Developing a Marketing Plan for your Food Product



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www.coloradoagriculture.com

Developing a Marketing Plan for Your Food Product was designed by the Colorado Department of Agriculture to assist food companies in the area of marketing planning.

Representatives of the Colorado Department of Agriculture's Markets Division are available to meet with you by appointment to help you develop or review your marketing plan. To schedule a meeting with one or more of our marketing specialists, please call (303) 239-4114.

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Introduction – How to Use This Guide

Developing an effective marketing plan is one of the most important things a company can do to ensure its success as a business. A marketing plan will help you determine the basis for all of your marketing efforts and provide you with a blueprint for accomplishing your goals and objectives.

This guide was developed by the Markets Division of the Colorado Department of Agriculture to help you write a marketing plan for your food or agricultural product(s). Markets Division staff members, who have expertise in the areas of marketing, business development, public relations, promotions, exporting and consumer issues, will be glad to meet with your company to help you develop or review your marketing plan.

The marketing planning process begins with a *Situational Analysis*, which is an in-depth examination of your own company, your competitors and your customers. This part of the process is critical because it helps you identify your company's relative strengths and weaknesses, uncovers opportunities in the marketplace and, ultimately, is the basis for all your marketing decisions.

Once you have completed the *Situational Analysis*, the next step is to set *Marketing Goals* for your product. For each goal, you will then formulate a *Marketing Strategy* and an *Action Plan* for achieving it. This section is the meat of your marketing plan; it becomes your marketing "Bible" for the entire year.

After completing the *Action Plan*, it is easy to create an *Annual Planning Calendar* and an *Annual Budget*. The only step remaining is to come up with a program for *Evaluation and Control* of your marketing plan. *Evaluation and Controls* help you monitor your progress and keep your marketing program on track.

The worksheets on the following pages will lead you through the creation of a marketing plan. You may then prepare a formal, written plan by following this outline:

- I. Executive Summary (one or two pages summarizing the marketing plan)
- II. Situational Analysis
 - A. Company Analysis
 - B. Competitive Analysis
 - C. Customer (Market) Analysis
 - D. Outside Environment Analysis
- III. Marketing Goals
- IV. Strategies to Meet Marketing Goals: The Action Plan
- V. Planning Calendar
- VI. Marketing Budget
- VII Evaluation/Controls

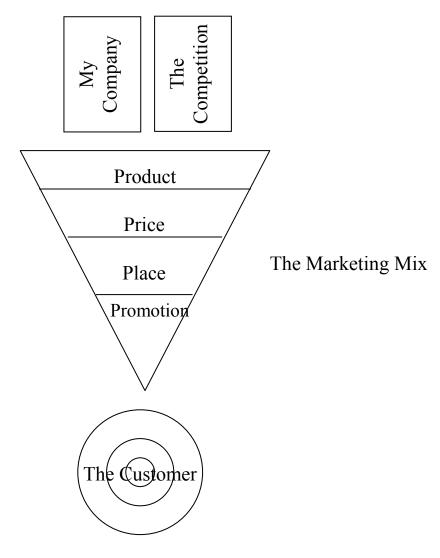
Remember...marketing plans can change as your business changes.

Situational Analysis

The first step in developing a marketing plan is to take a look at where your company is now. Be as objective as possible in analyzing your company, your competitors and your customers for each product you sell. Compared to your competitors, what are your company's strengths and weaknesses in each area of the marketing mix: product, price, place (distribution) and promotion.

Who are your customers? Who purchases your product directly from you? Who is the end consumer, and how does your product get from your company to that person? The marketing planning process will help you define your target market (the customer you are trying to reach) and determine other possible markets or uses for your products.

The worksheets on the following pages will guide you through the situational analysis, which, in turn, will help you define your marketing goals and formulate strategies to reach them. As you complete the worksheets, make a note of new marketing ideas as they occur to you in the "idea box" or margins. You should review all of your worksheets and notes before you begin the goals and strategy sections.



