

Company highlights

Located in Calgary, Alberta

Food Brokerage company dedicated to innovative products

Focus on Alberta's processors and producers

Strategic placement in Food Service and Retail

Offering a multitude of services:

- Marketing/ promotion
- Account maintenance
- Creation of point of sale material
 - Product demonstrations
 - Nutritional analysis
- Menu concept development

unparalleled customer care

established relationships

ever-evolving expectations

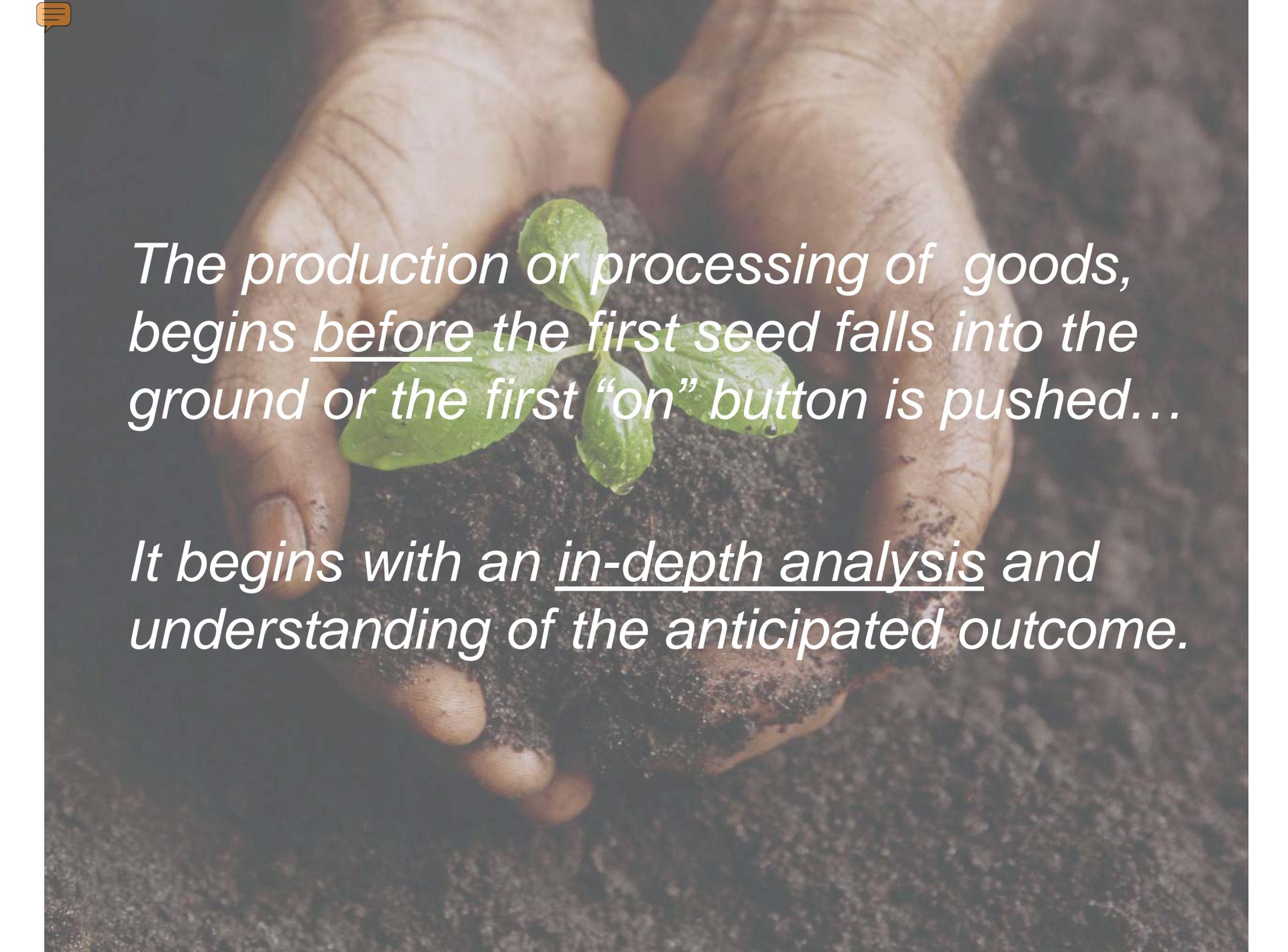
Solve challenges



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Effective Product Presentation

A close-up photograph of a pair of weathered, brown hands cupping a small, vibrant green seedling with three leaves. The seedling is growing out of a mound of dark, rich soil. The background is a blurred, dark surface, possibly more soil or a dark fabric. The lighting is soft, highlighting the texture of the hands and the freshness of the plant.

The production or processing of goods, begins before the first seed falls into the ground or the first “on” button is pushed...

