

# Getting more products in the shopping cart

January 26, 2018

Peter Chapman



BRITISH  
COLUMBIA

Canada 



Evergro™

**It's not about making great products to sell...**

**It's about selling the great products you make**





# Daddy, I'm Exscared



# C.A.R.T.

- 1. Consumers**
- 2. Alignment**
- 3. Retail plan**
- 4. Trust**



# Consumers



BRITISH  
COLUMBIA

Canada 



Evergro™

# Consumers Who they are



GROWING YOUR BOTTOM LINE



# Consumers





# Consumers



# Consumers



# Consumers

260

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35,372

Source: Catalina Marketing



# Consumers

**.74%**

Source: Catalina Marketing

# Consumers

## How they buy



GROWING YOUR BOTTOM LINE



# Consumers



# Consumers



## Flat Tummy Tea

- 4 Week Program** \$61.51 CAD
- 2 Week Program \$45.19 CAD
- Subscribe & Save ~~\$61.51 CAD~~ **\$56.49 CAD**

Add more than one and get **10% off**

QUANTITY



1



Add to Cart



# Consumers



## Flat Tummy Tea

Another babe in Rancho Cucamonga, United States just ordered Flat Tummy Tea

Add more than one and get **10% off**

QUANTITY



1



Add to Cart





# Consumers



+ Update

This app is designed for both iPhone and iPad

★★★★★ (70)

Rating: 4+

#### LINKS

[Licence Agreement](#)  
[Privacy Policy](#)  
[Developer Website](#)

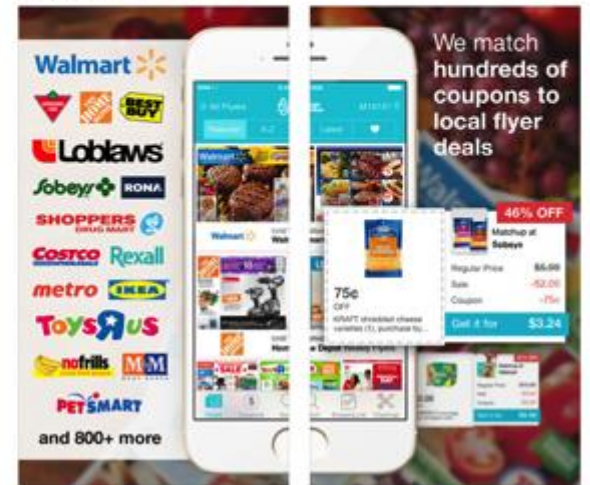
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Flipp - Flyers, Coupon Matchups, and Shopping List  
Flipp Corporation >

Essential

[Details](#) [Ratings and Reviews](#) [Related](#)

Screenshots [iPhone](#) [iPad](#)



# Consumers

Amazon Dash

Keep your household  
running,  
not running out



# Consumers



# Consumers



# Consumers



# Consumers



**CELEBRATING 20 YEARS**  **GROCERY GATEWAY** by *Longo's*  
EST. 1997

**CELEBRATE THANKSGIVING**

The banner features a dark green background with white and light green text. On the left, there is a circular logo celebrating 20 years and a stylized truck icon. The main text 'GROCERY GATEWAY by Longo's' is in a large, bold font. Below this, the words 'CELEBRATE THANKSGIVING' are written in a large, bold, white font. The background of the lower half of the banner shows a halved pumpkin, a bottle of red wine, and a glass of red wine.

Whether you celebrate with turkey or ham, meat or bread stuffing, cranberry sauce or gravy, we've got all your Thanksgiving staples.

[SEE MENUS](#)



We welcome chefs of all calibres. From gourmet to heat-and-eat, we've created a Thanksgiving menu for every skill set!

[SHOP PRODUCTS](#)



# Consumers



# Consumers





# Consumers

# PASTA

Product	Price	Unit Price	Discount
Delverde Pasta, Spaghettini(450 g)	\$2.69 ea	\$0.60 / 100 g	
Organic Corn Macaroni(340 g)	\$2.99 ea	\$0.88 / 100 g	SAVE \$0.50
No Name Pasta, Spaghetti(2 kg)	\$3.49 ea	\$0.17 / 100 g	
Barilla Rotini(454 g)	\$1.79 ea	\$0.39 / 100 g	SAVE \$0.20



# Consumers

## Where they buy



GROWING YOUR BOTTOM LINE



# Consumers

Large store

Traditional

Discount



GROWING YOUR BOTTOM LINE



# Consumers

Specialty/?