Company Analysis

Mission Statement

A Mission Statement conveys the kind of business you are in, the purpose of the business, the needs satisfied by the business, how those needs are being satisfied and your business philosophy. The Mission Statement should be simple and brief, but broad enough that it doesn't limit your company's future direction.

What is your company's Mission Statement?						
Company Histo	ry					
Give a brief ove	erview of your company's history					
List the product	s in your product line and give a brief description of each.					
Product	<u>Description</u>					
For which produ	act is this plan being developed?					

Product Analysis

Product Name
Describe the product for which this plan is being written.
Is this a retail or bulk product?
Describe the packaging.
Sizes:
Technology:
Artistic Factors:
Is there any type of service or support that is sold as part of the product package? Describe.
What is the product's unique selling point?
What is your product's greatest strength?
What is your product's greatest weakness?
Idea Box

Pricing Analysis

What is the *retail* price of your product, and how does it compare to the competition? (complete the table below)

<u>Yo</u>	<u>ur Product (size)</u>	Total Price	Unit Price	<u>Unit Pric</u>	e of Competi	ng Products
				A	В	С
Wł	nat is your current	pricing policy	?			
	Cost/Plus Pricir	ng. Figure the u	init cost to produce	and market yo	ur product (b	reak-even
	price) and add	on a percentage	e for profit.			
			Base your price on a market is willing to		etition charge	s for similar
	_Other (explain).	,				
Fol	low these steps to	compute your	break-even price.			
1.	Number of units length of time (si			_		units
2	Fixed Costs for t	the same time r	period (costs that			
	do <u>not</u> vary based					
	or sales: rent/leas					
	administrative pe advertising, insur			\$		
	uavertising, insui	unice, utilities,	etc.)	Ψ_		
3.	vary directly with	h each unit prod	ne period (costs that duced or sold: kaging, sales costs			
	delivery costs, et			\$_		
4.	Fixed Costs + Va	riable Costs = 7	Total Costs	\$_		
5.	Break-Even Pric	e = Total Cost	s/Total Units (#1)	\$_		/unit

Distribution Analysis (Place)

Using the list below as a starting point, mark all of the distribution methods your currently use and the ones that *might* be an option for your product. Add your own ideas to the list – be creative!

Method	Currently Use?	Maybe?	Comments
Retail		-	
Supermarkets			
Member Warehouses			
Convenience Stores			
Department Stores			
Specialty Stores			
Discount Stores			
Foodservice			
Restaurants			
Schools			
Federal Government			
State Government			
Hospitals			
Brokers/Distributors			
Direct to Consumer			
Mail Order			
Gift Shows			
Gift Catalogs			
Other			
Farmers' Markets			
Gift Basket Companies			
Vending Machines			
Non-profit Fundraisers			
0.1 0 1:37 1:			
Other Geographic Markets			

Promotion Analysis

Check each activity that you spent money on last year, whether it was pre-planned or not. Decide if each one was effective, and which activities you really *want* to include in your promotional plan. After you have defined your Marketing Strategies and Action Plan, come back and fill in the "Projected Budget" column.

Promotional Activity	\$ Spent Last Year	Projected Budget
□ Trade Shows		
1.		
2.		
3.		
4.		
5.		
Coupons		
□ Advertising		
Newspaper		
□ Radio		
□ TV		
□ Ad Supplements		
Trade Publications		
Yellow Pages		
Other		
□ Promotional (Giveaway) Items		
1.		
2.		
□ Direct Marketing		
Catalogs		
□ Brochures		
Mailings		
Public Relations		
□ News Releases		
□ Feature Stories		
□ Special Events		
Collateral Materials		
1.		
2.		
□ Sales Contests/Promotions		
Miscellaneous		
Total Promotion Budget		

Sales Analysis

Current Sales	
12-month graph for	

Product Sales in _____(Units)
Use different colors to plot your product sales vs. the overall market sales for this category.

