

ABOUT US

The Canadian grocery sector offers food manufacturers a rewarding market to increase sales and distribution. Their success is dependent upon working with a leading authority.

Food Distribution Guy understands the market and has assisted leading brands in breaking through the competitive landscape to **“Getting and Staying”** listed in Canada’s grocery sector.

WE ARE OUR PRINCIPAL’S “ONE-STOP” RESOURCE!

LEVEL OF EXPERTISE

1. **Market Intelligence and Education:** We keep our clients up to date on:
 - a. The latest Canadian: 1. Grocery, 2. Category, 3. Consumer, and 4. Packaging trends.
 - b. Canadian category sales.
 - c. The costs of doing business in the Canadian grocery sector.
 - d. Required manufacturing credentials to sell product in Canada.
2. **“Go-To” Market Strategy:** We assist you in preparation for your brand’s launch:
 - a. Review your distribution goals.
 - b. Brand vs. Private label strategy.
 - c. Retail pricing strategy.
 - d. “SWOT” analysis – Products point of differential and the value the product brings to the category.
 - e. Competitive Strengths and Weakness analysis.
 - f. Identify your best sales direction – Broker / Distributor.
 - g. Secure sales representation that aligns with your distribution goals.
 - h. Marketing plan development and / or appraisal.
 - i. Confirm product packaging provides a shelf presence against the competition.
 - j. Create effective and cost-conscious trade promotions.
 - k. Support broker/distributor in achieving retail store listings.
 - l. GS1 Canada listing assistance.
 - m. Trade show recommendations and execution.
3. **Market Ready Offering:**
 - a. Confirmation product ingredients conform to Canadian regulations.
 - b. Trademark certification.
 - c. French translations.
 - d. Creation of bilingual packaging.
 - e. Interviewed on our “Grocery Talks” podcast.

WE OFFER A COMPLIMENTARY “45-MINUTE” ZOOM CONVERSATION TO LEARN ABOUT YOUR BUSINESS AND DISTRIBUTION GOALS.

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