Direct

Drug



Farm  
Markets



GROWING YOUR BOTTOM LINE



# Consumers

On line



GROWING YOUR BOTTOM LINE



**Consumers**  
**Who**  
**How**  
**Where**



GROWING YOUR BOTTOM LINE



# Alignment



# Alignment Understand



GROWING YOUR BOTTOM LINE





# Alignment



# Alignment

<b>Shelf G.P</b>	<b>30.0</b>
Ad investment	5.0
Shrink	2.0
Labour	8.5
Fixed Exp.	3.5
Variable Exp.	2.5
Distribution	7.0
<b>Total expenses</b>	<b>28.5</b>
<b>Profit</b>	<b>1.5</b>



# Alignment

## FREE Success Map “Pricing for profit”

**SKU FOOD Feedback**

At SKU Food we are dedicated to sharing our knowledge of the food industry and helping producers and processors generate a better return. Our commitment to you is that if it doesn't grow your bottom line, it doesn't make it to SKU Food.com. We are also focused on the continuous improvement of our content and presentation acts. We appreciate your time to share your insights with us.

Thank you  
Your SKUFood team

Name \_\_\_\_\_  
Company \_\_\_\_\_

**A. What are two valuable insights into the food industry that you learned today?**  
1. \_\_\_\_\_  
2. \_\_\_\_\_

**B. What message would you share with others about this presentation?**  
\_\_\_\_\_

**C. Overall how would you rate today's session?** (Circle 1 is the lowest and 5 is the highest.)  
Presentation: 1 2 3 4 5  
Content: 1 2 3 4 5

Yes, I would like to receive e-mails from SKU Food Inc. (SKU Food.com) offering information on how to grow my food business bottom line.

Please contact me to have a demonstration about SKUFood.

Please contact me regarding a presentation on the food industry.

Please leave this form on your table top or first use after the presentation.

Gary Munkin (202) 870-2942 gary@skufood.com  
Peter Chapman (202) 886-2932 peter@skufood.com  
www.skufood.com



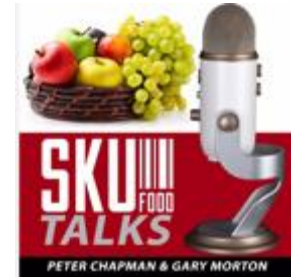
# Alignment



## SKU FOOD SALES SUCCESS CANVAS

A Recipe for Food Industry Sales & Marketing Success

Your Business	Your Products		Your Customers	Your Outcome
<b>MISSION</b> understand your business Success Map	<b>RISING STARS</b> your product how & what Success Map	<b>QUESTION MARKS</b> your product how & what Success Map	<b>MARKET ENVIRONMENT</b> laser like positioning Success Map	<b>THE RIGHT PRICE</b> Pricing for Profit Success Map
<b>VISION</b> understand your business Success Map	<b>CASH COWS</b> your product how & what Success Map	<b>DOGS</b> your product how & what Success Map	<b>YOUR CATEGORY</b> laser like positioning Success Map	<b>AN AWESOME PLAN</b> Building an effective promotion Success Map
<b>TARGET MARKET CUSTOMERS</b> laser like positioning Success Map	<b>VALUE DELIVERED TO CUSTOMERS</b> your product why Success Map	<b>VALUE DELIVERED TO CONSUMERS</b> your product why Success Map	<b>USP</b> understand your business why Success Map	<b>A POWERFUL PITCH</b> Prepare & deliver a memorable presentation Success Map
<b>TARGET MARKET CONSUMERS</b> laser like positioning Success Map	<b>YOUR POSITIONING TO CUSTOMERS</b> laser like positioning Success Map	<b>YOUR POSITIONING TO CONSUMERS</b> laser like positioning Success Map	<b>STORE VISIT S.O.P.</b> profitable store visit Success Map	
<b>Create Winning Customer Relationships Success Map</b>				
what you need to do in your business to build a winning relationship	what you need to do with your products to build a winning relationship	what you need to understand about your customers to build a winning relationship		



***FREE* SKUFood membership**

**With my autograph on the back  
of your feedback form**

**\$497 value**



GROWING YOUR BOTTOM LINE



# Alignment

**What customers say  
vs.  
what customers do**



**Alignment**  
**Support customers**



GROWING YOUR BOTTOM LINE



# Alignment

**“36% of sales and 48% of tonnage are items with a temporary price reduction”**

A.C. Nielsen “State of the Industry report”





# Alignment



# Alignment



# Alignment



**Alignment**  
**Communicate,**  
**communicate,**  
**communicate**



GROWING YOUR BOTTOM LINE



# Alignment



September 22, 2017

## Strawberry Update

We've had a couple weeks of solid sunshine and the strawberries have been soaking it all up. We are still picking strawberries with the plan to go until Thanksgiving unless Mother Nature abruptly changes our plan.