		55		•						J		Ü		
														Month 12
														Month 11
														Month 10
														Month 9
														Month 8
														Month 7
														Month 6
														Month 5
														Month 4
														Month 3
														Month 2
														Month 1

Competitive Analysis

For each area listed below, mark the company (including yours) that holds the competitive advantage.

	Competitor A	Competitor B	Competitor C	My Company
Company				
Resources				
Financial				
Human				
Production				
Quality				
Capacity				
Overall Product				
Product Quality				
Packaging				
Customer Service				
Retail Price/Unit				
(write in prices)				
Distribution				
Promotion				
Coupons				
Trade Shows				
Advertising				
Sales Force				
Sales Promos				

Your company's competitive strengths:	Your company's competitive weaknesses:
1.	1.
2.	2.
3.	3.
4.	4.

Customer Analysis

Defining your end-consumers and target market (the customers you are trying to reach) will help you in making marketing decisions down the road. For example, it will help you decide how and where you should advertise, and what the message should be.

Who, in general, is your end-consumer? Are you marketing to the masses or to a specific segment of the population?

Define your target market further, addressing demographic and psychographic characteristics.

Demographic Characteristics (age, gender, income level, geographic location, marital status, family size, stage in family life cycle, education level, occupation, religion, race, etc.):

Psychographic Characteristics (social factors such as cultural values, social groups, shopping patterns, leisure activities, personality type, opinions, etc.):

How does your target market *primarily* use your product (snack, meal, ingredient, etc.)?

Are there other ways your product *might* be used, perhaps by a different target market?

Environmental Analysis

	Describe the financial environment and the overall economy; how do these factors affect your nation?
	Describe the governmental environment. Is current legislative or regulatory action likely to ect your company?
3.	Describe any current media activity that may affect your product sales
	Describe the special interest environment. Are any influential groups likely to affect your ns?
	Describe the technological environment. Are there high-tech advances on the forefront that ald impact your product or the way you market it?
_	

Marketing Goals

Based on the Situational Analy	ysis, what are your compai	ny's greatest challeng	ges?
1	-		
2.			
3.			
What are your company's grea	itest opportunities?		
1			
2.			
3.			
List your company's marketir	ng goals for the next 12 m		
specify a time by which they v	vill be completed.		
1			
2			
_			
3			
Examples of marketing goals:			
"To increase sales by	(amount) by	(date)."	
"To increase sales by" To gain entry to Chain	by	(date)."	
"To increase awareness of my	product among the retail t	rade within	(timeframe)."
"To increase my market share "To enter the gift market and g	from% to% b	y(date)."
"To enter the gift market and g	generate sales of \$	in the first 1	2 months."

For each of your goals, use the worksheet on the following page to develop a strategy and an action plan to implement it. If your goal is sales-related, also complete the sales projection chart. Once you have completed an action plan for achieving each marketing goal, combine all of the marketing tasks in the *Annual Planning Calendar* and use it as a master schedule.

Sales Goals/Projections

12-month Projections for	
Projected Sales in Plot actual sales vs. projection	(Units)

 		1		1	1				1				1		
															Month 12
															Month 11
															Month 10
															Month 9
															Month 8
															Month 7
															Month 6
															Month 5
															Month 4
															Month 3
															Month 2
															Month 1

Marketing Strategies (Duplicate this page for each marketing strategy.)

Marketing Goal #:		
Strategy to Achieve Goal:		
ACTION PLAN:		

Task/Activity	Who's Responsible	Targeted Completion Date	Actual Completion Date	Budgeted Cost	Actual Cost

-			
Idea Box			

Annual Planning Calendar

Month 12												
Month 11												
Month 10												
Month 9												
Month 8												
Month 7												
Month 6												
Month 5												
Month 4												
Month 3												
Month 2												
Month 1												
Activity/Task						17						

Marketing Budget

Working from the *Marketing Strategy* worksheets, summarize all of your marketing costs in this annual budget.

