

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 has a comprehensive understanding of the Canadian grocery sector. Our role is to assist emerging and established food businesses (i.e.: Canadian, U.S., International – shelf stable, frozen, refrigerated) seeking to be listed in Canada's grocery sector, regional or national basis:

1. Traditional grocery.
2. Natural health.
3. Club.
4. Gas convenience stores.
5. Dollar stores.
6. Alternative markets: (i.e.: Home improvement market).

FOOD DISTRIBUTION GUY'S VALUE PROPOSITION FOR THEIR CLIENT'S SUCCESS

1. Fifteen+ (15+) years of branding, marketing, and sales expertise in Canada's grocery sector.
2. My "4 Keys to Success":
 - a. What is your brand's unique point of difference?
 - b. What value does your brand bring to the category that will assist retailers in increasing category sales?
 - c. Is your brand's suggested retail competitively priced?
 - d. How will you support the brand launch to increase consumer awareness?
3. We keep our principals abreast of the latest market and consumer trends relevant to their business – locally and globally.
4. We keep our principals abreast of the activities of their Top 3 competitors.
5. **Our team** aligns and manages our principals' go-to-market strategy (broker, and/or distributor), marketing (if required), and logistic solutions, which allows them to manage the day-to-day business.

We assist our clients in navigating through the grocery landscape. Our principal's brand receives the detailed attention required.

WE OFFER A COMPLIMENTARY "45-MINUTE" ZOOM CONVERSATION TO LEARN ABOUT THEIR BUSINESS, THEIR EXPECTATIONS, AND THEIR DISTRIBUTION GOALS.

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