

The background of the slide is a photograph of a forest. Tall, thin trees with green foliage are visible. The ground is covered in a dense layer of green moss and low-lying plants. A person wearing a bright yellow jacket is standing in the middle ground, facing away from the camera. The sun is low in the sky, creating a warm, golden light that filters through the trees.

Overview of Distribution Systems for Food and Alcoholic Beverages in the US

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Introduction of the Project

Background

- Business Finland has created The Food from Finland program to help Finnish companies to grow their exports and international know-how.
- The program focuses on the development and growth of the Finnish food industry and on the promotion of exports with branded products and services offering high added value. The program helps Finnish food-industry companies in gaining access to the rapidly changing international food markets by utilizing innovation and business know-how and research that supports the sector's competitiveness.

Project introduction

Short term objectives

- Provide an understanding on the distribution systems for specialized, small and regional grocery stores in the US East Coast with a brief outlook on specialized eCommerce platforms.
- Provide an understanding on how imported premium alcoholic beverages are distributed in the US.

Long term objectives

- Gather additional information to further improve the knowledge of Finnish companies of the US food market requirements, especially for imported food and alcoholic beverages, which will serve as the foundation for their overall strategy for US entry considerations.

Part I – Food

The East Coast grocery, natural and specialty stores which are regional or local (no national chains) and operate between North Carolina and Boston.

Distributors who specialize in berries, plant-based food, snacks and other health enhancing products.

Importers who operate in the East Coast or who already import from Scandinavian countries.






Regional Grocery Stores

Store Name	Web site	Address	Contact	Info
Kings 	https://kingsfoodmarkets.com	Kings Food Markets 700 Lanidex Plaza Parsippany, NJ 07054 Phone: 1800 325 4647	https://www.range-me.com/albertsons	High end grocery stores. Gourmet market. Serves customers in New Jersey, New York and Connecticut. Part of Albertsons companies.
Balducci's 	https://www.balduccis.com	1980, Brooklyn, New York, NY specialty gourmet food retailer	https://www.range-me.com/albertsons	A specialty gourmet food retailer. HQ in MD. Six stores in CT, NY, MD and VA . Balducci's is part of Albertson companies. Stores are from grocery supermarkets, convenience stores to high end gourmet stores .
Stew Leonard's 	https://www.stewleonards.com	100 Westport Avenue Norwalk, CT 06851 (203) 847-7214	Web form on website	Stew Leonard's has six locations in Connecticut, New York and in New Jersey. Two of the Stew Leonard's locations are labeled the best in Connecticut: Danbury and Norwalk.
Uncle Giuseppe's Marketplace 	https://uncleg.com	225 Old Country Road North Wing, Suite #2 Melville, NY 11747	JillianG@uncleg.com https://uncleg.com/become-a-food-vendor/	HQ In Farmingdale, NY, with eight stores located in metro New York and one in New Jersey (Ramsey). Jillian Gundy, Uncle Giuseppe's Marketplace. A full-service grocery store, specialized in Italian food.
Wegman 	https://www.wegmans.com/about-us/	1500 Brooks Avenue P.O.Box 30844 Rochester, NY 14603-0844	Web form on website	In New York, New Jersey, Maryland, Massachusetts, Pennsylvania, Virginia 106 supermarket chain in through Mid-Atlantic to New England. Top-ranked for its specialty departments . Privately held HQ in NYC.
DiBruno Bros 	https://dibruno.com/locations/	1730 Chestnut St, Philadelphia, PA Phone: 215 665 9220	Web form on website	Specialty food retailer and importer. Gourmet destination purveying cheeses, breads & specialty items, plus prepared foods. Six retail locations in Philadelphia.
ROCHE BROS. 	https://www.rochebros.com	MA Route 139 605 Plain Street Marshfield, MA 02050 Main: (781) 837-9955	Web form on website	Massachusetts. Roche Bros. runs neighborhood markets around the Boston metropolitan area. They exist somewhere between Whole Foods and Safeway in terms of selection and pricing, with emphasis on local sources, gluten-free selections, and ready-made dinners.







Regional Grocery Stores

Store Name	Web site	Address	Contact	Info
Green Life Market 	https://www.greenlifemarket.com	238 Newton Sparta Road, Andover, NJ 07860 Phone: 973 512 3900	Web form on website	Health Food Market. One-stop shop for a healthy lifestyle.
Dean's Natural Food Market 	https://www.deansnaturalfoodmarket.com	25 Mountainview Blvd, Basking Ridge, NJ 07920 Tel: 908 495 1600	Web form on website	New Jersey based organic and natural food stores with three locations. They only offer 100% USDA Certified Organic Fruits and Vegetables. Basking Ridge, NJ Chester, NJ , Ocean, NJ, Shrewsbury, NJ.
Mom's Organic Market 	https://momsorganicmarket.com/#	83 Stanley Ave, Dobbs Ferry, NY 10522 Phone:914 266 0937	Web form on website	MOM's has stores in four states (VA, PA, NJ, NY) and DC, When reviewing new items to sell at MOM's, the first thing we look at is what it's made of- we have a list with over 100 banned ingredients. https://momsorganicmarket.com/ingredient-watchlists/ Using our Ingredient Standards as a guide, we give preference to organic items and take into consideration sustainable farming practices, fair labor, and more.
LifeThyme 	https://lifethymemarket.com	410 6th Ave. Greenwich Village, NY 10011 Phone: 212 420 1600	cs@lifethymemarket.com	A local market, independent operator. Natural and organic food and other products.
Sprouts Farmers Market 	https://investors.sprouts.com	Sprouts Farmers Market 5455 E. High Street, Suite 111 Phoenix, AZ 85054	New Item Submission https://about.sprouts.com/new-item-submission/	The healthy grocer continues to bring the latest in wholesome, innovative products made with lifestyle-friendly ingredients such as organic, plant-based and gluten-free. Covers southern US. Stores 360 in 23 states, including SC, NC, VA, DE, PA, NJ .
Harris Teeter 	https://www.harristeeter.com/	Harris Teeter Inc. Attn: Customer Relations PO Box 10100 Matthews, NC 28106-0100	Web form on website	The supermarket chain is based in Charlotte, North Carolina, and it has a wide selection of foods ranging from pizza crust to organic cheese under its private label (and more affordable) brand. It was founded in 1960 and now has more than 230 locations across the United States. Chain operate in 261 stores.

Regional Grocery Stores

Store Name	Web site	Address	Contact	Info
Nature's Corner Market 	https://naturescornermarket.com/home	3960 Mary Eliza Trace, Ste 500 Marietta, GA 30064 Phone: 678-833-5916	Web form on website	Convenient natural foods market. Nutritional supplements department, a full service natural foods market specializing in gluten free and other diet restricted foods. Three locations.
David's Natural Market 	https://davidsnaturalmarket.com/about-us/	5410 Lynx Lane, Columbia MD 21044 Phone: 410 730-2304	Web form on website	David's Natural Market was founded on the idea that people should have access to healthy foods, local organic produce, cutting-edge formulas of vitamins and supplements, and informed and engaging customer service—all under one roof.
Downtown Natural Market 	https://www.facebook.com/Downtownnatural	1701 Church Ave, Brooklyn, NY 11226 Phone: 718 282 0110	Web form on website	Downtown Natural Market is an independently and locally owned and operated business, dedicated to providing organic and natural foods, fresh organic produce, vitamins and supplements and a fresh juice bar to the local community. Three locations in NYC.
The Fresh Market 	https://www.thefreshmarket.com	Greensboro, NC Phone: 866 817 4367	Web form on website	A gourmet supermarket. The company operates 176 stores in 24 states, ^[5] located in the Southeast, Midwest, Mid-Atlantic and Northeast.
Food Bazaar 	https://www.foodbazaar.com/who-we-are/	454 Wyckoff Ave , Brooklyn, NY 11237 Main Office: (718) 346-6500	info@bogopausa.com	Bogopa is a family-owned company that operates full-service supermarkets in the Tri-State metropolitan areas (NY, NJ, CT) under the name "Food Bazaar." Devout aisles of space to international and mainstream groceries.
Hannaford 	https://www.hannaford.com	145 Pleasant Hill Road, Scarborough, ME 04074 Phone: 800 442 6049	Web form on website	Store locations in MA, ME, NH NY, VT . Hannaford is part of the Retail Business Services, LLC , is the service company of Ahold Delhaize USA (provides services to five East Coast grocery brands, including Food Lion, The GIANT Company, Giant Food, Hannaford and Stop & Shop)
Earth Fare 	https://www.earthfare.com/	220 Continuum Dr, Fletcher, NC 28732 Phone: 828 281 7556	contactus@earthfare.com	Providing foods made with only high-quality, natural, and organic ingredients. Specialty, Local, Organic & Natural Foods. Operates 20 locations across 8 states: Georgia, North Carolina, South Carolina, Virginia, Tennessee, Florida, Ohio, and Michigan.









Food Distributors

Name	Website	Address	Contact	Info
JJK&K Distributors 	https://jjkfoods.com/	4 Caesar Place Moonachie, NJ 07074 Phone: (201) 939-4234	INFO@JJKFOODS.COM	An importers and specialty wholesale food distribution. German and Eastern European foods, health and wellness and other specialty products. Customers include restaurants, hotels, e-commerce retailers, specialty food & meat markets, cheese shops and as well as caterers. Serve customers nationwide. JJ&K Distributors also offers local delivery to the Tri-State areas of New York, New Jersey and some areas of Connecticut.
Chex Finer Foods 	https://www.chexfoods.com/	71 Hampden Road Mansfield, MA, 02048 P: 800-227-8114	orders@chexfoods.com	Based in Massachusetts, a 3rd generation family-owned Specialty and Natural food distributor, supplying over 750 retail grocery stores from Maine to Florida. Carries the best selection of specialty and natural foods from the local New England region and all over the world. Products: https://www.chexfoods.com/our-products Vendor info: https://www.chexfoods.com/vendor-portal
Associated Buyers 	https://www.assocbuyers.com/	PO BOX 399 (50 Commerce Way), Barrington, NH 03825 Phone: (603) 664-5656	info@AssocBuyers.com	A small natural and specialty foods wholesale company, serving the Northeast from our warehouse and offices in Southern New Hampshire. Unique product mix encompasses natural, organic, international, gourmet and regional specialties as well as many unusual and hard to find items. Delivery area includes the following: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, and the Hudson River Valley of NY.
Rainforest Distribution 	http://rainforestdistribution.com	20 Pulaski St, Bayonne, NJ 07002 Phone: (201) 683-7953	newvendors@rainforestdistribution.com	A full-service food & beverage distributor. Regional service provider. Service area: VA,DC, MD, DE,NJ,NY, PA,CT, RI. Warehouse in NYC. Brokerage. Carries more than 100 brands of new, natural and organic products. Catalogs: http://rainforestdistribution.com/brands
River Valley 	https://rivervalleyfoods.com Vendor Form: https://rivervalleyfoods.com/resources/supplier-resources	5881 Court Street Rd Syracuse, NY 13206 Phone: (800)-288-4828 (315) 437-4636	Web form on website	Regional service area. A full-service grocery distributor serving retail customers across the Northeast. Specializes in providing exceptional products and services to customers in the grocery, specialty, convenience and drug store channels. River Valley carries over 8000 different SKU's in the specialty, natural, ethnic, gluten free, snack and frozen categories. Warehouse is Syracuse. Offers numerous opportunities to involve vendors in marketing programs, food shows, and retailers' ad plans. Products https://rivervalleyfoods.com/resources/customer-resources/
Bozzuto's Inc 	https://www.bozzutos.com	275 Schoolhouse Road, Cheshire, CT 06410 Phone: 203.272.3511	Web form on website	A leading total service wholesale distributor of food and household products to retailers in New England, New York, New Jersey and Pennsylvania. Offers an extensive selection of Specialty Foods Store Brands IGA or Hy-Top , Seven Farms (organic, glute-free, plant-based) http://www.sevenfarms.com/

Food Distributors

Name	Website	Address	Contact	Info
The Hemisphere Group 	http://www.greenfarms.com	221 Mt. Pleasant Road Smithtown, NY 11787 Phone: (631) 382-9850	info@greenfarms.com	An importer, exporter and distributor of bulk nuts, seeds and dried fruits supplying the snack, bakery, food service, confectionery and ice cream industries.
Four Seasons Produce, Inc. 	https://www.fsproduce.com/contact/	400 Wabash Road P.O. Box 788 Ephrata, PA 17522-0788 Phone 717-721-2800	Web form on website	A full-service wholesale produce distributor supplying Organic, Local and Conventional fresh produce and related products to Organic Markets, Food Co-Ops, Independent Retailers, Chain Stores, Juice Bars and other produce buyers in the Mid-Atlantic and Northeast regions.
Essex Food Ingredients 	https://essexfoodingredient.com	9 Lee Blvd Frazer, PA 19355 Phone: 866 246 1214	Web form on website	Delivers high-quality food ingredients to food product companies.
Seacrest Foods 	https://seacrestfoods.com/about-us/	86 Bennett Street Lynn, MA 01905 Phone: (781) 581-2066	info@seacrestfoods.com	An importer and a regional distributor of specialty foods. Focused on the specialty foods market In addition to providing a wide array of imported artisan products, . We work closely with our vendor partners and brokers to offer products, as well as marketing and promotional plans, to fit your needs.
Samian Sales - Specialty Food Distribution 	http://www.samiansales.com/about.html	476 Centennial Blvd., Unit 1 Voorhees, NJ 08043 Phone: 732-972-7540	ian@samiansales.com	A small family-owned food distribution. We stock sweet and savory ingredients, desserts, Asian (and other ethnic) foods, cheese and charcuterie, nuts and dried fruits, chocolates, and amenity products.
Baldor 	https://www.baldorfood.com/about-baldor	155 Food Center Dr, Bronx, NY 10474 Phone: 718 860-9100	Web form on website	The foundation of Baldor Specialty Foods is built on sourcing the finest and the freshest seasonal product from around the globe and from local farms right here in the northeast region of the United States/ Food service wholesale, retail.
Garden Spot Foods 	https://www.gardenspotfoods.com	191 Commerce Dr, New Holland, PA 17557 Phone: 717 354 4936	sales@gardenspotfoods.com	Includes a wide variety of organic, gluten free, kosher, and other niche specialty foods. Garden Spot Foods offers an assortment of over 1,500 Organic, Natural, and Specialty food and lifestyle products from 250 vendors, ranging from top brands to small startup companies. For Vendors: https://www.gardenspotfoods.com/vendor-opportunities/ https://www.gardenspotfoods.com/filemanager/general/New%20Vendor%20Sc