	<u>Budgeted</u>	<u>Actual</u>
Goal #:		
Activities:		
		
		
Total:		
Goal #:		
A		
Activities:		
Total:		
Goal #:		
Activities:		
Activities.		
Total:		
GRAND TOTAL:		

Duplicate this page as necessary.

Evaluation/Controls

Hov	will you evaluate the effectiveness of this plan in meeting your marketing goals?
1.	
2.	
2. .	
3.	
	what intervals will you evaluate your progress toward meeting your marketing goals? lude evaluations in the annual planning calendar.)
Wha	at actions will you take if performance falls short of meeting marketing goals?

Suggestion: Use the *Sales Projections* graph to plot each month's actual sales vs. projected sales. This will help you monitor your success in meeting sales goals at regular, ongoing intervals.

Appendix Marketing Resources

MAJOR FOOD TRADE SHOWS IN UNITED STATES

(Listed in Chronological Order)

Show dates and pricing are estimates, please contact show organizers for current information

SNACK FOOD ASSOCIATION – SNAXPO

Snack Food Association 1711 King St., Suite 1 Alexandria, VA 22314 Ph. 703-836-4500 or 1-800-628-1334 www.sfa.org

- Those attending include snack food manufacturers, suppliers, distributors, etc.
- Over 2,500 buyers with 200 booths.
- Show is held once a year, usually in **February** or **March**.
- Booth rentals start at \$3,200 for a 10' x 10' booth.

NATIONAL FIERY FOODS SHOW

Sunbelt Shows P.O. Box 4980 Albuquerque, NM 87196 Ph. 505-873-8680 www.fiery-foods.com

- Those attending include food brokers; owners of spicy food shops, gourmet shops; gift shops and mail order companies; buyers from supermarkets, groceries and restaurants; agronomists, food writers and the general public.
- Approximately 10,000 in attendance with 250 booths available.
- Show is held annually, usually in **February** or **March**.
- Exhibitor rates: row space \$695, corner space \$795, for a 10' x 10' booth.

INTERNATIONAL FANCY FOOD & CONFECTIONERY SHOW

Ph. 212-482-6440 ext. 250

www.specialtyfood.com

- Those attending include retailers, caterers, manufacturers, distributors and importers/exporters.
- Over 20,000 buyers with 900 exhibitors.
- Show is held three times a year, usually in **January**, **May** and **July**.
- Booth rentals from \$15 per square foot for a 10' x 10' booth.

NATURAL PRODUCTS EXPO WEST/EAST

Ph. 1-866-458-4935

www.naturalproductexpo.com

- Those attending include organic growers, suppliers and marketers.
- Over 36,000 buyers with 1,500 exhibitors.
- Show is held **twice** a year, usually in **March** and **September**.
- Booth rentals start at \$1,645 for a 10' x 10' booth.

UNITED ANNUAL PRODUCE CONFERENCE & EXPO

United Fresh Fruit & Vegetable Association 1901 Pennsylvania Ave. NW, Suite 1100 Washington, DC 20006 Ph. 202-303-3400

www.uffva.org

- Those attending include grower-packers, shippers, packing companies, business services, transportation, refrigeration, sanitation, temperature control and floral.
- Over 35,000 attendees with 300 exhibitors
- Show is held annually in **April/May**.
- Booth rentals start at \$28.00 per square foot for members, \$31.00 per square foot for non-members.

ROCKY MOUNTAIN FOODSERVICE & RESTAURANT SHOW-WESTEX

Colorado Restaurant Association 430 E. 7th Ave.
Denver, CO 80203

Ph. 303-830-2972

www.coloradorestaurant.com

- Those attending include restaurants, hotels/motels and suppliers to those industries.
- Over 11,000 attendees with 500 booths.
- Show is held once a year usually in **May**.
- Booth rentals start at \$1095 for a 10' x 10' booth.

