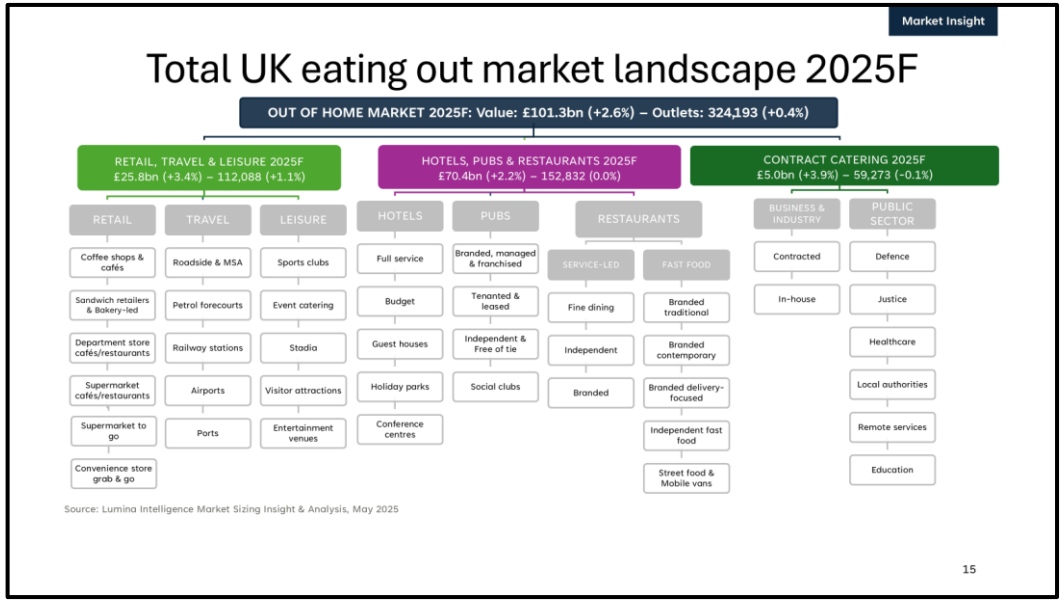
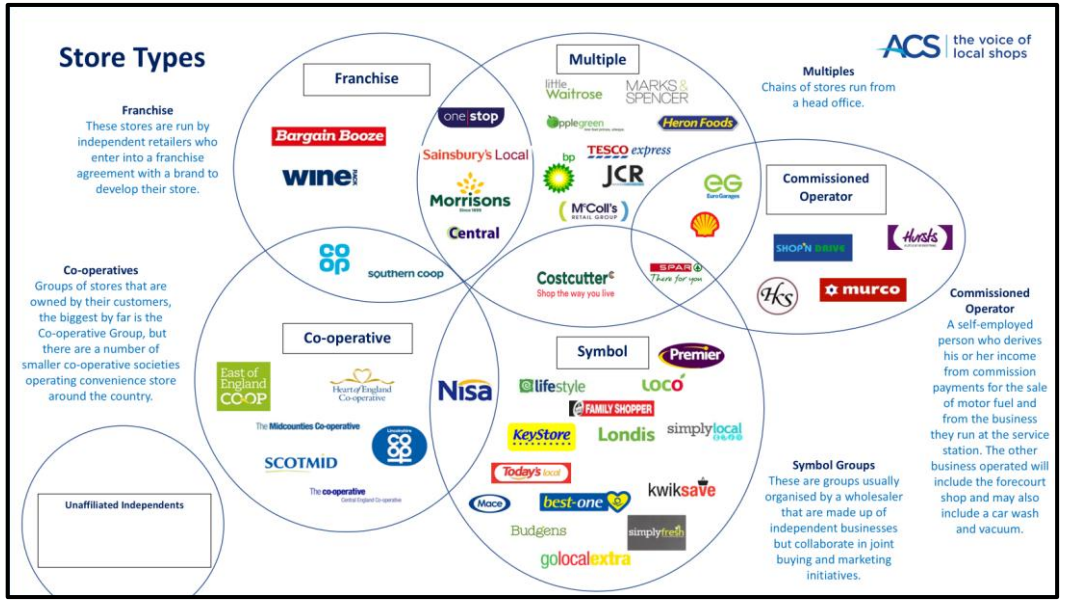
Food & Drink Wholesale UK

Where do people buy/consume your products?

Make sure the wholesaler you are seeing is selling to the outlets where your consumers go.















Food & Drink Wholesale UK

Be easy to deal with!

START WITH THE BRILLIANT BASICS

ADMIN – Case sizes, barcodes, product (nutritional) information, samples, new line forms, selling stories

TIPS – Ensure your products are fully compliant and 'ready to be sold' in the U.K.

Your selling stories need to cover 3 reasons to be (See slides, 3, 4 and 5)

Wholesalers know YOU believe in your brand, what they want is confidence it will sell. Add lots of financial value and remove as much risk as possible for them. Don't make your pitch all about the brand…ensure you understand how your brand will help them make more money

SUPPORT – Credit, payment terms, MOQ's, case sizes, delivery options, product specs, margins, promotional plan, listing fees, distribution incentives, terms payments and incentives

TIPS – You need to provide a wholesaler margin of typically 7-12%, PLUS a retailer margin of at least 22% in retail and 40% in foodservice.

Credit terms of AT LEAST 50 days are very common.

You will need to provide a promotional plan to allow wholesalers AND retailers to promote your products – these are usually price reductions and will get you feature and display. These usually enhance margins by at least 3-5% in wholesale and 10-155 in retail.

Many suppliers give long term incentives (backend margin) to encourage retailers to support and grow your sales. Consider this part of your investment in your brand and wholesaler.

Have the option to buy small at first and grow from them – Minimum orders are key to listings

Be clear why your product will add value and increase sales – not just steal from competitors

Food & Drink Wholesale UK

1st Step on the journey to the consumers

Bringing your product to life in wholesale

You need to sell your product 3 times to achieve your ambition

1. **Wholesaler**
2. **Retailer**
3. **Consumer**



- Why should the **WHOLESALER** stock our product?
- Does the margin work for them and their customer?
- Does the case size allow them to 'move more boxes'?
- Is there a strong promotional plan to get F&D?
- Is there a market for this product for their customer?

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Convincing the outlet

Bringing your product to life in wholesale

You need to sell your product 3 times to achieve your ambition

2. Retailer



- Why should a **RETAILER** stock our product?
- Does it give them a healthy margin to devote space in store to it?
- Do they have confidence the consumer will come looking for it?
- Does it ‘make sense’ to have it in their range? Space at a premium!
- Does it satisfy their customer’s needs? Value AND convenience

Food & Drink Wholesale UK

Your loved brands – The consumer ‘pull’

Bringing your product to life in wholesale

You need to sell your product 3 times to achieve your ambition

3. Consumer



- Why should a **CONSUMER** buy our product?
- Is the Price fair and just for Convenience? PMP Market benchmarking
- Does the product size and relevant price point match needs?
- Is the brand proposition compelling? Will people ‘ask’ for it?