Food Distributors

Name	Website	Address	Contact	Info
Gerrit J Verburg 	https://gerritjverburg.com/	12238 Germany Rd, Fenton, MI 48430 Phone: 810.750.9779	Web form on website	Private label distributor for a Finnish licorice manufacturer, Tid Bitz. Packaged: SKU #51600. 12 bags x 5.29oz . Cost at retail \$1.99 . Sold in high end grocery stores. 
Adventure in Food Training 	https://www.adventureinfood.com	381 Broadway Building 7 Menands, NY 12204 Phone: 518.436.7603	orders@adventureinfood.com	To research, seek out, and source a wide variety of specialty food products. Catalog: https://net3.necs.com/adventureinfood/site/catalog
Max Natural Food 	https://www.maxnaturalfoods.com	1980 New Hwy, Ste A Farmingdale, NY 11735 Phone: 631-393-0338	info@maxnaturalfoods.com	Services to specialty gourmet supermarkets and grocery stores including natural markets and healthy food stores, who want to provide premium and healthy products to their customers. Covering all 5 boroughs of NY, Long Island, upstate NY (tri-state area), Northern Nj, CT and PA. Catalog: https://www.maxnaturalfoods.com/wp-content/uploads/2020/08/max-natural-foods-2020-catalog-web.pdf
McMahons Farm, Inc. 	https://www.mcmahonsfarm.com/about.html	305 Jackson Road Hopewell Junction, NY 12533 Phone: 845-227-0120	orders@mcmahonsfarm.com	Family run business, a wholesale distributor of organic, natural and specialty foods as well as eggs, dairy and other food products. Servicing the New York Metropolitan Area. Catalog: https://online.fliphtml5.com/aamvf/fwvx/#p=100
EcoMeal Organic 	http://ecomealorganic.com/about-us/	5349 Kings Highway, Brooklyn , NY 11203 Phone: 718 451 2828	info@ecomealorganic.com	Was founded as distributor of organic and all-natural products. EcoMeal distributes throughout the metro New York area. Our passion for selling only all-natural products that are free of genetically engineered ingredients or preservatives. Represents Oatly .
J&J NY Distribution Corp 	https://www.jjnycorp.com/	343 Lafayette Ave. Bronx, NY 10474 Phone: 718 589 0517	info@jjnycorp.com	J&J NY Distributors is one of the largest independent wholesale food distributors in New York, New Jersey, and Metropolitan areas. Wholesale Natural Foods, Imports & Domestic Gourmet.
New York Fancy Natural Foods, Inc. 	https://www.nyfancynatural.com/contact/	154 Morgan Ave Brooklyn, NY 11237 Phone: 718.366.1212	Sales Manager Parker Kim Fancyfancy2015@gmail.com	A major wholesale food distributor, provide the finest organic, natural and specialty food products. Offers variety of food products from beverages to baked goods, and pasta noodles to confectionaries. Serve New York, New Jersey, Philadelphia, and Connecticut.

Food Distributors

Name	Website	Address	Contact	Info
Megafood International 	https://www.megafoodpa.com	10211 Northeast Ave Philadelphia, PA 19116 Phone: 215 464 6917	megafood09@gmail.com	Supplying quality food products to international stores thru out East Coast region. Carries FinnCrisp and Valio - Finlandia Cheese Catalog: https://www.megafoodpa.com/catalog
World Finer Foods/ Liberty Richter 	https://worldfiner.com/	1455 Broad St Ste 4 Bloomfield, NJ, 07003 Phone: 973-338-0300	info@worldfiner.com	A leading distributor of more than 1000 owned and third-party premium food, beverage and personal care products Carries FinnCrisp
Woolco Foods 	https://woolcofoods.net	135 Amity Street Jersey City, NJ 07304 Phone: 201 716 2700	info@woolcofoods.net	A leading broad line provider for restaurants, hotels, bakeries, caterers, and institutions in NY and NJ area. Supply hospitality industry.
Gourmet International  	https://www.gourmetint.com	5253 Patterson Ave SE Grand Rapids, MI 49512 Phone: 616.698.0666	web@gourmetint.com	Imports & distributes fine quality specialty foods & confections throughout the United States. Is the exclusive importer of over 35 European brands ranging from savory to sweet. Panda, FinnCrisp. (Wasa), Catalog: https://www.gourmetint.com/catalogs/2019_everyday/
Willy's Products Scandinavian Food Store	https://www.scandinavianfoodstore.com/	1637 NW 38th Ave, Lauderhill, FL 33311 Phone: 954 316 1350	Web form on website	Distributors of the finest Norwegian, Swedish & Danish Food. A small company.

Food Importers

Name	Website	Address	Contact	Info
Euro-American Brands 	https://www.euroamericanbrands.com/	95 N State Rte. 17 Paramus, NJ 07652 Phone: 201 368 2624	info@euroamericanbrands.com	The premier importer of European confections and specialty foods to the United States. Gourmet confections and specialty food distribution. A nationwide sales team and a network of brokers. Carries Panda. (sold in grocery and natural food stores) 
Stark Foods 	http://www.starkfoods.com	250 Forest Drive, 11548, Greenvale, New York Phone: 516-626-3704	info@starkfoods.com	An importer & distributor of European specialty food products & beauty care items, focusing on specialty foods and gourmet items. A large company
Chicago Importing Company 	https://www.chicagoimporting.com	11200 E. Main Street Huntley, IL 60142 Phone: 847-669-2100	Sales@ChicagoImporting.com	A wholesale distributor that is proud to provide the finest specialty foods from Scandinavia & western Europe Carries Fazer Mint.
Gourmet International Ltd 	https://www.gourmetint.com	5253 Patterson Ave SE Grand Rapids, MI 49512 Phone: 616.698.0666	web@gourmetint.com	Imports & distributes fine quality specialty foods & confections throughout the United States. Importer of over 35 European brands ranging from savory to sweet
Belgravia Imports 	http://belgraviainports.com	Aquidneck Corporate Park 88 Silva Ln, Tech 4 Building, Ste. 102 Middletown, RI 02842 Phone: 800.848.1127	belgravia@belgraviainports.com	A mission to bring to the US consumer the best of organic and all-natural gourmet and specialty foods.

Food Importers

Name	Website	Address	Contact	Info
Amest Foods 	https://amestfoods.com	7 Fillmore Drive, Stony Point , 10980 NY Phone: 718-360-088	info@amestfoods.com EVE SAAR	A small, New York-based and woman-owned Nordic food import company committed to providing you with the best service and selection of European, Scandinavian and Nordic goods and products.
White Toque, Inc. 	https://www.whitetoque.com/about-us	11 Enterprise Ave. North Secaucus, NJ, 07094 Tel: (201) 863-2885	Vice President and North East Sales Manager Richard Lemee Tel: 201-863-2885 x 224 Cell: 908-759-7560 r.lemee@whitetoque.com	The leading importer of European specialty products to the food service trade in the United States. We currently sell to 250 distributors and wholesalers nationwide and offer a wide selection of frozen and dry goods products. Our frozen food lines represent about 80% of our sales and most of them are packaged under our WHITE TOQUE bran
Euro USA , Inc 	https://eurousa.com/about-us/	Euro USA Mid-Atlantic 44901 Falcon Place, Suite 104 Sterling, VA 20166 800.899.5616	Web form on website	Importer and distributor of specialty food and fresh seafood. Serving Cleveland, Chicago, Mid-Atlantic . Cheese from Sweden Catalog: HTTPS://eurousa.com/wp-content/uploads/2020/03/Euro-USA-Bake-Shop-Catalog_WEB.pdf
Italian Products 	http://www.italianproducts.com	758 Lingwood Ave, Elizabeth, NJ 07202 Phone: 201 770-9130	Web form on website	European food supplier. U.S, Importers of specialty food products from Italy, Scandinavia and Portugal.
Haram-Christensen Corporation 	http://www.haramchris.com/about/	125 Asia Place Carlstadt, NJ 07072 Phone: 201.507.8544	Web form on website	Products today blend together the flavors of Germany, the Scandinavian countries, Austria, Switzerland and France. Imports Halva's licorice , Fazer , misbranded products .
Acme Import, CO 	http://www.acmeimport.com/about-us	6 E 46th St #500 New York, NY 10017 Phone: (212) 661-5506	Web form on website	Imports a wide range of specialty foods from all over Europe including such brands Heath & Heather Organic Holistic Teas from Great Britain, Typhoo Teas from the UK, London Fruit and Herbal Teas from the UK, Ridgway Teas of London, Zentis Marzipan from Germany and Pergale chocolate bars and boxed chocolates from Lithuania.
Fast-Pak Trading 	http://www.fastpakstore.com	375 County Ave. Secaucus, NJ 07094 Phone: 201.293.4757	sales@fastpakstore.com	We import items from many countries, including Macedonia, Serbia, Hungary, New Zealand, and more. We minimize the use of artificial preservatives and ingredients and encourage the use of all-natural and organic growing practices.

Food Importers

Name	Website	Address	Contact	Info
Epicure Foods 	http://epicurefoodscorp.com/contact-us/	2 Laurel Drive, Unit C Flanders NJ 07836 Phone: 1-908-527-8080	Sales & Marketing: info@epicurefoodscorp.com	Our family business has been importing fine cheeses and other gourmet foods from Western Europe since 1971.
Carl Brandt, Inc. 	https://www.carlbrandt.com/about-us/	140 Sherman Street Fairfield, CT 06824 Phone: 203.256.8133	Email: mailbox@carlbrandt.com	Fine European Food Specialties . Is a specialty food importer representing notable food specialties from around the world. Offer broad product lines from leading food companies throughout Europe and beyond. Collection features: natural and organic, whole grain breads, cookies, chocolate, chocolate dragees, Zwieback, cakes, holiday stollen, marzipan, herbal tea, liquor-filled pralines, Swiss preserves and iced teas, hard candies, drinking chocolates and many more selections.
Custom Source, LLC 	http://www.customsourcellc.com/	Custom Source LLC 36 Harlow Street Worcester, MA 01605 Phone: 508-304 733	contact@customsourcellc.com	Importer and distributor of fine foods and specialties from around the world.
B&R Classics 	http://www.brclassics.com/page.php	B&R Classics 56 Old Field Road, Huntington, NY 11743 Phone: 631-427-5675	Email: csn@brclassics.com	B&R Classics is a national fine food importer bringing the best of the world's cookies and confections to the US. Advice and counsel is offered on which products are most appropriate to the US and how to market them. Assistance on label development and legal compliance are also provided.(carries Swedish liquorice, ginger snaps)
Anco Fine Cheese 	www.ancofinecheese.com	South East Branch/Corporate Office 11421 NW 107th St. Miami, FL 33178 305-651-8489	Web form on website	Imports mainly cheese, but also crackers, creams and desserts, butters, meats and seafood products, chocolate, specialty foods and other grocery items.

