

4 Access **Partners**

Selling Into Retail















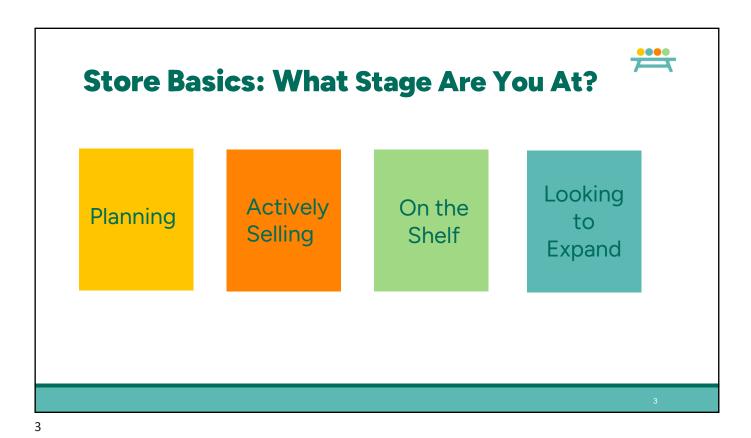




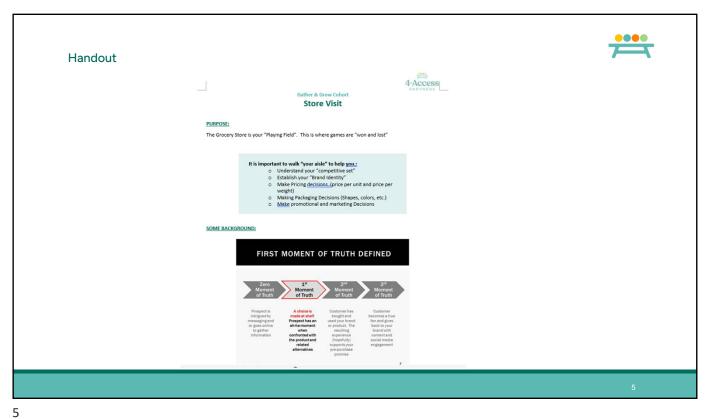
AGENDA

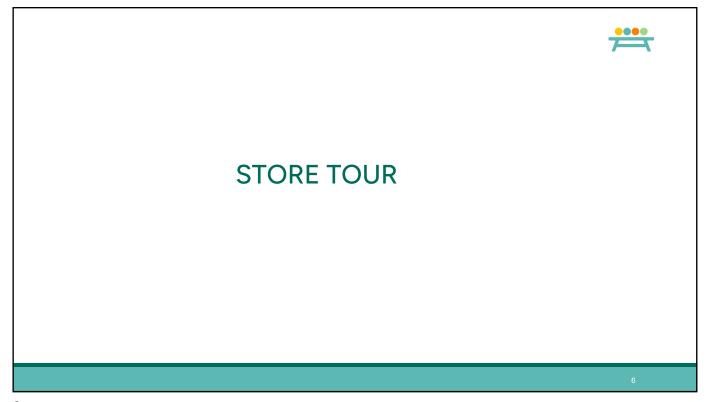


- 1. Store Basics
- 2. Tour
- 3. Getting on the Shelf
- 4. Staying on the Shelf
- 5. Cost/Profit Calculator Exercise



Understanding Retail Channels Grocery Store / Specialty Convenience Club Super Markets Food Stores Stores Stores Foodservice **Food Trucks Farmers Providers** Markets Direct to Consumer





Getting on the Shelf



1. Compliance

- Make sure your product meets all local and federal regulations for food safety and labeling.
- Obtain any necessary permits or licenses required to sell food products
- MN Dept of Agriculture Wholesale Food Handler, Processor or Manufacturer's License (or applicable state)

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Getting on the Shelf



Product & Packaging

- 1. Is the product & packaging unique and competitive? Why should we put it on our shelves?
 - Tell your story
- 2. Understand which category you are in
 - Once in the store, look for as many placements as possible.
 Propose locations to the store manager/buyer.
- 3. What are case sizes?
 - Smaller is easier for retailers and can increase the likelihood of giving it a chance

Getting on the Shelf



Pricing

- What is the cost and SRP (suggested retail price)?
- Understand your costs (projecting into future for growth), build your own time into the cost, know diff between margin and markup, costs of distribution
- Deductions Many distributors will apply standard deductions, (e.g. shelf fees \$100 per item, charge for putting in catalog, product sheets, charge for product that goes out of date).

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Getting on the Shelf



Making The Sale

- 1. Identify the grocery stores you want to target and research their buying process.
- 2. Contact the appropriate person within each store (usually the buyer or category manager) to pitch your product.
- 3. Be prepared to provide samples for them to taste and consider.
- 4. Highlight the unique selling points of your product and explain why it would be a good fit for their store.
- 5. Do you have invoices?
- 6. Sell Sheets (example)

Staying on the Shelf



1. Hurdle Rate- 5 units per week, per store/ Upper 1/3 of your category

Unit = What is rung up at the cash register

2. Maintain Relationships:

- Stay in regular communication with the grocery store to ensure that your product is performing well and address any issues promptly.
- Continuously seek feedback and look for opportunities to improve your product and partnership.
- **3. Visit the store** and monitor the shelves to see if product's in stock (if self-distributing)

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Staying on the Shelf



Marketing Support

- 1. How do you bring your story forward in a very busy retail environment with so many competing products?
- **Demos:** In person demos provide an opportunity to meet customers where they are and get your product in front of them
- Get staff to try your products. They can be the best in store advocates
- Promotions: this is a great opportunity to bring attention to your brand and offer an incentive to give it a try

*Many of these principles can also be applied in a Farmer's Market setting