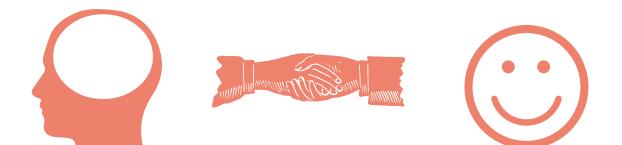


Selling to Specialty Food Retailers

THREE STAGES



Prep

Action

Follow-up

Before you approach, do your research!

Approaching the buyer and making the sale After the Sale -Strenghtening your brand value

Types of Specialty Food Stores

- Small, independent: avg. square footage is less, more curated selection, often family-owned
- Large, supermarket & chains: more SKUs in categories, buyers in separate office, often national (some distributors)
- E-Commerce local delivery and/or national: some focus on local, artisan, curated selection
- Other options: out-of-the-box venues, butcher counters, gift basket companies, corporate headquarters...



Pasta Shop

We





PREP: BEFORE APPROACHING BUYER

PRICE POINTS, QUALITY, VARIETY

What's in that category? What makes your product unique? What are the range of prices and quality?

Z TARGET CUSTOMERS

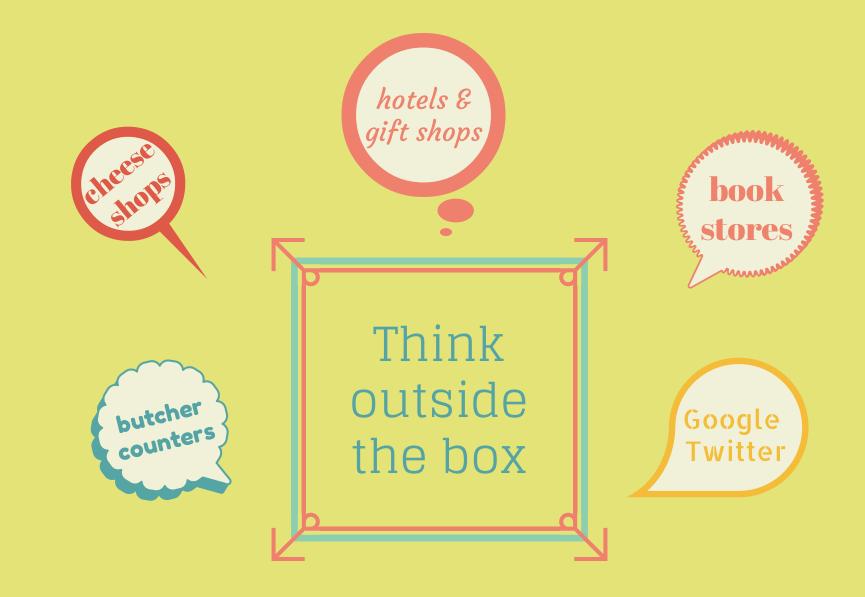
Consider who you are marketing to. Where do they shop? Who do you want eating your product? e.g. Millennial vs. Baby Boom shopping habits

B PACKAGING & LABELS

Review others' packages, sizes and label art. What does or does not work? What's missing? What's the best way to sell your product?

WHERE TO SELL?

Given your target audience, what venues are the best for your product? What products are sold in specialty stores and supermarkets?



Own your area & then grow

GETTING READY TO SELL

- Pricing structure
- Shipping rates/materials
- Business Growth Goals

PRODUCT DEVELOPMENT

SELLING

PRODUCT

- Taste! Flavor & Ingredients
- Uniqueness Utility
- Packaging Type
- Label artwork front/back
- Size volume, weight

BUSINESS DEVELOPMENT WORLDS BEST MARKETING PLAN & MATERIALS

- Brand identity
- Sell Sheets
- Marketing Collateral
- Social Marketing
- Web Presence

TELL YOUR STORY

Pro Tip: SIT WITH A BUYER FOR PRODUCT REVIEW

Brittany Sea Salts by M. Gilles Hervy





#81310 FLEUR DE SEL



The sea salts of Guérande from Brittany, France, have been celebrated for their fine flavor since salt harvesting began in these marshes more than 1200 years ago. All of the Gilles Hervy salts are still harvested by hand. The Fleur de Sel is just one day's harvest of the delicate top layer of salt that collects on the surface of the salt ponds; the crystals are fine and moist and give off a clean ocean smell. The Sel Gris (gray salt) is a blend of an entire season's harvest of salt raked from below the water's surface. The large natural crystals get their color and mineral content from the clay lining the salt ponds.

WHY WE LIKE IT

We have been working exclusively with artisan *paludier* (salt maker) Gilles Hervy since 1997. He is a man of integrity, who refuses to partner with a local cooperative that occasionally supplements its stock with Portuguese salt yet continues to use the label "Fleur de Sel de Guérande." We want to do everything we can to support a real artisan who is continuing this long, hard, laborintensive tradition.

#81310 Fleur de Sel 5.4 oz, 12/case

(one day's harvest unprocessed Guérande fleur de sel [sea salt])

#81312 Sel Gris 16 oz, 12/case (unprocessed Guérande sea salt)

#81314 Sel Gris with Herbs 5 oz, 12/case (unprocessed Guérande sea salt, thyme, basil, rosemary, bay leaf)

#81316 Sel Gris with Moroccan Spices 5 oz, 12/case (unprocessed Guérande sea salt, coriander, cinnamon, fenugreek, mustard, turmeric, ginger, cumin, cloves)

#81318 Sel Gris with 3 Seaweeds 5 oz, 12/case (unprocessed Guérande sea salt, nori, dulse, sea lettuce)

Please call for pricing and particulars KITTY KELLER, LINDA JONES & LAUREN ZAIRA 5332 College Avenue, Suite 201 | Oakland, CA 94618 phone **1.510.740.2030** | fax **1.510.839.7895** email **orders@klkeller.com**

Visit kikeller.com for more information

Sell Sheet Example

Tell the story

Wholesale info



PAGE 1 OF 2

Sell Sheet BONUS!

Great marketing tool for buyer, staff and ultimately customers

Tell me how to use it!



Brittany Sea Salts by M. Gilles Hervy



French Radishes with Butter & M. Gilles Hervy Fleur de Sel

Ready in: 5 minutes Serves: As many as you like!

Paired with any icy rosé, perhaps from Domaine Bunan of Bandol, this simple Provençal snack is a very pleasant way to begin a meal on a warm day.

Instructions:

- 1. Spread butter on a slice of baguette.
- 2. Dip a radish in the salt.
- 3. Take a bite of bread, then radish, then a sip of your beverage.
- 4. Repeat and enjoy with those around you.

For more recipes, visit kikelier.com

INGREDIENTS

French breakfast radishes (on the smaller side), stems trimmed but left on

Some very tasty unsalted butter

M. Gilles Hervy Fleur de Sel

Fresh sweet baguette



How to approach a buyer

- Identify who to speak with
- Understand how buying meetings are handled
- To cold call or not to cold call
- Make an appointment
- For your meeting Be prepared!

Don't forget other ways to be noticed:

- Fancy Food Show
- National Expo East/West
- Regional Eat Real Festival, Paso Olive Festival
- Awards Good Food Awards or SOFI
- Donate or volunteer Auctions, wine events



Support Your Retailer

- Check in with retailers frequently for sales reports, feedback, pictures,
- Support with sampling, demos, events and buy backs/trades
- Marketing support
 - Signage, marketing materials
 - Social Connection: pre-fab posts, comments & tags
 - Selling tools: recipe cards, pairing ideas
 - Newsletters, photos (e-commerce), link juice





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