Trade Shows

- **Natural Products Expo East** : <https://www.expoeast.com/en/home.html>
 - Sep 23 -Sep 25, 2021 ; Pennsylvania Convention Center, 1101 Arch St, Philadelphia PA
- **Natural Products Expo West**: <https://www.expowest.com/en/home.html>
 - March 8-12, 2022; Anaheim Convention Center, Anaheim, CA
- **UNFI Natural, Conventional and Fresh Spring & Summer Show**: <https://www.unfi.com/shows-events>
 - February 1-2, 2022; San Jose, CA. San Jose Convention Center
- **Winter Fancy Food Show** :<https://www.specialtyfood.com/shows-events/winter-fancy-food-show/>
 - January 16 – 18, 2022; Moscone Convention Center. San Francisco , CA
- **Summer Fancy Food Show** :<https://www.specialtyfood.com/shows-events/summer-fancy-food-show/>
 - September 27-29, New York. NY. Virtual
- **Sweet & Snacks Expo**: <https://sweetsandsnacks.com>
 - May 24-26, 2022, Chicago, IL
- **Dairy – Deli Bake Seminar & Expo**: <https://www.iddba.org/iddba-show>
 - June 5-7, 2022., Atlanta, GA
- **US Private Label Trade Show** : <https://plma.com/>
 - 14-16 November 2021, Chicago, IL,
- **Americas Food and Beverage Shows** <https://www.americasfoodandbeverage.com/>
 - September 20-24 , Miami , virtual

Specialty Food Sector

2020 Sales \$170.4 billion – a 12 billion increase over 2019

Brick and mortar retail - \$136 billion

Foodservice channel - \$24 billion

Online specialty retail sales - \$9.8 billion

80% of sales are at retail, 14% through foodservice, 6% online

Specialty food represents 21.5% of all food sales at retail

Between 2018 and 2020, sales of specialty food jumped by 24% while sales of all food increased by 17%

Fastest growing sectors are: Refrigerated Plant-Based Meat Alternatives, refrigerated Creams and Creamers, Refrigerated Past, Refrigerated RTD (ready to drink) Tea and Coffee, and Pastas and Pizza Sauces

Refrigerated Plant Based Milk, Refrigerated Meat Alternatives, Shelf-Stable Plant Based Milk, Tofu, and NON-TRD

Importing to the US

Mandatory requirements

- Facility registration with FDA
- Appoint your Importer of Records or Agent in the US market
- Compliance with US labeling and packing laws
- Certification completed (where applicable)

Distribution Channels

Importer / Wholesaler

- Importers take possession of goods
- Often take up to 25-40 % margin to cover expenses
- They won't share much information – you won't know who they present to

Through an Agent

- Typically takes 5% for direct sales and 3% for sales in combination with another broker
- Do not take possession of goods – they sell them on client's behalf
- Requires time, support and communication to set up

Through your own entity

- Most advanced for long term
- More latitude of selling
- Possible of lower taxes
- Personal liability protection
- Maybe costly and time consuming
- Difficult to open a U.S Business bank account due to Foreign Tax Compliance Act

E-Commerce

- Through your own site - to create brand loyalty
- Also, via other platforms (like Amazon or retailer)
- Important to have both a balance not one or the other
- US credit card laws need to be reviewed. Overseas purchasing is not always possible
- The issue of importer of record needs to be considered. The seller should include all shipping and duty in their prices. US buyer do not want to pay these fees. In some cases, the state tax authorities will charge the consumer sales tax and penalties.

U.S Regions



Working with Distributors – First Steps

What you need to know:

- To which retailers do they sell? How are those relationships?
- Regionality? Channel orientation?
- What brands are in the distributor's catalog? Any competitors?
- What is the distributor's markup for the category?
- What other costs?
- What other services? Trade Show? Catalog? Warehousing?
- How is the distributor's sales team ?
- Can you get along?
- Importers and distributors expect marketing dollars and free samples as well for manufacture to share cost of retailer slotting fees. Can be as much as \$50.000 in such costs. Possibly more for a new product that has to be pioneered.

Distributors – “Necessary Evil” but are cheaper than the alternatives

- Warehouses products, creating billing and shipping
- Make ordering and billing easier

Manner of discovery - Finding your distributor = leverage

Do you have leverage while negotiating with a distributor

- If so, some wiggle room
- If not , then

Distributors

How can you best prepare for a distributor:

1. Know your products and pricing. Do your homework!
2. Get an idea of your competitor's pricing and offerings.
3. Calculate how much margin you have left
4. Talk with other vendors for list of Key Accounts
5. ...and key stake-holders and sales reps...
6. ... and any sales/ marketing programs that might be effective
7. Know your minimums (cases/pallets), shelf life, and any special issues
8. Prepare to negotiate without leverage
9. The manufacturer has to know which retail accounts will buy the product and at what price

What type of distribution does your product need?

Your product might need several kinds of distributors.

None are perfect but need to work with them.

Managing Distribution

Without leverage, you do selling.

With leverage, you still do all the selling.

Distributor best practice:

- Work with their sales team
- Create a promotion calendar
- Check EVERY payment

How to Work with Distributors

1/4

Product size matters – variety of packages. For example, honey in different sizes - 12oz, 24oz, 1 gallon, and a small pouch .75oz . Offers more opportunities to sell the product - retails, cafes, bars.

- **Product storytelling**

- Who makes it?
- Where?
- What makes it unique?
- Why was it created

- **Product solution**

- Selling portion size
- Labor savings
- Selling Multiple Applications

- **Service – marketing and sales**

- Social media – dedicate time or hire someone
- Social media – connect local and communicate
- Brokers



Business Support: What are you able to offer to ensure success:

- Sales/ broker support
- Pricing strategy and promotional support
- Order minimum/ lead time
- Shelf- life commitment/ product guarantee, first order guarantee

- **One pager** must include your story
- Features, advantages, benefits
- Instagram ready
- Bullet points:
 - Differentiation
 - Pictures
 - Portion cost

How to Work with Distributors

Supplier – Distributor Partnerships Why do I need a Distributor?

	Direct	Distributor
Ownership	Supplier	Distributor
Minimums	Pallet quantity	Cases/ Units
Retail Access	Limited to supplier relationships	Expanded to include all distributor customer base
Sales & Marketing	Supplier	Supplier & Distributor partnership
Freight/Logistics	Supplier	Distributor
Accounting/ Retailer Credit Risk	Supplier	Distributor

Source: Specialty Food Association / Education

How to Work with Distributors

3/4

Distributor On-boarding - What to expect

Vendor Set Up	Item Set Up
<ul style="list-style-type: none">• Vendor agreement - Terms & Condition<ul style="list-style-type: none">• Overriding agreement• Statemen of policies & expectations• Program participation• W-9 taxpayer ID form• New vendor information form• Certificate of liability• Food safety docs 3rd Party Audit• Broker representation• EFT (electronic funds transfer) enrollment form• Current certifications (Diversity, kosher, organic, etc.)• Enrollment in 3rd Party Data Exchange	<ul style="list-style-type: none">• New item form• Price list (Fob/Del)• Products & Packaging Specs / Photos• Shipping points• Product detail<ul style="list-style-type: none">• UPC/GTIN /MFG item #• Brands and description• Pack size• Attributes• Spoils allowance• Freight allowance• Temp requirements• TI x HI /Cube (stack on a pallet)• Weight (gross.net)• Dimensions (case & unit)• Shelf life• Date code• Allergens
Failure to complete documents in a timely, accurate manner will impact speed to shelf	

How to Work with Distributors

Paving the way for Success

Understand difference between On-line drop ship price – Distributor Cost – Retailer Cost – Consumer Retail Price

Online Drop Ship Cost	Distributor Landed Cost	Retailer Landed Cost	Consumer Retail Price
Includes small parcel freight, hosting partner administrative fee	Includes LTL or TL freight administrative costs, retailer fees, promotions, marketing (distributor & retailer)	Includes distributor margin to cover cost to serve	Includes retail margin

- Ensure you have room in your margin to support both distributor and retailer requirements while still maintaining a competitive retail price.
- Offer compelling / timely promotions/ suggest base of 18% off invoice (O.I)4x/Year – Supplement for specific accounts
- Participate in distributor and retailer ads/ marketing events
- Educate distributor so they understand and share your passion (distributor, retailer & consumer)
- Work with distributor/ not around – approach the retailer together as a total solution

How to Work With Importers

Important to find an importer who understand the country of origin for the product, can leverage their existing contact with distributor/ wholesale.

Minimum quantity requirements - the situation varies depending on the importer preferences and the nature of the product itself.

Some importers provide:

- a full partnership model where they offer sales and marketing support for the products along with supply chain management.
- others offer warehouse, logistics, fulfilment, inventory management, regulatory compliance, sales reporting, and some advisory support (e.g., distributor recommendations and introductions) but do not get into the sales, promotions, marketing aspects.

Transparency in the billing process and the use of data-driven models are important considerations when choosing an importer in the USA.

Most importers work with a promotional allowance, and average mark-ups at every level of the chain are around 30-40%.

Pricing Example

Distribution with U.S Subsidiary or with Importer

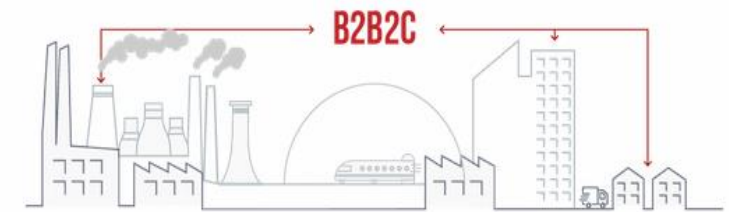
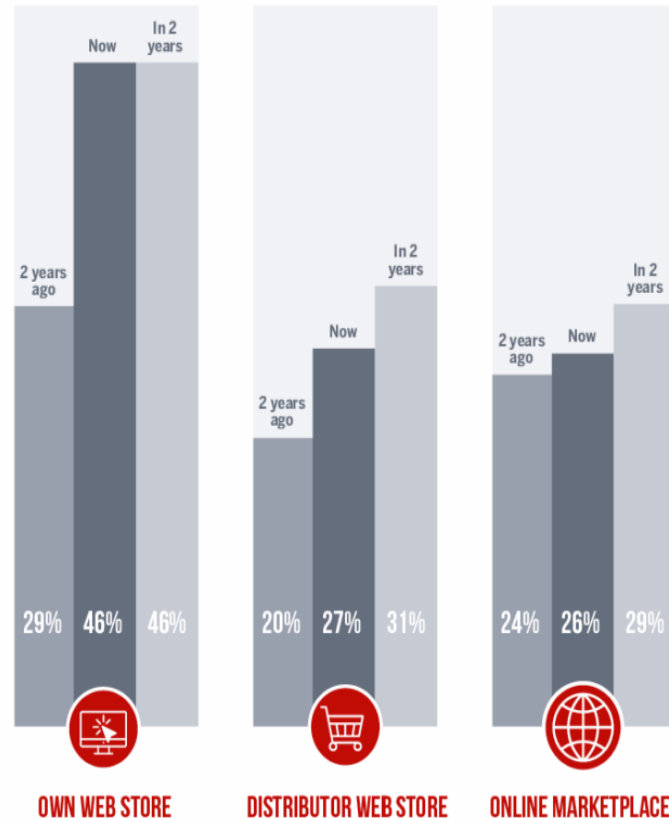
Distribution	with	U.S Subsidiary
Landed Cost	\$0.87	
Import Customs	\$1.04	20% Import tariffs
Manufacturer Margin	\$ 2.09	50% Margin
Distributor Broker	\$ 2.11	1% Sales Commission
Distributor	\$ 2.48	15% Margin
Retail Broker	\$ 2.56	3% Sales Commission
Retail Sales Price	\$3.84	50% Markup

Distribution	with	Importer
Landed Cost	\$0.87	
Import Customs	\$ 1.04	20% Import Tariffs
Manufacturer Margin	\$ 1.67	37.5% Margin
Importer	\$ 2.09	20% Margin
Distributor Broker	\$ 2.11	1% Sales Commission
Distributor	\$2.48	15% Margin
Retail Broker	\$ 2.56	3% Sales Commission
Sprouts Farmers Market	\$ 3.84	50% Markup

Source: Specialty Food Webinar July 2021

eCommerce

- The U.S. B2B e-commerce market is expected to double its worth by 2020 when it is projected to be worth \$1 trillion.
- Nielsen expects the food and beverage industry to benefit from these developments. Its research indicates that 55% of consumers have purchased and are willing to buy grocery products online again in the future.



Distribution Channel Overview of Snack Bars



Source: Euromonitor International: Packaged Food, 2020.

E-Commerce Sites

Direct to Consumers

Thrive Market: <https://thrivemarket.com/brand/thrive-market>

- A top-rated natural and organic store . Do not carry any GMO food.
- Information for vendors: <https://thrivemarket.com/brand-partnerships> and <https://www.rangeme.com/thrivemarket>

Kalyx: <https://www.kalyx.com/>

- Quality organic and natural products. Sell fresh and in bulk, and environmentally friendly. Bulk herbs, bulk spices, capsules, extracts.

VitaCost: <https://www.vitacost.com/health-solutions>

- Specialty items , organic, non-GMO,
- Over 40,000 health and wellness product
- New Vendor: send email to Vendor Funding Manager to request a vendor application packet. MerchandisingShipToHome@kroger.com with the subject line "Vendor Application"

Direct Eats: <https://www.directeats.com>

- Dietary restrictions , allergy-friendly food , glute-free
- Ingredients in our food should be of the highest quality and sourced with integrity. Brands should be fully transparent about their manufacturing and processing.
- EMAIL support@DirectEats.com

Natural Zing: <https://naturalzing.com>

- Super foods, plant-based food
- B2C, B2B . expanded to selling to retail stores, vegetarian cafes and wellness practitioners to make our foods more easily accessible to health-conscious consumers.
- Email info@naturalzing.com

Sunfood Superfood: <https://www.sunfood.com>

- Functional blends, superfoods , nuts, seeds, supplements
- Email your information to suppliers@sunfood.com for consideration



eCommerce Sites

3rd Party Platform:

Amazon International Food Market: <https://www.amazon.com/b?ie=UTF8&node=17428419011>,

RangeMe: <https://www.rangeme.com/>

- The leading product discovery and sourcing platform where retailers and suppliers discover, connect, and grow their business. Large retailers including Whole Foods or Target have joined the platform to discover new items. RangeMe allows international suppliers to list their products and connect with retailers.