THE LAS VEGAS GOURMET HOUSEWARES SHOW

George Little Management 888 South Figueroa Street, Suite 600 Los Angeles, CA 90017 Ph. 213-430-2356 www.thegourmetshow.com

- The products represented include gourmet products, foods and beverages, and unique housewares and décor accessories.
- Over 6,000 buyer attendees with 700 exhibitors.
- Show is held once a year, usually in **May**.
- Booth rentals start at \$17.95 per square foot for a 10' x 10' booth.

FMI SUPERMARKET SHOW

Food Marketing Institute 655 15th St. N.W., Suite 700 Washington, DC 20005 Ph. 202- 452-8444 www.fmi.org

- Those attending include supermarket suppliers, retailers, wholesalers and distributors.
- Over 11,000 in attendance with 1,000 exhibits.
- Show is held once a year, usually in **May**.
- Booth rental is \$31.00 per square foot (minimum 100 sq. ft.).

NATIONAL RESTAURANT ASSOCIATION, RESTAURANT, HOTEL-MOTEL SHOW

National Restaurant Association 150 N. Michigan Ave., Suite 2000 Chicago, IL 60601 Ph. 312-853-2525

www.restaurant.org

- Products concerning restaurants, fast foods and hotels/motels.
- Over 70,000 in attendance with 2,000 exhibits.
- Show is held once a year, usually in **May**.
- Booth rentals start at \$25.50 per square foot.

ALL CANDY EXPO

National Confectioners Association 8320 Old Courthouse Road, Ste 300 Vienna, VA 22182 Ph. (703) 790-5750 www.allcandyexpo.com

- Those attending include candy buyers and sellers.
- Approximately 19,000 in attendance with 480 exhibitors.
- Show is held annually, usually in **June**.
- Booth costs are \$2,500 for members, \$2,800 for non-members for a 10'x10' booth.

GIFT BASKET JUBILEE

JUBILEE! Conventions & Trade Shows 815 Haines Street Jacksonville, FL 32206 Ph. 800-729-6338 www.giftbasketjubilee.com

- Products include gift basket items such as fancy foods, candy, candles and bath & body products.
- Approximately 7,500 buyers with 600 exhibitors.
- Show is usually in **September**.
- Booth rentals start at \$14.50 per square foot.

IFT FOOD EXPOSITION

Institute of Food Technologies 525 W. Van Buren St., Suite 100 Chicago, IL 60607 Ph. 312-782-8424 or 1-800-438-3663 www.ift.org

- Includes people from product development, production, packaging, quality control, consulting and marketing.
- Approximately 12,000 buyers with 800 exhibits.
- Show is held once a year, usually in **June/July**.
- Booth rentals are \$2,650 for a 10' x 10' booth.

INTERNATIONAL DAIRY DELI BAKE

International Dairy and Deli Association P.O. Box 5528 Madison, WI 53705-0528 Ph. 608-238-7908 www.iddba.org

- Supermarket conference and exhibition for dairy and deli industry, including directors, buyers and merchandisers (not including small retailers)
- Over 6,500 attendees with more than 1,100 booths.
- Show is held annually in **June**.
- Booth rentals start at \$2,575 for members and \$3,300 for non-members.

WESTERN FOODSERVICE & HOSPITALITY EXPO

Ph. 203-840-5410

www.westernfoodexpo.com

- Those attending include all foodservice industries and their affiliates, including service equipment, hotels, schools, bars, etc.
- Over 19,000 attendees with 1,100 booths.
- Usually held in **August**.
- Booth rentals start at \$3,391 for a 10' x 10' booth.

PRODUCE MARKETING ASSOCIATION SHOW

1500 Casho Mill Road P.O. Box 6036 Newark, DE 19714 Ph. 302-738-7100 ext. 3040 www.pma.com

- Includes produce growers, packaging services, floral growers, management, transportation services and computer software/hardware dealers.
- Approximately 17,000 attendees with 750 booths.
- Show is held once a year, usually in **October**.
- Booth rentals start at \$24.50 per square foot for members and \$36.75 for non-members.

