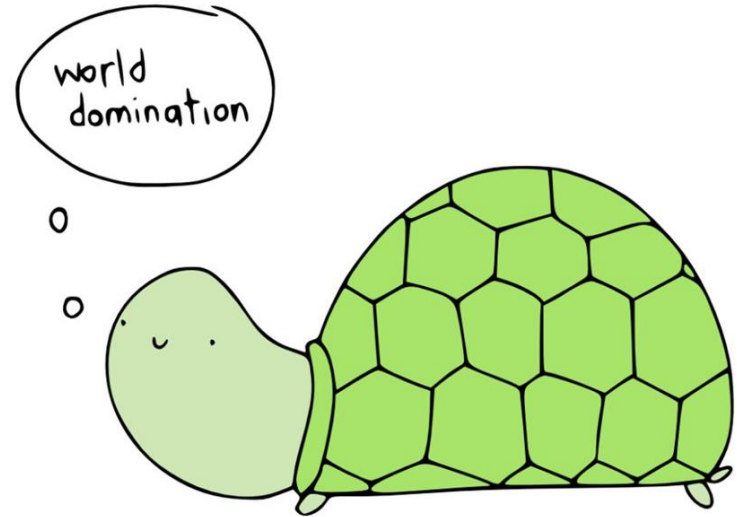
Businesses

Expos and Community Events

Plotting your Future

Define what success looks like to you.

- Distribution
- Brokers
- Co-Packers



Approaching the Retailer



Do

- Remember, timing is everything
- Make sure the retailer is a good fit for your product
- Take the time to find the right contact
- Try multiple approaches
- Be open to feedback
- Offer samples
- Be patient
- Be persistent
- Take no for an answer





Don't

Make cold calls

Go around the person in
authority

Be pushy or rude

Be long-winded

Expect an answer overnight

Make promises you can't keep

Burn bridges

Once your product is on the shelves

Follow through on your commitments

Be an excellent communicator

Be punctual and polite to buyers and receiving staff

Be open to feedback



THANK YOU!

Megan Minnick
Purchasing Director
Willy Street Co-op

m.minnick@willystreet.coop