World Finer Foods: <https://worldfiner.com/contact>

- Manages and markets premium food, beverage and personal care brands from the U.S. and around the globe
- FinnCrisp on its catalog (sold also in Amazon, Walmart's sites)

iGourmet: <https://igourmet.com/collections/all-gourmet-snacks>

- Scandinavian products: <https://igourmet.com/collections/scandinavian-food-ingredients>
- FinnCrisp on its catalog, Fazer (Marianne, Dumle, Milk Chocolate)

Balkan Fresh Online European Market: <https://balkanfresh.com/pages/about-us>

World of Snacks: <https://www.worldofsnacks.com/about.html>



E-Commerce Considerations

- Assign someone externally or internally who will focus on e-commerce before you launch.
- Outside services:
 - Digital Advertising agencies for example; Mayple, WebFX, Smart Sites, Sure Oak, Page Traffic Inc, SEOValley Solutions Private Limited, Delante).
 - Brand Management – analyzing competitive positioning and values products, brands, developing marketing and advertising strategies.
- e-Commerce is good option to get into the market, to test, to learn, to gather data to show later for retail expansion. BUT, payment and direct exportation have problems and US customs may stop and hold shipments, so there are risks.
- Start with e-commerce but build retail at the same time slowly and in right size. About 80% of food sales still done through retail stores.
- Multi channel strategy, build infrastructure D2C, e-Commerce, retail to have several channels together (maybe private label too).
- When building infrastructure, **must consider early on strategies on pricing, placement, packaging, promotion how they work in different channels, important to plan strategies ahead not later.**
- **Need to know what would be your retail margin (cost of goods, distribution, trade promo, retail). That being your base price, charge higher at Amazon/ eCommerce, difficult to change price later.**

E-Commerce – Considerations cont.

Different variables, understand what they mean in e-Commerce

- Product - size right for the consumer
- Pricing
- Placement
- Packing
- Profitability - different compared to brick and mortar
- Possible shipping problems

Different types of e-Commerce: B2B, B2C C2C, C2B.

“How much do I want to spend?”

“What features do I need?”

“What technologies will I need to incorporate?”

Once you have determined the answers you will be able to search the differences between leading e-commerce platforms and make an informed decision.

Take time to test your product size and packaging before offering them online. Important to adjust your packaging for different parts of the country and season so they arrive intact and at the correct temperature.

Food Trends

Plant based alternatives (Beyond Meat, Impossible Foods, Vital Farms, Ark Foods).

Direct to consumers (DTC) ecommerce (before pandemic started only about half of companies in food and beverage industry had an ecommerce presence). DTC growth is strong.

Covid has changes consumers' spending habits. Changes in lifestyle.

Covid impact, consumers are planning to eat and drink healthier -> focus on "preventative eating" and "proactive eating". Growing exponentially.

Superfood to boost immunity.

Holistic approach, consumers also seeking out food and ingredients that can help with mental clarity and stress relief, such as adaptogens and l-theanine.

Transparency throughout the supply chain – brands that can build trust, provide authentic and credible products.



Superfood



Food Trends cont.

Tailored fit - more ways to tailor consumers life and products to their individual style, beliefs and needs.

New omnichannel eating – consumers seeking convenience, richer experience and accessible indulgence. Restaurant branded products, home cooking , meal kits/starters, more sophisticated ingredients.

“Better for you” product differentiation

Product based on cannabis (Joy Tea, Ubu, Kanibi)

Sustainable (Clif Bar, Organic Valley, Numi Organic Tea, Nature's Path Food, Ella's Kitchen, Lundberg Family Farm)

Healthy Snack (Catalina Snacks, Magit Spoon, Bare, Boulder, Nature Valley, Snyder’s Lance)

Mocktails (cocktails without alcoholic). Age group 21-34

Spicalty Foods (protein vegetables, small frozen breakfast serving)

Largest consumer groups : Millennials (82%), Gen-Z (76%) , Gen – X(70%)

Meal kits



CATALINA CRUNCH

Part II Alcoholic Beverages



US Alcohol Distribution System – The Tier System for Alcoholic Beverages

At Federal Level : To import alcoholic into the U.S. companies must meet several requirements:

- Complete an Importers Basic Permit with the TTB – Alcoholic and Tobacco Tax and Trade Bureau:
<https://www.ttb.gov/>
- Depending on your business model, complete a Wholesalers Basic Permit with the TTB:
<https://www.ttb.gov/itd/importing-bottled-alcoholic-beverages-into-the-united-states>
- Obtain a TTB-issued Certificate of Label Approval (COLA) for each unique product/label:
<https://www.ttb.gov/labeling>
- Alcoholic is treated as a food by the U.S. FDA, therefore you must also register as a food facility under FDA's Food Facility Registration before importing or distributing alcoholic beverages in the U.S. Alcoholic beverages includes malt beverages, wines, distilled liquors, and cocktail mix. <https://www.fda.gov/food/registration-food-facilities-and-other-submissions/online-registration-food-facilities>

At State Level: Each state has different rules and regulations with different regulatory frameworks.

It is not one market (and then scale it), you do the same thing 50 different times.

US Alcoholic Distribution System – The Tier System for Alcoholic Beverage

Under the three-tier system, manufacturers (**Tier 1**) sell to licensed importers, distributors and control boards. Brand owners could be manufacturers or entities that contracted with a manufacturer. Federal Excise Taxes are collected when goods leave the premises of the manufacturer or the bonded facilities of an importer.

Licensed importers and distributors (**Tier 2**) act in cooperation with the federal and state governments; they help ensure that alcoholic beverage taxes are reliably collected. Importers, distributors and control boards are only allowed to sell to licensed retailers.

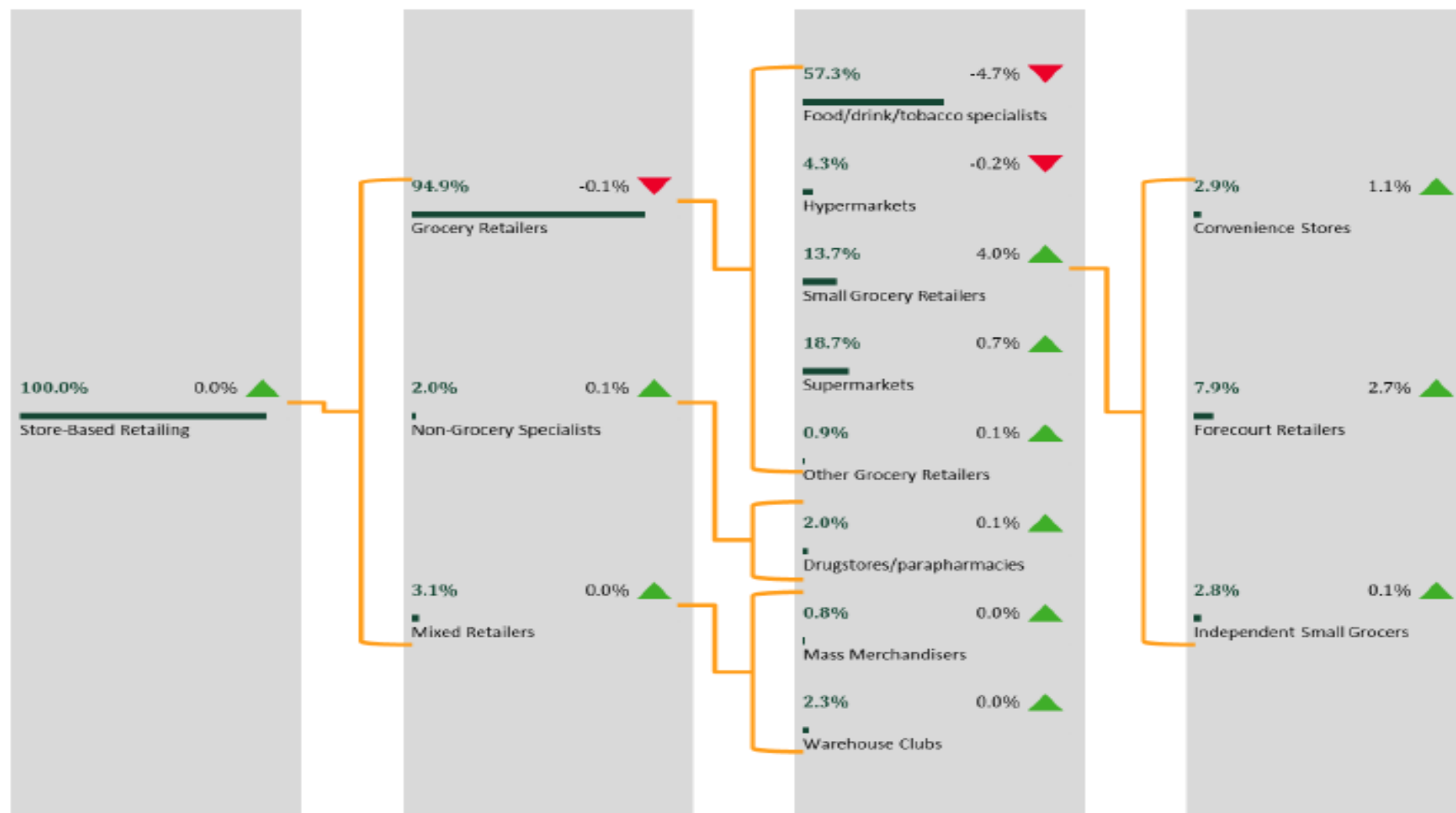
Licensed outlets like liquor stores, bars or restaurants (**Tier 3**) ensure that alcoholic is sold to those who are of legal age to purchase it.

If alcoholic is sold outside of the three-tier system, the government loses revenue from alcoholic beverage taxes.

No individual or entity except the state regulator itself is allowed to own and operate more than one tier of the system (tied house rules).



Alcohol Distribution Channel Overview



(Fourcourt Retailer = the area outside the sales room or the convenience store of a gas station)

Source: Euromonitor International: Alcoholic Drinks, 2020.





Alcohol Distributors

Name	Website	Address	Contact	Info
Atlantic Distributors 	https://www.atlanticbeveragedistributors.com/	350 Hopping Brook Rd. Holliston, MA 01746. Phone: 508-665-4272	email: info@atlanticbeveragedistributors.com Spirits: Jenna Figueiredo- email: jennaf@atlanticbeveragedistributors.com Wine: Derek Whitaker. Email: Derekw@atlanticbeveragedistributors.com	East Coast Areal Distributor of craft beer, craft spirits and fine wine Portfolio: https://www.atlanticbeveragedistributors.com/portfolio
Republic National Distributing Company (RNDC) 	https://www.rndc-usa.com	https://www.rndc-usa.com/locations/ Do not cover New England area. Cover south of Maryland to Florida	Each states have their own contact person. Email pattern: firstname.lastname @ @rndc-usa.com .	One of the largest nations' wine and spirits wholesaled. The national distributor and broker of premium wine and spirits. Operates in 31 states. In the East Coast covers Virginia, Maryland, North Carolina, South Carolina, Georgia, Washington DC. E-Commerce , eRNDC possible in certain states (currently in 13 states). Teamed with LibDib , a three-tier compliant platform founded in 2016 <u>that allows smaller producers to reach retail buyers</u> . The partnership enables RNDC to nurture emerging brands: A small brand can obtain lower cost distribution through LibDib, and if they grow in volume, they are eventually able to move up to broader distribution through RNDC's extensive logistics network across 35 states . Sort of like an "incubator".
Savannah Distributing Company Inc. 	https://savdist.com/	2425 Gwinnett Street Savannah, GA 31415 Phone: (912) 233-1167, 800-551-0777	info@gawine.com	Savannah Distributing Company Inc. is a locally owned, family-operated premium beverage company. Serve package, grocery, and convenience stores – as well as restaurants and bars throughout the state. Georgia Portfolio: https://savdist.com/our-portfolio/
Manhattan Beer Distributors 	http://www.manhattanbeer.com/Home/About	955 East 149th Street Bronx, New York 10455 (718) 292-9300	http://www.manhattanbeer.com/Contact	Covers metro New York area. Primary business is distribution of alcoholic beverages such as beer, wine products, coolers, and ciders, as well as non-alcoholic beverages such as soda and water. Carries products from several European countries for example cider from Sweden and water from Iceland.

Alcohol Distributors

Name	Website	Address	Contact	Info
Wright Beverage Distributing 	https://wrightbev.com/	3165 Brighton Henrietta Townline Rd, Rochester, NY 14623 Phone :(585) 427-2880	Web form on website	A full-service wholesaler, marketer and supplier of world class beverages to retail accounts. Regional operator. Operates in Western New York states, in 13 counties.
F&F Distributors, Inc <i>F&F Distributors, Inc.</i>	https://www.ffdistrib.com/	31 Eastern Avenue New London, CT 06320 Phone: 860-442-1265	Web form on website	Providing Southeastern Connecticut
Horizon Beverage 	https://www.horizonbeverage.com	45 Commerce Way Norton, MA 02766 (508) 587-1110	info@horizonbeverage.com	One of the largest wholesale spirits, wine and beer distributors in New England (Rhode Island & Massachusetts) Distribute beer, wine and spirits across the Bay State. Carries many European beer, cider brands.
Lanterna Distributors Inc. 	http://www.lanternawines.com/about.html	7223 Ambassador Road Windsor Mill MD 21244 Phone: 877-890-9020	info@lanternawines.com	A fine wine and spirits importer and wholesale distributor serving the Maryland, DC, Delaware, and Virginia markets . Specializing in boutique wines. Many European brands.
Breakthru Beverage Group (NYC) 	https://www.breakthrubev.com/	60 East 42nd Street, Suite 1915 New York, NY 10165 Phone: (708) 298-3333	Web form on website	36 facilities across North America, Portfolio: https://www.breakthrubev.com/Portfolio
Fedway Associates, Inc. 	https://www.fedway.com	River Terminal Development Building 56, Hackensack Avenue Kearny, NJ 07032 Phone: 973-624-6444	Web form on website	Fedway is New Jersey's leading wine and spirits distributor. Servicing over 7,000 restaurants, clubs, taverns and retail stores in New Jersey. We market products that cover every category of the beverage alcoholic industry and represent the world's leading distillers, wineries and importers.
Vintage Imports (and distributors) 	https://www.vintageimportswines.com/our-products/direct-imports/	200 Rittenhouse Circle #5W · Bristol, PA	jferry@vintageimportswines.com or call 215.788.1300 x810	A mid-sized, independently owned and funded company that sells only high-quality wines. Boutique producers of fine wines from around the world.