It begins with an in-depth analysis and understanding of the anticipated outcome.

Although you may feel that you are well beyond that step and ready to learn about “selling” your product, our day to day experience of dealing with dozens of manufacturers, suggests that it is never too late to re-think your product or your process.



Step 1

Prior to Production



Ask yourself these questions:



Why am I going into production?

What is my purpose?

What is my plan?



Are you introducing into the marketplace yet another “Me, too” item?

Know Your Competition Completely

Perform a competitive analysis to investigate how your product will differ from the competitor's.

What benefits will you offer the customer?

quality

consistency

cost

packaging



My Competitive Analysis

Target Market – my focus is Foodservice.

My potential foodservice customers will include: family dining, lounges, cafeterias, catering companies, work camps.

My product is less suitable for: fine dining, pizza, fast food restaurants.

Competitors – list the major ones, especially those producing locally

Cost/ Price – what does the End User such as a Chef or Kitchen Manager pay for my competitor's product? How much do they pay for mine?

Nutritional Analysis – how does my product compare? Consider things like the number of ingredients, trans fats, sodium content, etc.

Packaging – is it appropriate for Foodservice? Is it easy to use and attractive?

Regional preferences – are there obvious trends to follow?

popular flavour profiles: ethnic, salty, spicy

commonly chosen sizes: ounces per serving

health perspective: all-natural, organic, low fat, chemical free

My Competitive Analysis

Target Market Focus is...

Potential customers will include:

Less suitable for:

My Competitive Analysis

Product	Vendor	Cost/ kg*
Hot Dogs Pork, Poultry and Beef recipe 7" long 5/ lb FRZ	Harry's House of Hot Dogs	\$ 3.99
	Frank's Franks	\$ 4.12
	World of Wieners	\$ 4.15

* This price is based on the distributors' price.

My Competitive Analysis

Vendor	Nutritional Analysis per 100 grams
Harry's House of Hot Dogs	Sodium 43% Trans fats 1 gram
Frank's Franks	Sodium 37% Trans fats 0 gram
World of Wieners	Sodium 39% Trans fats 1.5 gram

My Competitive Analysis

Vendor	Packaging	Pros	Cons
Harry's House of Hot Dogs	IQF bulk in a 3kg box; no plastic wrapping 2 X 3 kg	Reduces cost of packaging, easy to access product	Hot dogs exposed to air; freezer burn
Frank's Franks	IQF bulk in 2 kg box with plastic wrap 2 X 2 kg	Easy to use, protected from air and frost	Larger orders required due to smaller case size
World of Wieners	IQF bulk in resealable bag 2 x 3 kg	Easy to use, protected from air and frost	Additional packaging costs

My Competitive Analysis

Vendor	Trends to watch/ follow
Harry's House of Hot Dogs	<ul style="list-style-type: none">- Salty flavour- Firm texture- Performs well on Roller Grill, BBQ, steamer
Frank's Franks	<ul style="list-style-type: none">-Bland flavour-Soft texture with firm casing-Performs well on Roller Grill, steamer but not BBQ
World of Wieners	<ul style="list-style-type: none">-Smokey flavour-Very soft texture; indicates more pump-Does not perform well on Roller Grill, steamer, BBQ

There is ALWAYS room for more competition.



Plan your strategy wisely!



Production and Processing

Step 2

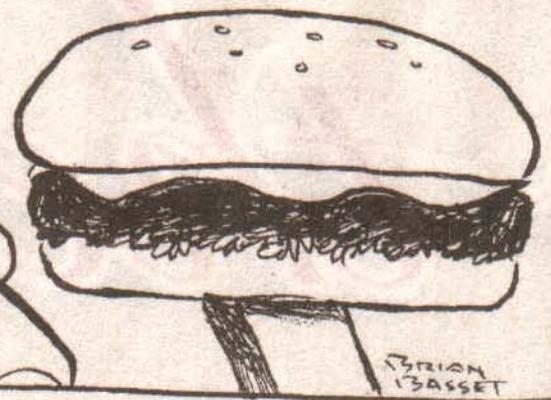
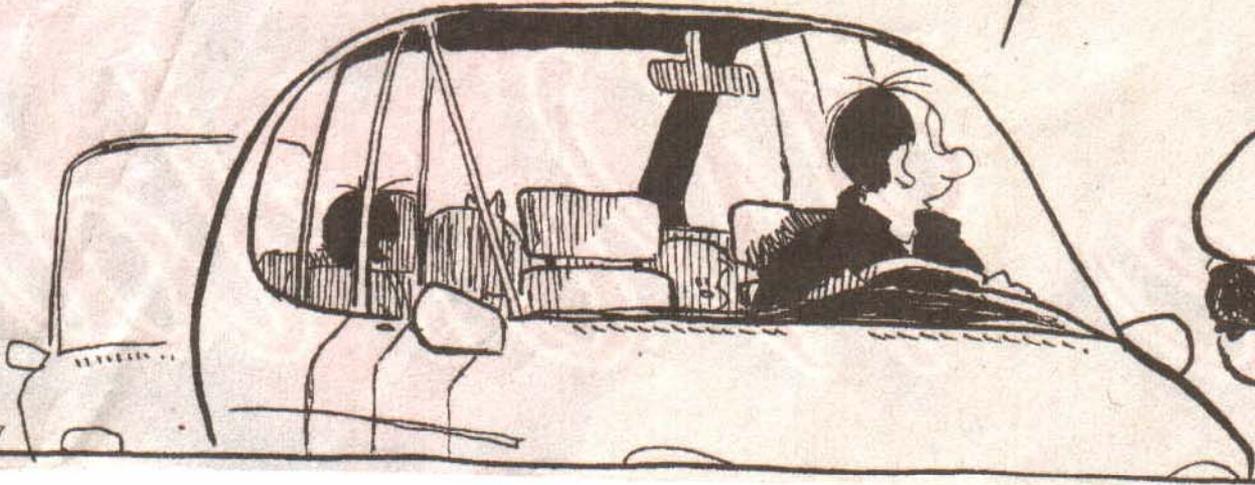