# Alignment



**Oceanview**  
GARDEN CENTER IN CHESTER

GO PLANTCRAZY.CA  
THE LARGEST PERENNIAL GARDEN CENTER IN NJ

GET HORTICULTURALLY ACTIVE

**Last Chance to purchase Trees, Shrubs and Perennials**

We are packing them up for the Winter.  
It's not too late to plant, just add a nice thick (4") layer of mulch and keep hydrated until freeze.

Tip: all plants need to be well hydrated going into winter even if they have been planted for years. We've had a dry fall so far, please water your plants.



**Alignment**  
**Understand**  
**Support**  
**Communicate**



GROWING YOUR BOTTOM LINE



# Retail plan





# Retail plan



**Retail plan**

**Different strokes for  
different folks**



GROWING YOUR BOTTOM LINE



# Retail plan



# Retail plan



**Retail plan**  
**Be proactive**



GROWING YOUR BOTTOM LINE



# Retail plan



# Retail plan



# Retail plan





**Retail plan**  
**Strong suppliers**



GROWING YOUR BOTTOM LINE



# Retail plan



# Retail plan



**Retail plan**  
**Different strokes**  
**Proactive**  
**Success**



GROWING YOUR BOTTOM LINE



# Trust



BRITISH  
COLUMBIA

Canada 



Evergro™

# Trust

## Quality + Price + Experience



# Trust

WARBY PARKER

EYGLASSES SUNGLASSES LOCATIONS

Q SEARCH | HELP SIGN IN 



Shop Men



Shop Women

SKU  FOOD

GROWING YOUR BOTTOM LINE



# Trust

The screenshot shows the FreshDirect website interface. At the top left is the FreshDirect logo. To its right is a search bar with the text "Search" and a magnifying glass icon. Further right are links for "Office delivery?", "Help", "Reorder" (with a refresh icon), and a "Create Account" button. Below this is a green navigation bar with categories: MEALS, FRUIT, VEGETABLES, MEAT & POULTRY, SEAFOOD, DAIRY, DELI & CHEESE, BAKERY & PASTRY, PARTY PLATTERS, GROCERY, FROZEN, BEER, and WINES & SPIRITS. Below the navigation bar is a secondary bar with promotional tags: FRESH DEALS, MEAL KITS, COUPONS, SALE, NEW, TOP-RATED, IDEAS, LOCAL, FALL REFRESH, and HALLOWEEN.

The main content area is titled "FRUIT" and features a sidebar on the left with a list of fruit types: Fruit, Apples, Avocados, Bananas, Berries & Cherries, Citrus, Dried Fruit & Nuts, Flowers, Grapes, Local Farm Share, Melons, Pears, Pre-Cut, Snack Packs, Stone Fruit, and Tropical & Specialty.

The main content area has a sub-header "Fruit" and a large banner for "In-Season Fruit". The banner text reads: "We're picking up fruit from farms daily. Our experts then taste and rate all varieties so you only eat the best." To the right of the banner is a "DIRECT-FROM-THE-FARM MEAT" promotion with a "SHOP NOW" button.

Below the banner is a "Great Right Now Fruit" section featuring a carousel of fruit products. The first item is a package of Driscoll's blueberries with a "SAVE 14%" badge. The second item is a box of cherry tomatoes with a "NEW" badge. The third and fourth items are images of apples and nectarines, respectively. Navigation arrows are visible on either side of the carousel.



