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Market Hall Foods*



Selling to Specialty Food Retailers

THREE STAGES

«««««««««« Selling to Speciality Food Stores »»»»»»»»»»»»



Prep

Before you approach, do your research!



Action

Approaching the buyer and making the sale



Follow-up

After the Sale - Strengthening 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...





PREP: BEFORE APPROACHING BUYER



1 PRICE POINTS, QUALITY, VARIETY

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

2 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

3 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?

4 WHERE TO SELL?

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

**cheese
shops**

*hotels &
gift shops*

**book
stores**

**butcher
counters**

Think
outside
the box

Google
Twitter

Own your area & then grow

GETTING READY TO SELL

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



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

- 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

KKELLER
FOOD WAYS



#81310 FLEUR DE SEL



#81312 SEL GRIS



#81314 SEL GRIS WITH HERBS



#81316 SEL GRIS WITH MOROCCAN SPICES



#81318 SEL GRIS WITH 3 SEAWEEDS

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, labor-intensive 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)

Sell Sheet Example

← Tell the story

← Wholesale info

← Contact Info

Please call for pricing and particulars
**KITTY KELLER, LINDA JONES
& LAUREN ZAIRA**

Visit kkeller.com for more information

5332 College Avenue, Suite 201 | Oakland, CA 94618
phone **1.510.740.2030** | fax **1.510.839.7895**
email orders@kkeller.com

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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

KKELLER
FOOD WAYS

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 kkeller.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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many
thanks