Alcohol Distributors

Name	Website	Address	Contact	Info
9 NKS DISTRIBUTORS 	https://www.nksdistributors.com/contact-us/	399 New Churchman's Road New Castle, DE 19720 Main: 302-322-1811 Order line: 302-324-4000	Web form on website	Brands; https://www.nksdistributors.com/our-brands/ In Delaware
Impero Wine Distributors 	https://www.imperowinedistributors.com	6601 Lyons Road Suite D2-D3- D4 Coconut Creek FL, 33073 Phone: (954) 531-0118	Email: info@imperowineusa.com	Providing quality wine across the United States
Opici Family Distributing 	https://opicifamilydistributing.com	25 DeBoer Drive Glen Rock, NJ 07452 Phone: (800) 648-WINE	Web form on website	Serving CT, DW, MD, NJ, NY, Washington DC. Family-owned and operated by four generations of the Opici Family. A large company/ Vodka from Sweden
Blueprint Brands a division of The Sheehan Family Companies 	https://www.sheehanfamilycompanies.com	Kingston, Massachusetts	Web form on website	Specializes in the sales and marketing of craft spirits. Focus on selection of boutique distilleries that are committed to the production of small batch spirits, with a steady focus on well sourced ingredients and hands-on production methods. Serving CT, NJ, NY, MA, KY, MA, MD/DC
Ruby Wines 	www.rubywines.com	625 Bodwell St, Avon, MA 02322 Phone: (508) 588-7007	general@rubywines.com	A family owned and operated fourth generation company. Our mission is to supply superior customer service and top-rated products to our growing list of customers in Massachusetts.

Alcohol Importers

Name	Website	Address	Contact	Info
Biggar and Leith 	https://www.biggarandleith.com/	Montclair, New Jersey	hello@biggarandleith.com	Biggar & Leith owns and imports a portfolio of spirits and fancy foods from family-owned producers who are dedicated to quality, innovation and craftsmanship. We search the globe for brands whose bottles transmit the PERSONALITIES and STORIES of the people who make them.
Shaw-Ross International Importer 	http://www.shawross.com/about-us/	2900 SW 149 Ave, Suite 200 Miramar, FL 33027 Telephone 954.443.5650 Toll Free 1.800.255.1350	Vinny Ferrone Senior Vice President, East Region	Portfolio: http://www.shawross.com/portfolio-of-products/ Covering all fifty states one of the nation's leading importers representing over thirty suppliers from around the world whose brands enjoy full national distribution through a network of outstanding wholesalers.
Winesellers, ltd 	www.winesellersltd.com	7520 N. Caldwell Ave. Niles, IL 60714 info@winesellersltd.com Tel: 847-647-1100		Winesellers, Ltd is a globally recognized, importer and marketer of fine wines to the US market. Winesellers, Ltd. wines are available at fine wine shops, preferred retailers and restaurants throughout the United States. Recently unveiled their new venture, Kind of Wild Wines , a DTC wine brand and subscription wine club for globally-sourced organic wines . The brand will be entirely ecommerce with rich content that speaks directly to their customers.
Stubing & Gannon 	https://www.stubinggannon.com/	Mailing Address: 1440 W Taylor St, #78 Chicago, Illinois 60607 Phone 312- 884-1841	info@stubinggannon.com	Actively seeking to expand portfolio of import relationships with producers of exceptional spirits from around the world. Below is a brief description of their current priorities by segment, along with a general description of their product standards. https://www.stubinggannon.com/ . A small company.
Sarmiento's Imports 	http://sarmentosimports.com	991 Airport Road Fall River, MA 02720 Phone: 508.675.5575	sales@sarmentosimports.com	Sarmiento's Imports is an importer, wholesaler and distributing company established in 1986. Importing and distributing wines and spirits that he distributes in over 23 US states.
Black Sea Imports Inc 	https://www.blackseany.com/home	140 58th Street Suite 2C Brooklyn, NY 11220-2522 Ph: (718) 513-6230	Web form on website	An importer, wholesaler and distributing company that was established in 2002. Imports from France, Italy, Russia, Spain, Ukraine, Lithuania and Bulgaria. A wholesaler has a network in California, Washington, Colorado, Hawaii, Illinois, Michigan, Arizona, Louisiana, Texas and Maryland. As a distributor, covers New York and New Jersey. A portfolio consisting of over 700 SKUs of Cognac, Brandy, Vodkas, Wines, Sparkling Wines

Alcohol Importers

Name	Website	Address	Contact	Info
Anthem Imports 	https://drinkanthem.com/	101 Colony Park Drive Suite 300 Cumming, GA 30040 Tel: 404-202-1360	contact@drinkanthem.com	Anthem Imports is dedicated to finding the world's best spirits brands and bringing them to the United States. Distributors in the East Coast, California and in mid-western states. Anthem represents gins from Batch Brew in Lancashire, England, and from White Rock in Guernsey.
Deluxe Wine and Spirits 	https://deluxewineandspirits.com/liquor-distributor-deluxe-wine-and-spirit/	409 W Algonquin Rd, Mt Prospect, IL 60056 Tel: 773-598-9463	Web form on website	Specializes in finding the boldest wines and spirits from around the world and bringing them to the U.S. market. We've imported hundreds of premium, award-winning products. Currently distributing in the following states : 1. Illinois 2. New York 3. New Jersey 4. Connecticut 5. Massachusetts 6. Maryland 7. Washington DC 8. Georgia 9. Florida 10. Colorado 11. Washington 12. Oregon 13. California South 14. California North 15. Wisconsin 16. Alabama 17. Alaska 18. Ohio. Services: Imports, Wholesale, Distribution
Originals 	https://www.originalsimports.com	Tel: 412-420-7574	contact@originalsimports.com	Focused on spirits only. Distributing in NY, NJ, CT, PA, DW We seek local productions that meet the following criteria: Use irreplaceable local ingredients. Originated out of unique soil and/or climate conditions Adopt unique methodologies. Perfected over years of experience or from the ingenuity of mastery Based on premium ingredients and high-quality processing standards.
Crillon Importers Ltd. 	https://crillonimportersltd.com/contact/	The Atrium 80 Route 4 East Paramus, New Jersey 07652 Telephone: (201) 368-8878	Email: info@crillonimportersltd.com	Providing the finest spirits and products from across the globe, to inspire customers and to ignite a passion for premium beverages.
Lauber Imports	http://www.lauberimports.com/	24 Columbia Road # 100, Branchburg, NJ 08876 Phone: 908 725-2100		Lauber Imports is a fine wine wholesaler that distributes and promotes wines from the United States and from throughout the world in the New York, New Jersey and Pennsylvania markets.
Danish Brewery Group INC part of Royal Unibrew A/S	https://www.linkedin.com/company/danish-brewery-group-a-s-the/about/	8750 NW 36 th Street 260, Doral, FL 33178	Felix Sencion, Commercial Director of the America	Hartwall Original's importer . Long Drink available in 6 Packs of 12 Oz (355 ml) cans, with an alcoholic content of 5.5%. Price \$11.99

Alcohol Importers

Name	Website	Address	Contact	Info
Winebow 	https://www.winebow.com/or-story	4800 Cox Road, Suite 300 Glen Allen, VA 23060 Phone: (800) 365-9463	Monique Huston , VP Wholesale Spirits Monique.huston@winebow.com Tel: 847 349 6267	Winebow Imports offers fine wines from prominent and emerging growing areas throughout Europe and the Southern Hemisphere. Two divisions Pioneer and Heritage Division. :
Skurnik Wines & Spirits 	https://www.skurnik.com	48 W 25th St 9th Floor New York, NY 10010 Phone: 212.273.9463	Email: info@skurnikwines.com	Is a national importer and distributor that offers a dynamic portfolio of fine wine and spirits from around the world. Distributing . A wholesale distribution network to 8 states; New York, New Jersey, Connecticut, Pennsylvania, California Ohio, Kentucky and Indiana. Import Partners: https://www.skurnik.com/import-partners/
Bonhomie Wine Imports 	https://bonhomiewine.com	3 Vose Ave, South Orange, NJ 07079 Phone: 973 821 5110	Valerie Corbin, Import Operations Manager Web form on website	A boutique company. The owner believes in wine sourced from small farmers who do things by hand, value the wines birth in the vineyard and with a deep connection to their regional traditions.
Cape Classics 	https://capeclassics.com	16 West 36th Street, Penthouse New York, NY 10018 Tel: 212.686.1300	info@capeclassics.com	The wineries we represent embrace sustainable eco and social practices, doing their part to help preserve lands for future generations while improving the human condition now.
David Bowler Wine 	http://www.bowlerwine.com/	119 West 23rd Street, Suite 507, New York, NY 10011 Phone: 212.807.1680	E-mail: info@bowlerwine.com	A New York based importer and distributor focusing on naturally made, small batch wines from around the world. Working with importers and directly with wineries, it is their mission to present wines of personality and character, wines that reflect something about where they are made and who made them. A big company.
Charles River Wine Company 	https://www.charlesriverwine.com	PO Box 491 Sturbridge, MA (USA) 01566 Phone: 508-347-9200	Arik Colbath Wine Buyer Telephone: 617-331-7759 arik@charlesriverwine.com	A Massachusetts-based specialty Import Company and Wholesale Distributor of fine wines. We import wines from most of the major wine producing regions. We also work with other Wine Importers and quality-focused Wineries in the United States. We distribute wines throughout Massachusetts only. We do not sell beer or spirits.

Third Party Service Providers

The brand does the local sales and marketing and doesn't get paid until the service provider collects from either distributors or retailers and remits the payment to the brand.




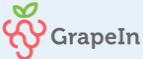
Benefits to working with a service provider rather than a national importer:

- Have support in compliance, logistics & fulfillment, accounting
- Service providers allow a brand to plug straight into accounts payable, accounts receivable, delivery, and ordering systems so the brand doesn't have to re-create them.
- Expert's estimate that it would cost a minimum of \$200,000 a year for a supplier to put these systems in place on its own.
- Service providers have differences for example with minimum case loads, or minimum monthly fees.