In the Foodservice Industry only two things matter:

Consistency and Appropriateness

WHAT DO YOU RECOMMEND TODAY?

THE KETCHUP PACKETS ARE ALWAYS CONSISTENT.



BRIAN BASSET

	Consistency	Appropriateness
Product	Have you finalized your recipe? Are unit sizes uniform?	Does it have usage in Foodservice? Is it “product” that Chefs use?
Package	Size of package is determined Type of packaging – IQF, vac pac	Plastic; jug or bag Resealable; easy to use
Price	No price fluctuations; suppliers are expected to guarantee price for 3-12 months, depending on the product category.	Can you compete at that price?
Distribution	Can the End User count on the product arriving in perfect condition, and on-time? Is your product going to be stocked with a distributor or direct delivery?	Can the End User buy from another distributor/ direct delivery other than their contracted distributor?



Step 3

Buy Me, Buy Me

A Point by Point Guide to the Initial Meeting

Setting the appointment

Although some “buyers” don’t mind a drop-in call, most prefer a scheduled appointment. Most meetings are set for 10:30 a.m. or 2:00 p.m.

Never call or visit between 11:30 a.m. and 1:30 p.m. unless invited to so.

Always arrive on-time, but be prepared to wait...

Meeting venues vary.

Some buyers prefer to meet in the kitchen, some at a table in the restaurant.

Although you will have your own preference, a **kitchen meeting** will allow you to have an “insider’s” view of the operation: how big is the space, how busy, how much counter space/ storage is available, what is the staff like, etc.?

You can address some of these visible strengths or concerns with the buyer, as relating to your product.

A **kitchen meeting** demonstrates your willingness to work “hands-on” with the product and the buyer. If you are bringing a sample, request a kitchen meeting and cook the products.

A **kitchen meeting** offers privacy from restaurant patrons and non-kitchen staff.

A **table meeting** is more suitable for follow up meetings.

If you are invited to meet at a table, but you would rather meet in the kitchen, find an appropriate time and reason for moving the presentation into the kitchen.

Company introductions are important.

The greatest value in your product is that it is locally grown or processed. This is a huge marketing advantage and the easiest one to emphasize.

A popular Marketing device is “Storytelling”.

It is not necessary to go into great detail, but a company profile may sound something like this...

Why cabbage rolls?

When my great grandmother came over from Russia in 1925, she spoke no English and couldn't get a job anywhere! What she could do was make her famous cabbage rolls. Her friends told her that she should sell the cabbage rolls to the busy people who didn't have the time anymore to be making traditional home-made foods.

In 1931, she opened her own deli. However, her cabbage rolls were so tasty that owners of other delis would come to buy her cabbage rolls for their own restaurants! No, of course she didn't mind. Instead, she focused on production and distribution rather than the deli. In 1964, her son opened a production plant and the stuffed cabbage leaves started rolling out.

Our company has been family owned and operated for over 75 years!

Product “Show and Tell”

Your product is the focus of the meeting;
direct the buyer’s attention with POS!

The **Point of Sale material** is an
essential selling tool;
your product must come accompanied with
informative and attractive literature.



A Quick Guide to POS

POS stands for Point of Sale material.

It refers to the brochure or flyer that promotes your product.

