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# 4 Access Partners

*Selling Into Retail*



1

## AGENDA



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

2

2

## Store Basics: What Stage Are You At?



Planning

Actively  
Selling

On the  
Shelf

Looking  
to  
Expand

3

3

## Understanding Retail Channels



Grocery Store /  
Super Markets

Specialty  
Food Stores

Club  
Stores

Convenience  
Stores

Foodservice  
Providers

Farmers  
Markets

Food Trucks

Direct to  
Consumer

4

4

## Handout



### Gather & Grow Cohort Store Visit



#### PURPOSE:

The Grocery Store is your "Playing Field". This is where games are "won and lost"

#### It is important to walk "your aisle" to help you:

- o Understand your "competitive set"
- o Establish your "Brand Identity"
- o Make Pricing decisions (price per unit and price per weight)
- o Making Packaging Decisions (Shapes, colors, etc.)
- o Make promotional and marketing Decisions

#### SOME BACKGROUND:

#### FIRST MOMENT OF TRUTH DEFINED



## STORE TOUR

# 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)

7

7

# 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

8

8

# 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(e.g. shelf fees \$100 per item, charge for putting in catalog, product sheets, charge for product that goes out of date).

9

9

# 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**)

10

10

## 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)

11

11

## 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

12

12