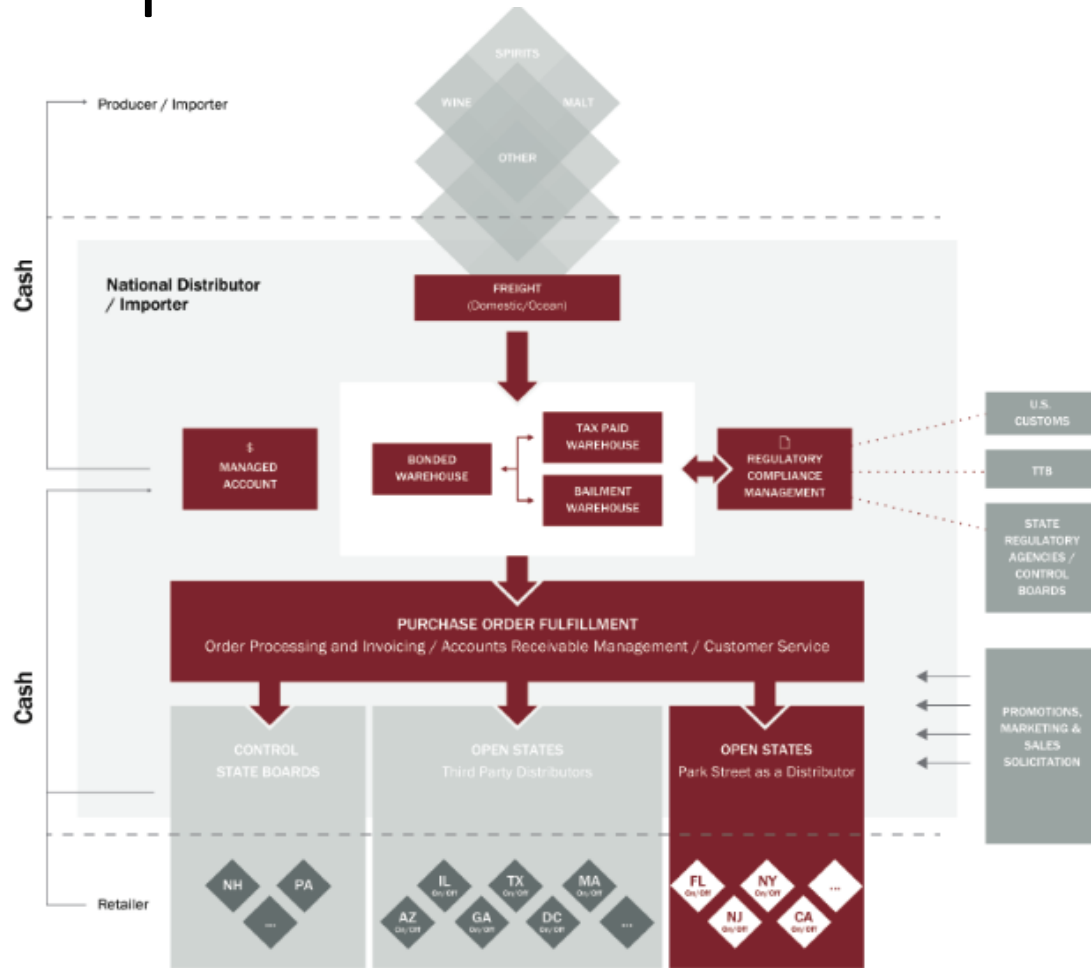
Third Party Service Providers

Name	Website	Address	Contact	Info
Park Street Companies 	https://www.parkstreet.com https://westerncarriers.com/	1000 Brickell Avenue, Suite 915, Miami, FL 33131 Tel +1 305 967 7440	Sarah Nagel Sisisky, the director of client development info@parkstreet.co Brochure: https://www.parkstreet.com/wp-content/uploads/2019-Park-Street-Brochure.pdf	Importing, distributing, working capital. The firm's major practice areas are 1) Back-Office Solutions, including regulatory compliance, logistics, national importing, distribution, warehousing, order-fulfillment, accounting, customer service, and more; 2) Advisory Services, including business building, route-to-market planning, organizational effectiveness, strategic partnerships, joint ventures, negotiation support, and more; 3) Working Capital in the form of early payment solutions. Focus states : NJ, NY, CA and FL where distribution direct to retail possible (restaurants, bars, liqueur stores, etc.) . Operates with Western Carriers which provide warehousing in New Jersey and California. Works with 1,200 distributors. At the trade show a booth "Emerging Brand" where about 20 introducing their brands, under Park Steet's umbrella. Requirements and services provided in a separate attachment.
MHW 	https://www.mhwltd.com/	1129 Northern Blvd Suite 312 Manhasset, NY 11030.	Chrissy Beaudette Tinelli, MHW's director of client development,	Have no minimum case requirements, though they may require minimum monthly fees. MHW has no termination fee on its end and has no equity or ownership in the brand." A licensed wholesaler in NJ, NY, FL and CA. (More detailed information on service in appendices) Requirements and services provided in a separate attachment.

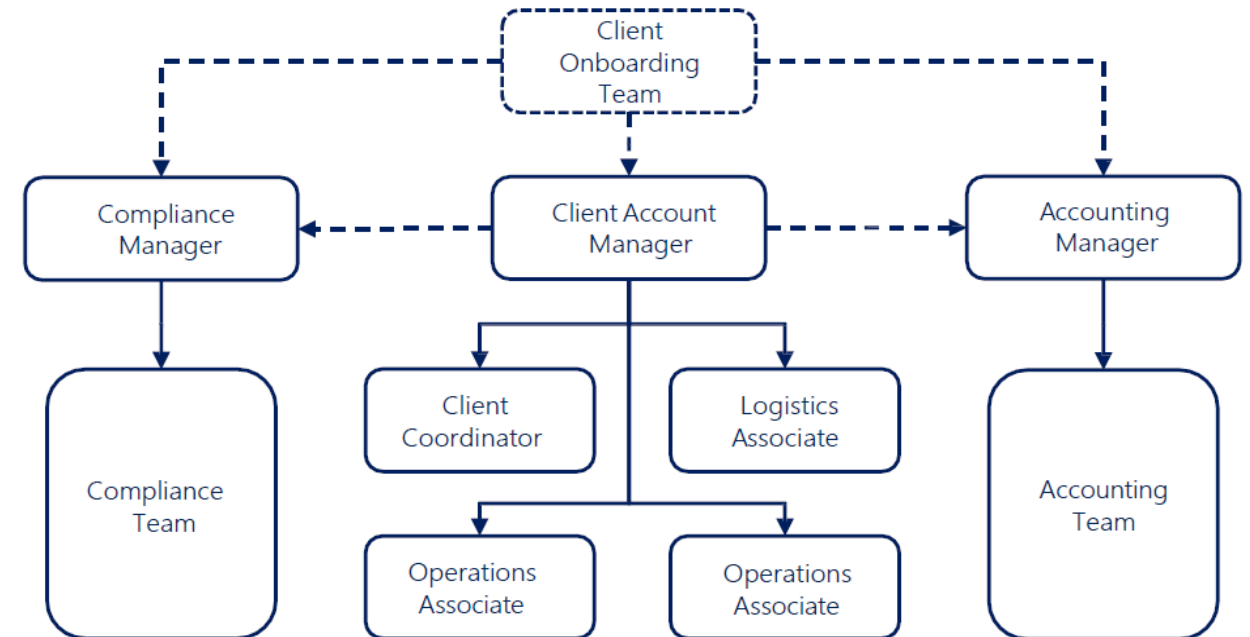
Third Party Service Providers

Name	Website	Address	Contact	Info
USA Wine West , Office also in Maine 	https://www.usawinewest.com/about/	94 Commercial Street, 3rd Floor Portland, ME 04101 Phone: 207 772 2074	Steve Melchiskey, Managing Member steve@usawinewest.com	Import and Distribution. Does have minimum case requirements—the fees are based on case sales, plus third-party fees, with no minimum service fee. typically works with brands that have about 3,000 cases in sales per year.
T. Elenteny Imports 	https://elentenyimports.com/	Phone: (646) 723-4578	info@elentenyimports.com	Focuses on brands that produce around 2,000 cases annually, though it does also offer a freight-shipment-only option for suppliers that are doing the importing on their own.
American Spirits Exchange Limited 	https://www.distillerytrail.com/suppliers/listing/american-spirits-exchange/	408 East 4th Street, Bridgeport, Pennsylvania, 19405 Phone: 215.240.6020	Email: grow@AmericanSpiritsLtd.com	A national distributor and importer serving the alcoholic beverage industry including distilled and craft spirits, wine and beer. Focus on back-office services, distribution and warehousing . Companies do sales and marketing, they do permitting, compliance, back office . Selling in six states : NY, NJ, IL, CA, CO and DC.
GrapeIn 	https://www.grapein.com	New York	info@grapein.com Web form on website	GrapeIn has partnered with experienced industry leaders in beverage import, distribution, logistics and marketing to provide you with the know-how to be successful.

Park Steet Operation model



MHW Operation model



Other Service Providers

Hearts + Tales Beverage Co <https://heartsandtales.com> . Helps to sales and marketing of artisanal brand. Help new and innovative brands enter the market in the best way possible for their long-term goals.

Speakeasy Co <https://www.speakeasyco.com> . An e-Commerce company. Remain three-tier compliant with the ability to work with any distributor partner. Speakeasy helps producers create customized order pages on their own websites; orders are fulfilled by Speakeasy via local retailers.

Spirit Hub <https://www.spirithub.com/> .An independent distillery-focused ecommerce platform. Delivering to Illinois, Nebraska, New Hampshire, North Dakota, and soon Washington D.C. Also working on an omnichannel solution. Customers will order on Spirit Hub and then have curbside pick-up at one of many national retailers.

Priority Wine Pass <https://prioritywinepass.com/> . Hosts virtual tastings and facilitates D2C sales. Acting as marketplace.

Vivino <https://www.vivino.com/>. Connecting wineries directly with consumers. Partners with retailers throughout the country to fulfill orders.

Kind of Wild <https://www.kindofwildwines.com/>. A D2C wine brand and subscription wine club for globally-sourced organic wines.

Some importers are building their own D2C businesses to reach consumers.

WSWA Access <https://www.wswa.org/access> A hub for small wine and spirit producers. Offering guidance and resources to help brands navigate market challenges in a three-tier compliant model, the initiative includes an advisory board with distributor professionals.

SevenFifty <https://go.sevenfifty.com/> An online marketplace and communications platform that helps importers, producers, distributors, and retail buyers connect with each other and do business.

Alcoholic Beverage Trade Shows

Vinexpo America & Drinks America

- <https://www.vinexpoamerica.com/>
- March 9-10, 2022, | Jacob K Javits Convention Center, New York

BCB Bar Convent Brooklyn:

- <https://www.barconventbrooklyn.com/en-us/about/>
- June 14, 2022, Brooklyn Expo, NY

IBWSS – International Bulk Wine and Spirits Show

- <https://ibwsshow.com/>
- November 09 - 10, 2021 , San Francisco
- Bulk and Private Label Business

Night and Bar Restaurant Expo

- <https://www.barandrestaurantexpo.com/>
- Las Vegas March 21-23, 2022

United States Trade Tasting

- <https://usatradetasting.com/>
- Chicago, October 12-13, 2022

Trends

Wellness and moderation are now at the forefront

Organic, clean pure ingredients

Botanicals

Alcoholic-free, mocktails or low-alcoholic categories, low-calories

Sparkling wine

Hard Selzer

Ready to drink cocktails (RTD) - growth 35.3% from 2019-2024.
Convenience major factor

Label and bottle changes can spike spirits sales – visual appeal important . Telling the story of a brand through the label

Eco-Packing - Big players in beer, wine and spirits are not only making commitments to reduce packaging but are employing new technologies to achieve these goals



Non-alcoholic



The U.S. Treasury's Alcoholic and Tobacco Tax and Trade Bureau (TTB) disallows alcoholic manufacturers from making any health statements in the labeling or marketing of alcoholic beverages.

<https://www.ttb.gov/images/newsletters/archives/2020/ttb-newsletter08142020.html>



Absolut vodka - as a cocktail, soda, with different fruit flavors, mango, lime grapefruit. Offered also in cans



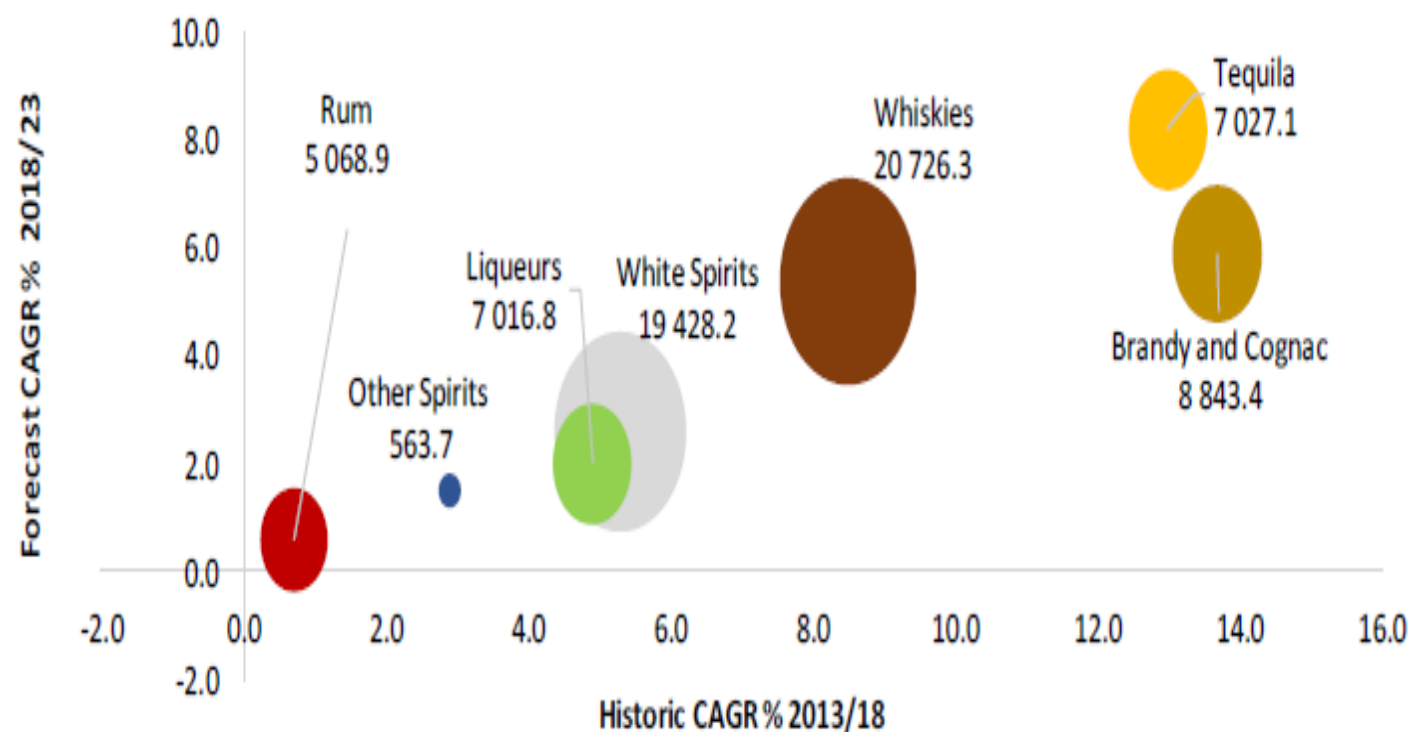
Vodka with Watermelon & Basil – “the taste of fruit and botanical essences only 73 calories”

Labels and design of the bottle are important.