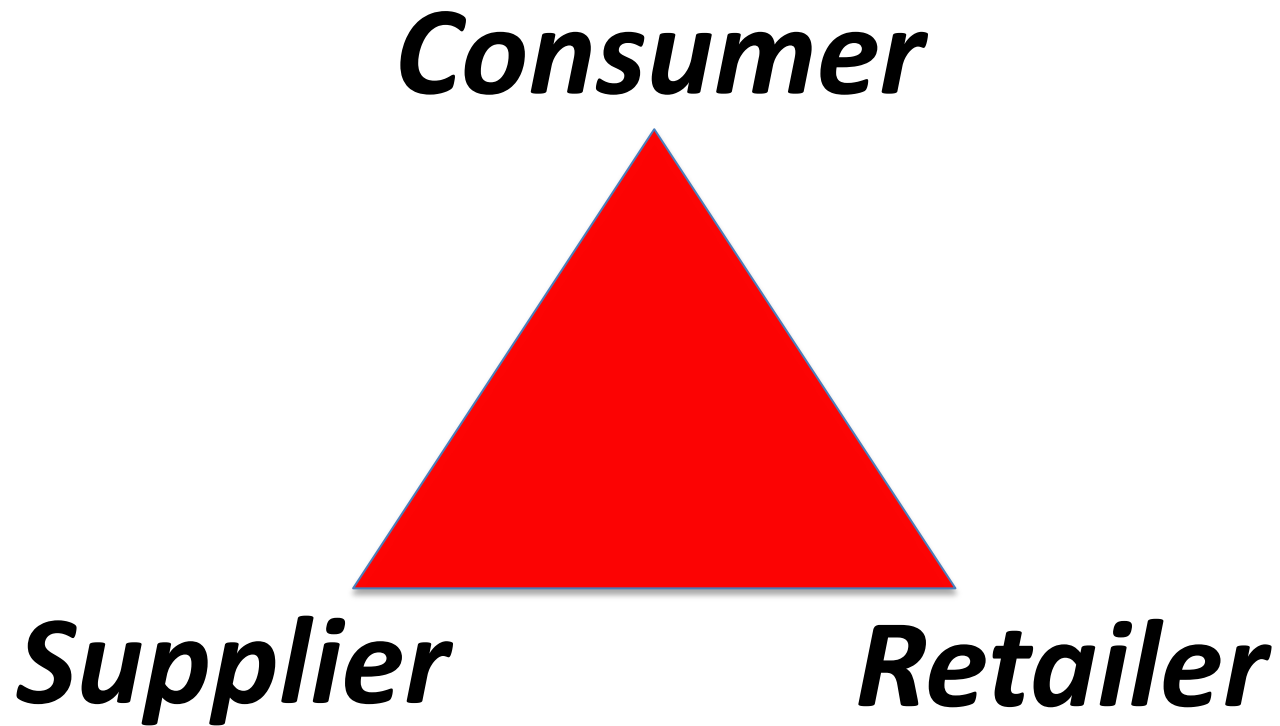


# Trust

## Your definition of trust



# Trust



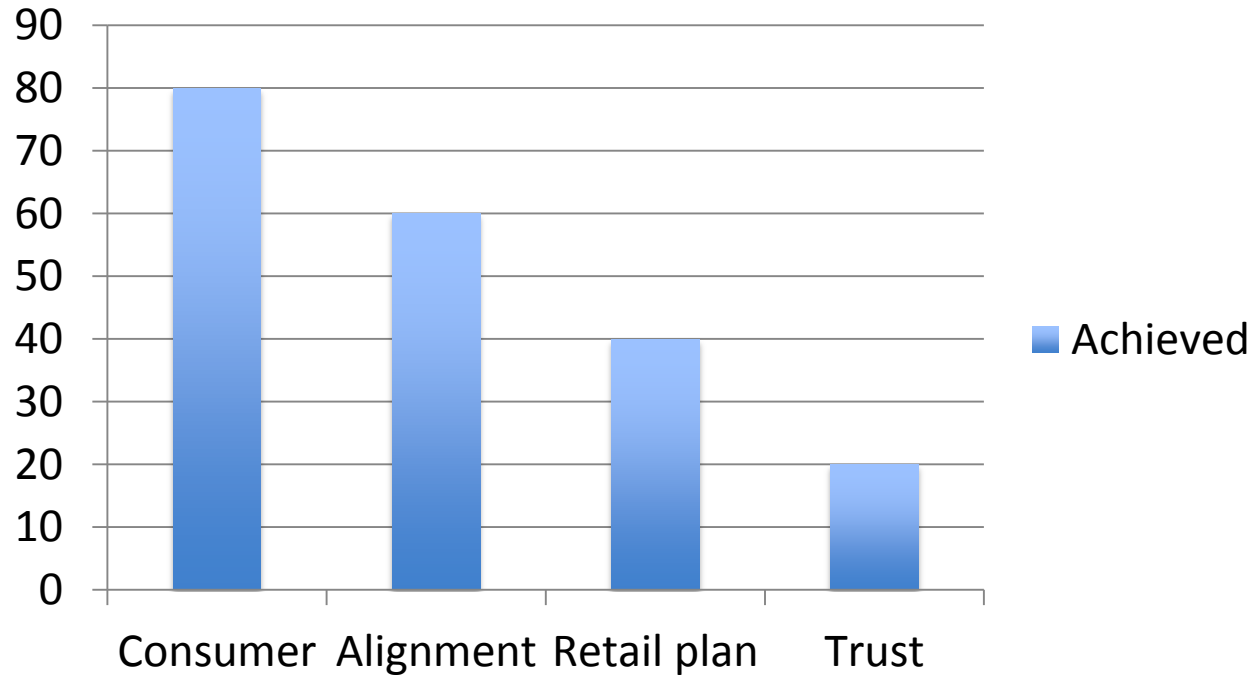
**Trust**  
**Experience**  
**New trust**  
**You**



GROWING YOUR BOTTOM LINE



# C.A.R.T. Ingredients









**It's not about making great products to sell...**

**It's about selling the great products you make**





# Thank you