It should include most, if not all of the following:

images

product description

serving suggestions and/ or cooking instructions

benefits (health and functional)

storage and handling information

nutritional information

company information



Images

- Poor quality or unprofessional photography does extreme damage -- it suggests a lack of care.
- Buyers may be turned-off before seeing the actual product!
- Hire a professional food photographer who will work with you and ensure your satisfaction. Prices for services vary and so do the services provided.

Product Description

- A good product description will remind the buyer how the product looked and tasted. Describe the product as thoroughly as possible.
- Use delicious adjectives to re-create the flavours, such as: spicy, zesty, juicy, tender.

Serving Suggestions/ Preparation Instructions

- Include photos of serving suggestions, a recipe, or suggest complimentary spices/ ingredient.
- Include a statement about the heat of the oven or deep-fryer, and recommended cooking time.
- Encourage the End-User to think creatively about your product and consider multiple applications.
- Gear your POS to both Professionals and untrained kitchen staff.

Benefits

- Having performed your competitive analysis in Step 1, you are well prepared to highlight the advantages of your product.
- These statements, usually in point form, might include:
 - low in sodium
 - easy to prepare
 - visible lean
 - no trans fats

Storage and Handling

- Discuss if your product requires refrigeration and at what temperature.
- Can it be microwaved? Baked? Deep-fried?
- Can it be frozen and for how long? Can it be refrozen?
- What is the shelf life?
- Can it be stored after it has been cooked, how and for how long?

Food products are commonly stored and handled in **less than desirable conditions** which can take away from their quality, flavour, texture or longevity, without compromising safety.

Nutritional Information

- More and more Restaurants are performing nutritional analysis on their menus and making this information available to the patrons.
- Although it may not be required immediately, do not be surprised if you are asked to present a **professionally prepared statement** on the ingredients, calories, vitamins/ minerals, etc, found in your products.

Company Information

- Focus on the **advantages** of choosing your company over your competitor's:
 - ...located in the proximity
 - ...spacious federally-inspected and HACCP accredited
 - ...experienced and dedicated staff
 - ...committed to customer satisfaction
 - ...Kosher
 - ...nut-free
 - ...famous for...



Yes, finally...

show the product!

Another unfortunate fact:

If you feel that the buyer is bias against your product, ask to sample other staff or even patrons.

Example: Chef is vegetarian and you have brought a steak!



Samples

- Present a single serving of the product, properly labeled and kept at a safe temperature (a thermos bag).
- It is best to prepare the product during the meeting and leave a second sample for another chef or for second trial. **Samples often get lost or consumed; make every effort to minimize your waste!**
- Generally, during the meeting, the Chef/ Buyer will work with the product, other times, you will be asked to prepare it. Anticipate both situations and consider what uncontrolled factors exist: temperature of pan/ oven, what other ingredients are used – can they compromise your product?

Price Promises

- Discussing prices with the End-user/ Buyer can be **very dangerous**.
- Quote a price only if you are delivering the product directly (without relying on any distributors) and you can guarantee a fixed price for a set period of time.

Do not quote price without prior negotiations with the distributors.





Distribution



- Some End-users are under contract with a particular distributor and others are not.
- Find out which distributors are used and who is their designated salesperson/ DSR (District Sales Representative)/ Marketing Associate.
- Direct delivery may be an effective solution for getting your product into the marketplace quickly, but in the long run it may hinder your progress.
- Do you want to be a producer or a distributor?

The “Follow – Up”

- Following-up may include needing to be in contact with numerous people:
Chefs/ Kitchen Managers/ Owners
Distributor’s sales staff
Distributor’s Category Manager/ Buyer
Some one’s brother whom you will never meet
(but he makes all the decisions...)



- After a reasonable amount of time has passed, call the “buyer” to follow up on his/ her purchase decision or to provide additional information.
- Be prepared to call these people repeatedly; it is not likely that they will call you!



- You may need to make another appointment for further discussion, or drop by for a quick ‘hello’, as a reminder that you are looking forward to their business.

- Distribution may become yet another challenge in your quest to grow your business.
- If your product has a **listing with a Distributor**, contact the salesperson assigned to the account and ask them to work with you to promote the product.
- If your **product is not listed**, you will need to meet with a Distributor to discuss options.
- Chefs prefer products that are easily accessible, and are sometimes **limited to working with certain distribution houses** by incentives and or contracts.

Direct Delivery?

Suppose that you opt to deliver product direct to your customers...

1. What arrangements will you have to make?
2. Can you guarantee a regular delivery?
3. Can your customer buy direct?
4. Will a Distributor want to list your product at a later date, if you are competing with direct sales?

The growing trend to buy “locally produced” and “wholesome” foods makes this is the ideal time to introduce your products into the marketplace!

Becoming a preferred supplier is not an easy task. It will require many hours of your time and a budget allocated to product marketing.



Market with care and thought to
put success on your menu.

