

Getting Your Product On The Shelf



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Getting Your Product On The Shelf – And *Off!*



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The Business

EASIEST: Getting your product made

MORE DIFFICULT: Selling to a retailer

MOST DIFFICULT: Consumer purchase - again

Good News!

Northern CA is one of the best places
for specialty foods.



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But it's highly competitive



Consider This

In order to get your product on the shelf,
someone's product is going to be removed.

Do you stand out?



Me-Too or Distinctive?

- New flavor
- Innovative
- New form
- Certifications (local)
- **Compelling reason to purchase**



What's In It For Me?

- **RETAILERS**
 - Will it sell? Compelling reason
 - Packaging and price
 - What are you offering? (intro, promo)
 - How will you get it to me?
 - What will *you* do to drive sales?



Your Job

You have to have a plan to get
your products *off* the shelf.

Intro Allowance / Promo Plan

- Free case per SKU per store (6-packs)
- 15% off first order
- Free shipping
- Buy 10, get 1 free

- 15%-25% off 2-4 times year
- Demos
- Coupons
- BOGO

Before The Meeting

- Learn about the company
- Walk the store
 - Identify competitors
 - Review price point, placement
- Learn about buyer(s)
 - Ask others (SFA)

The Meeting

- Schedule meeting before lunch
- Bring samples (cooked food)
- Sell sheet, price list, SRP (understand margin)
- Intro allowance, 12 month promo calendar
- Tell your story (local)
- Tout your success elsewhere
- Ask questions, take notes

After The Meeting

- Send a handwritten thank you note
- Follow up with what was discussed and agreed upon
- Use preferred method of communication
- **BE TENACIOUS!**



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Thank you kindly.



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