Millennials demanding authentic, all-natural, low alcoholic drinks with flavor

Alcohol Market in the US Forecast

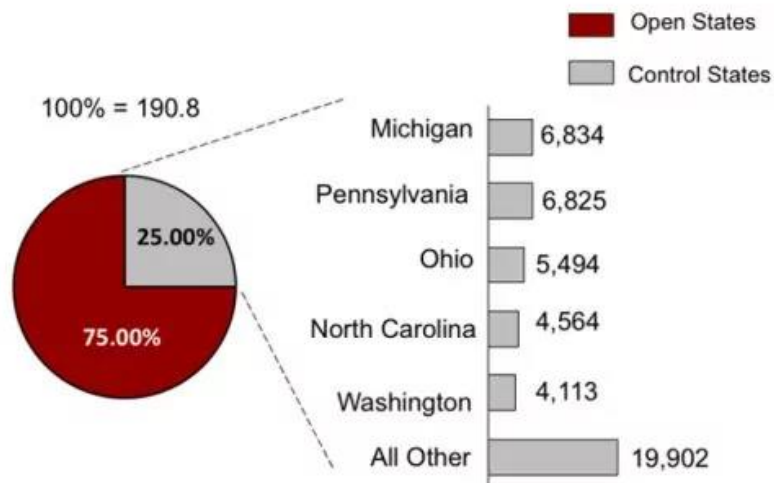
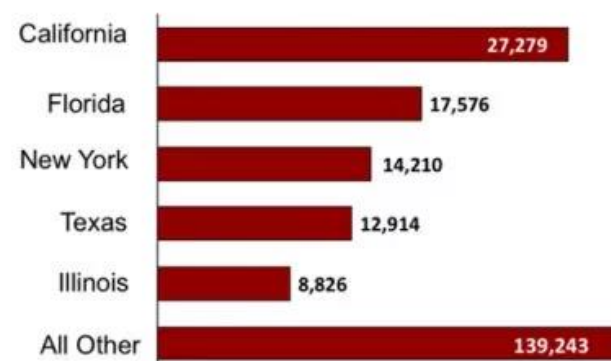
Figure 5-21: Evolution and forecast of spirits market in the USA, 2013-2023; total value, EUR millions



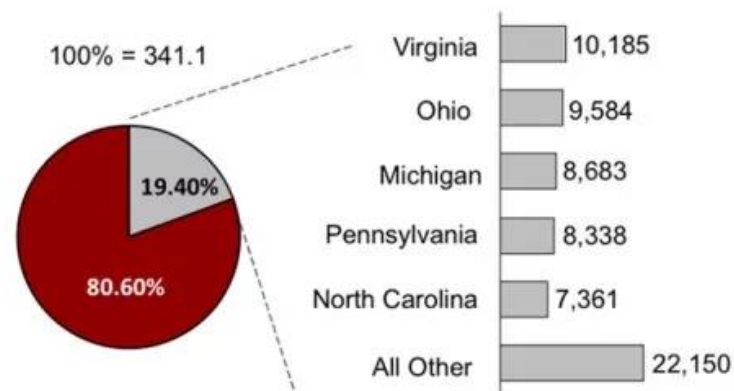
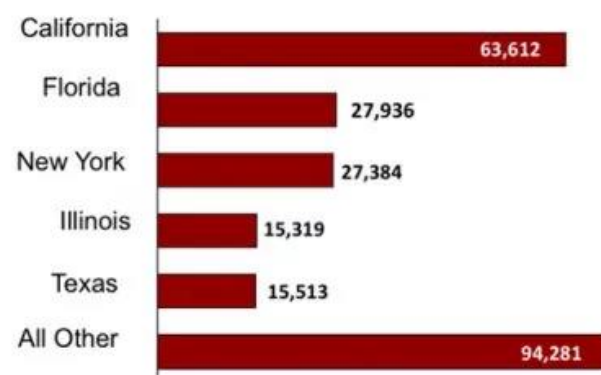
Source: Euromonitor International: Alcoholic Drinks, 2020.

Spirits and Wine Consumption by States

Total Spirits Consumption by State, 2016
Thousand, 9L Cases



Total Wine Consumption by State, 2016
Thousand, 9L Cases

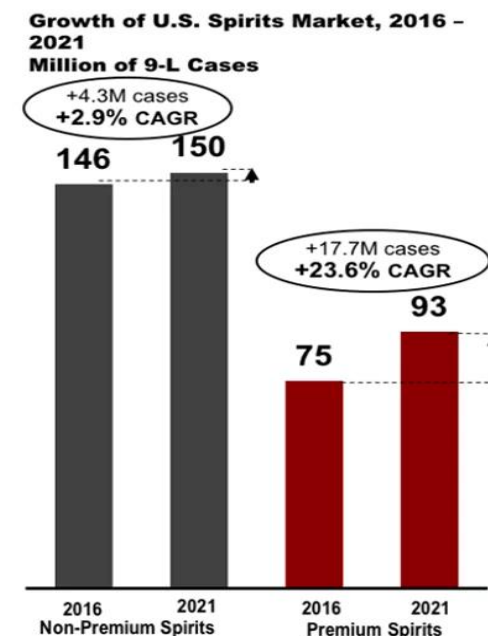
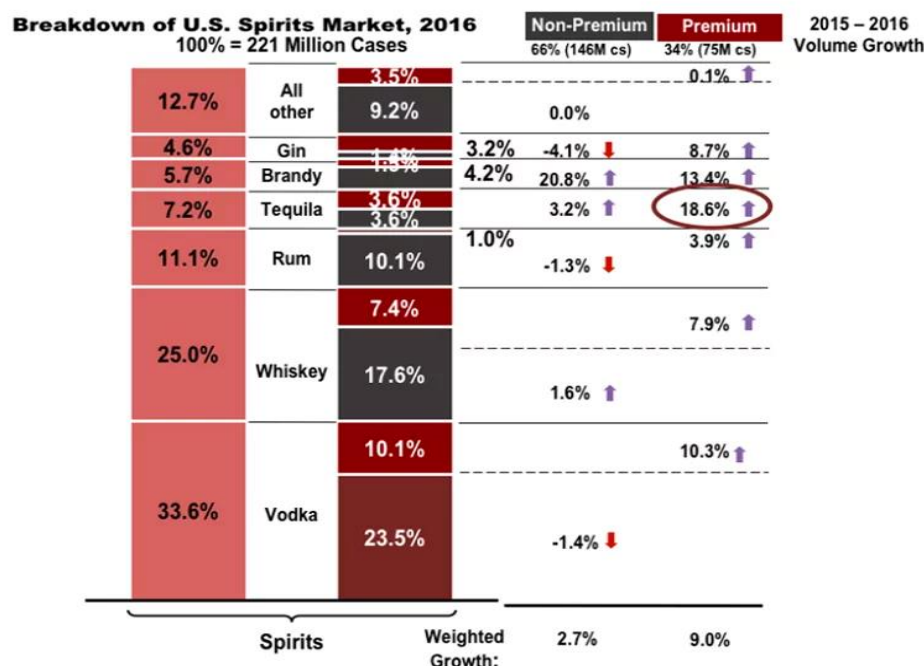


Sources: Beverage Information Group, Park Street Analyses

Premium Sector

Premium sector increasing exponentially

From 2015 to 2016, premium brands grew more than twice as much as non-premium brands in almost every category. Overall growth for premium products was 9%. Five-year projections reflect estimated market share growth for premium products to reach 23.6% compared to 2.9% for non-premium.



Sources: Beer Handbook, Liquor Handbook, IWSR, Park Street Analyses;
Note: Non-Premium = "Standard" and "Value", Premium = "Premium,"
"Super Premium," and "Ultra Premium"

Source: Beverage Information Group, IWSR, Park Street Analyses;

Pricing Examples

Wine Category:

An example. A goal is to get to \$9.99 retail (USD). Assuming that the price at the winery is \$30 USD per case for a 12 packs of 750ml.

Winery FOB	\$30
Ocean Freight (Apx)	\$5
Fed Tax/Duty/Custom Broker/Other Fees	\$5
Landed Cost For Importer	\$40
Importers Margin 33%	\$20
Price to Distributor	\$60
State Taxes. Apx	1
Inland Freight	3
Distributors Landed Cost	\$64
Distributor Margin (50% Mark Up/33% Margin)	\$32
Price to Retailer	\$96
Retailer Margin (50% Mark Up/33% Margin)	\$48
Retail Case Price for 12 Bottles	\$144
Bottle Price	\$12

Spirits Category

An example. A goal is to get to \$30 retail (USD). Assuming For that the price at the distillery is \$60 USD per case for a 12 packs of 750ml.

Distillery FOB (12 x 750ml)	\$60
Ocean Freight (Apx)	\$5
Fed Tax/Duty/Custom Broker/Other Fees	\$30
Landed Cost For Importer	\$95
Importers Margin 33%	\$48
Price to Distributor	\$143
State Taxes. Apx	15
Inland Freight	3
Distributors Landed Cost	\$161
Distributor Margin (50% Mark Up/33% Margin)	\$80.25
Price to Retailer	\$241
Retailer Margin (50% Mark Up/33% Margin)	\$120
Retail Case Price for 12 Bottles	\$361
Retail Price Per Bottle	\$30

- Both Federal and State taxes need to be calculated
- Foreign alcohol products have licensed US importers who fulfill orders inside the US

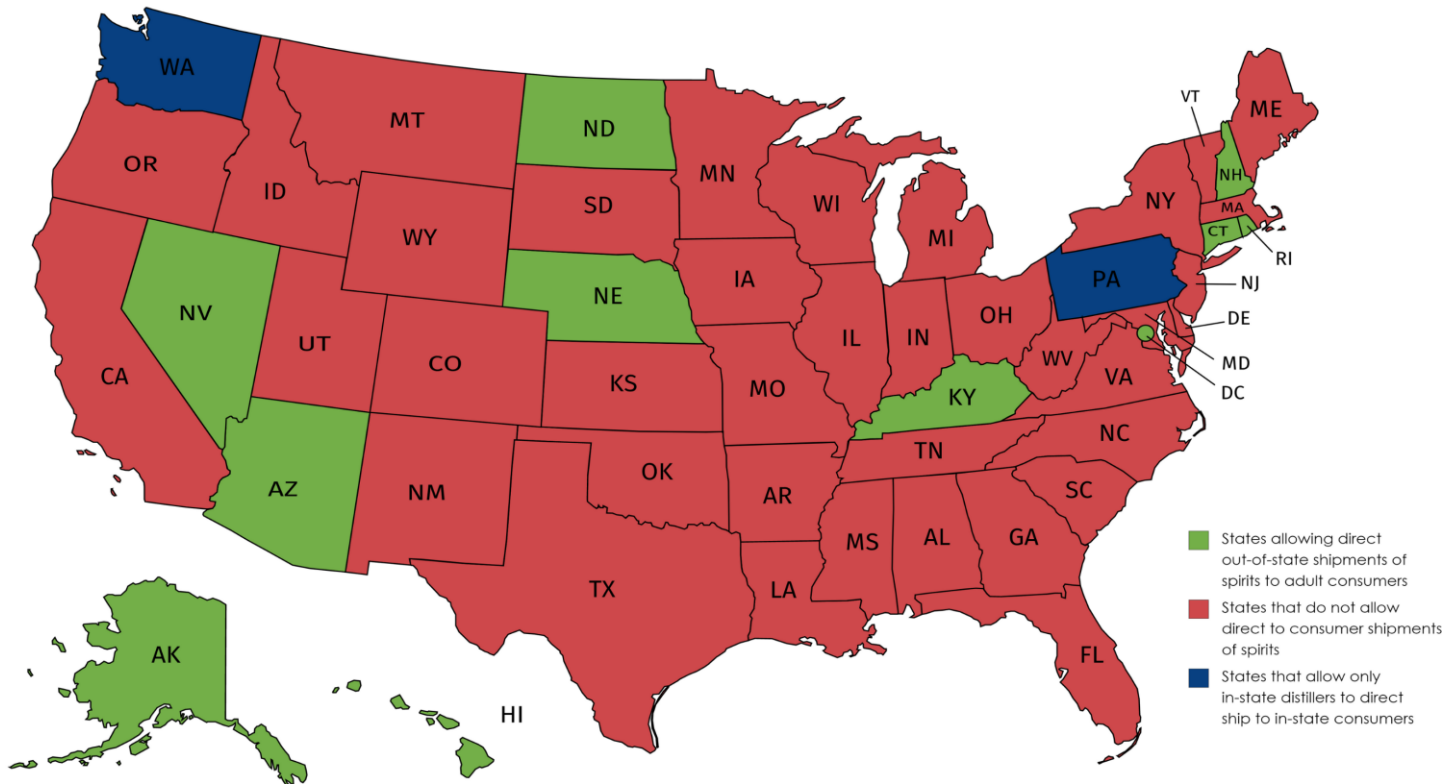
Alcohol e-Commerce

- Still in its infancy.
- Online selling of alcohol represents now about 5% of total sales but will increase in the future.
- Consumers expect easy delivery system like with any other online delivery.
- Online platforms will require an alcohol distribution system that is better, faster and cheaper.
- Experts predict significant changes in the industry because of the combination of e-Commerce, the pandemic, on-premise shutdowns, and changing restrictions.
- It is generally predicted that 20% of alcohol selling in the US will soon shift online.
- According to Drizly (eCommerce platform), liquor overtook wine as the largest category (March 2021). Sales of mixers, bitters, cocktail ingredients increased, also tequila and ready-to drink cocktails.

Alcoholic Beverage Direct to Consumer Shipping

US state structure - opened and closed states. States that control the sales and distribution and states that regulate and allow normal distribution.

This impacts pricing, importation and distribution.



Distilled Spirits & Direct to Consumer

*"Can I buy my favorite distilled **spirits** online and conveniently ship them directly to me?"*

In most places in the United States, the answer is NO.

More detail info state by state :

https://www.spiritsunited.org/direct_to_consumer_shipping

AND

https://en.wikipedia.org/wiki/Alcoholic_beverage_control_state

BUT wine distribution is allowed to ship directly to consumers in 46 states.

BUT you still need all the licenses and permits.

Selling Wine Online- State Sale Laws

Selling alcoholic online:

A basic permit from the Alcoholic and Tobacco Tax and Trade Bureau (TTB)

Retailer's license for your state

Winery license from your state

Registration with the TTB prior to online sales

Shipper's license for *every* state you plan on shipping to

Direct-to-Consumer (DTC) license to ship out of state

- A shipping agreement is required with each of your carrier



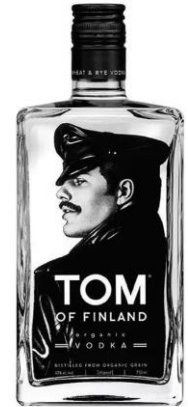
Wine Shipping Laws in the US by states:

<https://californiawineryadvisor.com/wine-shipping-laws-state/>

Online Sites for Alcohol Sales

- **Wine.com**
- **Winc.com**
- **Vivino.com**
- **Millesima USA** <https://www.millesima-usa.com/>
- **Napa Cabs** <https://www.napacabs.com/>
- **Wine-Searcher** <https://www.wine-searcher.com/>
- **K&L Wien Merchants** <https://www.klwines.com/>
- **Chambers St. Wiens**
<https://chambersstwines.com/Home/AboutUs>
- **Acker, Merrall & Condit** <https://www.ackerwines.com/>
- **Last Bottle** <https://www.lastbottlewines.com/>
- **ReserveBar** <https://www.reservebar.com/>
 - Premium spirits

- **Uptown Spirits** <https://uptownspirits.com/>
 - Sells Tom of Finland Organic Vodka
 - Not available to all states
- **Lighthouse Wine & Spirits**
 - <https://www.lighthousewines.com/about-us.html>
 - Delivers to DC, FL, MA
- **Astor Wines & Spirits** <https://www.astorwines.com>
 - Not available to all states
- **Drizly** <https://drizly.com/>
 - Largest online marketplace for alcoholic in North America (available to 100 million customers across the U.S and Canada)
 - Serving n 31 states
 - Drizly partners with local liquor retailers
- **ReserveBar** <https://www.reservebar.com>
- **Flaviar** <https://flaviar.com>
 - Best for sampling new brands



\$36.95
Overall rating 4.5/5
Consumers found by:
Search Engine
Instagram

Selling Alcohol in The US

Understand the three-tier system. Mark-ups added in every level. States have different tax levels.

There are opportunities but the market is overcrowded. Market penetration difficult.

Learn the country, market, different states (like NY, NJ, PA, IL, CA, FL, TX, NV, WA).

Visits retailers, see store shelves, visit bars, restaurants. Speak with experts. Learn.

Do your homework before selecting importer, no need to pick the first one.

Know the rules and regulations.

Hire someone who understand the US market, has experience managing import brand introductions. But remember, you need to build your own brand.

Set realistic expectations. Start slowly in few states (that have similar regulations).

Hire a brand ambassador, market manager or sales representative.

Build a reputation for your brand before starting to talk with distributors and retailers.

Strategic decisions to think.

1) **Import solution.** Both long and short term.

2) **Distribution Solution.** How are you going to get your brand recognized by distributors?

3) **Sales Solution.** Who is your sales manager and how are they going to work with line managers and street sales teams to implement successful incentive and sales programs?

4) **Marketing.** What are you going to do to drive traffic and repeat purchase orders in both on and of premise accounts? How do you know they are going to be effective?

5) **Promotion.** You need feet on the street for local market support. Your team will be doing the job of the distributor for the distributor, and you'll need to pay for it!
What is your end goal?



Alcohol Import Checklist

Have a strategy what makes you unique and what is going to make you different, strategy also includes an import plan and route to market.

Options:

- going through national importers and distributors
- using a third-party service company
- going it alone. Any suppliers that want to be their own importer must first apply for and receive a federal basic import (and wholesale) permit to bring the product into the U.S. This process can take several months and includes providing all company and personal details to the TTB.
- Importers looking for product that are “new, innovative, and something the market needs.”
- Challenge will be finding the most appropriate importer for the product and entering into an agreement with that importer.
- To be considered: margins, **the gross margins of a typical importer are around 30%.**
 - shipment and payment terms, states where the importer has coverage, other products and brands in the importer’s portfolio (does the supplier want to be complementary, exclusive in a category, something else), the number of dedicated salespeople the importer employs to work with distributors in the various states. In the contract, the supplier may want to consider various goals, minimum orders, and other key performance indicators. If the importer is doing a poor job, a supplier wants the ability to terminate the importer without any penalty.
- Product story, manufacturing and sourcing matter greatly to US consumers.
- The US consumers not only want to try something new, but they also want to support products that are authentic.

Conclusions

Conclusions – Food and Alcoholic Beverage Distribution to the US

There are many channels for companies to sell their products in the US, with each having their own pros and cons. Companies need to know all their options before making any decisions on market entry.

Is there market potential for their product in the US?

How, where, to whom, who else is selling similar products. Their quality and pricing?

Do you have the resources and funding available to enter new markets while keeping your existing business going? Consider supply chain, sales and marketing expenses.

What are your goals? Objectives? How important is it to build your own brand? Is the company open to private label?

US is a big, not homogenous one market area, need to plan accordingly. In alcohol distribution, there are 50 states each with their own rules and regulations.

All US regulatory compliance (FDA/TTB) must be fulfilled before entering the market (includes e-Commerce selling).

Companies need to be dedicated to the market. Long-term commitment, expecting it will take at least two to four years to get established in a new market like the US.

Recommendations

Recommendations Alcoholic Beverages

US Market Entry

- Select few interested companies in alcoholic beverage sector who demonstrate readiness and potentially could enter the US market in the near future and conduct a targeted market research specifically for them.
- Based on the market research, create entry roadmaps for each candidate.
- Companies should visit the US and learn and talk with experts in the field. Attend trade shows (not necessary exhibit at first time).
- Adjust roadmaps accordingly based on the feedback.

Appendices

Ways to Find Distributors 34

1. Retailer connects with you
2. Distributor finds you (to meet what you need?)
3. You or your broker ask

Manner of discovery = leverage

Do you have leverage while negotiating with a distributor

- If so, some wiggle room
- If not , then



Comparing Distributors and 3PLs

	Retail Distribution	3PL
Filing	The truck	The Box
Trade Marketing	Can pass-through deals, often complicating or taking a piece	Many integrate with Google ads or Amazon promotions
Online Portal	Aspirations, but mostly obfuscation	Often real-time
Uses Customer Data	Maybe, but not for YOU	Everyday to optimize, plan buying, and grow
Sales initiative	Yes, hopefully for you	No
Operationally Dynamic	O- most are trying to pass off long-sunk cost	Changing every season
Customer Service	Yes (if you are making them a lot of money)	The more revenue, the LESS customer service you should need
Co-Marketing opportunities	No	Often, fill that box
The Future?	Some reliable players that aren't going anywhere	Still the Wild-Wild West

What can you expect from a distributor

Goals

Revenue vs Margin

Specific targets

of doors into which the distributor will get your products

Listing key SKUs (which sell?)

Etc....

Expectations

- \$ investment per door
- Opportunities with key retailers
- Reporting (though might be yearly)
- Attention from team
- Listing and Billing
- Turnkey logistics (delivery)
- Etc. ...

How to Work with Distributors

4/5

Distributor Expectations – The “What” and the “Why”

- | | |
|--|---|
| <ul style="list-style-type: none">• “Best in class” distributing pricing• Early pay discount/ Extended payment terms• Full product guarantee/ spoils allowance• Freight allowance/ FOB pricing• 67% shelf life at delivery• Invoice off-set/ deductions• Administrative fees | <ul style="list-style-type: none">• Manufacturer charge backs (MCBs)• Lumber fees• Product sample policy• Introductory Allowance / Free fills• On-Going Off –invoice promotion strategy (example 18% O.I 4x/year)• Participation in distribution shows / Tabletops/ Monthly guides |
|--|---|

Source: Specialty Food Webinar July 2021

Distributor Lifecycle

1. Interest from brand/ retailer/ broker
2. Setup and first ship
3. In-Store launches
4. Pause 1
5. First sales volley
6. Pause 2
7. Growth or plateau
8. Expansion to partners/ competitors
9. Delisting, or sell full trucks



Different Kinds of Distributors



Specialty / Natural : small minimums for smaller volumes or smaller stores



Mass: Large volume for large customers



Wholesaler: warehouses where a customer can come and pick up the products



DSD (direct store delivery) : manage products in store, usually for hi-touch items



Regional: cover a specific region and retailers within



3rd Party Online distributors: handle you online business for you

Your product might need several kinds of distributors

Different Kinds of Distributors

cont.

Specialty/ Natural : UNFI, KeHe

Mass: McLane, Spartan Nash, Wakefern

Wholesaler: Coremark , HT Hackney, Grocery Supply, Costco

DSD: Frito Lay, Dora's, Bakery, Rainforest, Big Geyser

Food Service: Sodexo, Aramark, Sysco, US Foods

Regional: Gourmet Merchants, Renaissance

International, Master distribution, Niche, channel-specific, in-house, etc.

What type of distribution does your product need?

Pros vs Cons of Distribution

Specialty vs Natural : deals with smaller brands **vs** expensive

Mass: lower margin need **vs** high volume

Wholesaler: Covers hard-to-get accounts **vs** sloppy ordering

DSD: if you need, you need it **vs** Expensive and Captive

Food Service: many ways to promote **vs** many ways to spend money

Regional: better service and “real” relationships **vs** small ponds

Online: Doing it yourself hard **vs** less visibility hard , maybe more

None are perfect but need to work with them

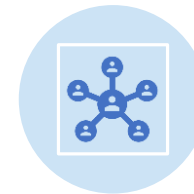
Distributors are better than alternatives



Look for leverage but use it carefully.



Stay on their good terms but hold the line.



Always be networking with other clients' customers.



Look for win-wins and mutual growth



Always have a back-up plan.



Burnt bridges help nobody.

How to Work with Distributors cont.

Service – Expect to sell product yourself

- Distribution does not equal sales
- Food Shows- Support sales whenever possible
- Training opportunities to distributor, clients

Service – Marketing – Do I know my customer base?

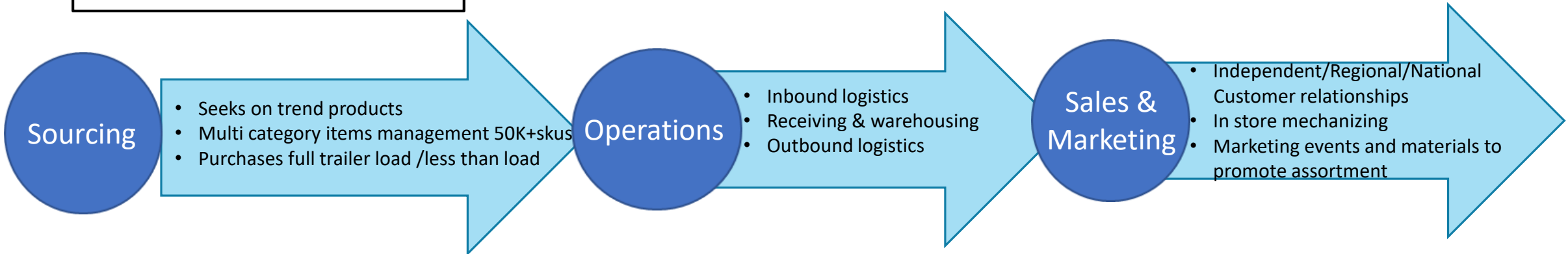
- | | |
|---------------------|------------------------------------|
| • <u>Retail</u> | <u>Foodservice</u> |
| • Grocery | Restaurants |
| • Deli Departments | Hotel & Leisure |
| • Meat Department | 3 rd Party? |
| • Coffee Bars | University/ Schools/ Institutional |
| • Bakery Department | |

Service Point of Sales Materials

- One page must include your story
- Features, advantages, benefits
- Instagram ready
- Bullet points:
 - Differentiation
 - Pictures
 - Portion cost

How to Work with Distributors – Onboarding, Paperwork and Partnership

What does a distributor do?



Finance: AP/AR – Credit Management –Trade Management – Bill Back Processing

Human Resources/ Payroll: Staffing -Team Development -Payroll & Benefits

IT :ERP – Support –EDI – Data Reports – Portals

Source: Specialty Food Webinar July 2021

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