INTERNATIONAL ZESTY FOOD SHOW

Chile Pepper Magazine 1701 River Run, Suite 702 Fort Worth, TX 76107 Ph. 1-888-774-2946 www.izfs.com

- Includes specialty food manufacturers, foodservice distributors and the gourmet market.
- Over 10,000 attendees with 250 booths.
- Show is held annually in **October**.
- Booth rentals start at \$795 for a 10' x 10' booth.

National Food Trade Publications

Bakery Production & Marketing

Triangle Plaza 8750 W. Bryn Mawr Ave. Chicago, IL 60631 Ph. 312-693-3200 Fax 312-693-0528

Beverage Industry

Edgell Communications 7500 Old Oak Blvd. Cleveland, OH 44130 Ph. 216-826-2839 Fax 216-891-2726

Fancy Food

Talcott Communications Corp. 20 N. Wacker Dr., Suite 3230 Chicago, IL 60606 Ph. 312-849-2220 Fax 312-849-2184

Food & Beverage Marketing

Charleson Publishing 505 8th Ave., Suite 1403 New York, NY 10018 Ph. 212-695-0704

Food Distribution Magazine

National Food Distr. Network P.O. Box 10378 Clearwater, FL 34617-0378 Ph. 813-443-2723 Fax 813-446-1750

The Food Institute Report

28-12 Broadway Fair Lawn, NJ 07410 Ph. 201-791-5570 Fax 201-791-5222

Food Processing/Food Business

301 E. Erie St. Chicago, IL 60611 Ph. 312-644-2020

(Note: Food Business is published within Food Processing; free subscription to food manufacturers)

Griffin Report of Food Marketing

1099 Hingham St., Box 521 Rockland, MA 02370 Ph. 617-878-5300 Fax 617-871-4721 (Also publish Chef, Giftware News, Pizza & Pasta)

Hospitality News

Brenda Carlos P.O. Box 21027 Salem, OR 97307 Ph. 800-685-1932 Fax 503-390-8344

Nation's Restaurant News

Lebhar-Friedman Inc. 425 Park Ave. New York, NY 10022 Ph. 212-371-9400

The Packer

Vance Publishing Group 7950 College Blvd. Overland Park, KS 66210 Ph. 913-451-2200

Produce Business

P.O. Box 810425 Boca Raton, FL 33481 Ph. 407-241-4333 Fax 407-241-4486

Restaurant News

Hani Publications P.O. Box 580 Coronado, CA 92118

Supermarket News

7 W. 34th St. New York, NY 10001 Ph. 212-630-3770 Fax 212-630-3768

Colorado Food Media List

Boulder Daily Camera

Cindy Sutter, Food Editor P.O. Box 591 Boulder, CO 80306 Ph. 303-473-1335 sutterc@dailycamera.com

Coloradoan

Miles Blumhardt, Life Editor 1300 Riverside Ave. Fort Collins, CO 80524 Ph. 970-224-7743 MilesBlumhardt@coloradoan.com

Colorado Chefs Association

Joan Brewster 7150 Montview Blvd. Denver, CO 80220 Ph. 303-264-3005 jbrewster@jwu.edu

Colorado Springs Gazette

Teresa Farney, Food Editor P.O. Box 1779 Colorado Springs, CO 80901 Ph. 719-636-0271 tfarney@gazette.com

Grand Junction Daily Sentinel

Ann Wright, Features Editor 734 S. Seventh St. Grand Junction, CO 81501 awright@gids.com

Denver Business Journal

Cathy Proctor 1700 Broadway, Suite 515 Denver, CO 80290 Ph. 303-837-3521 denver@bizjournals.com

The Denver Post

101 W. Colfax Ave. 6th Floor Denver, CO 80202 Tucker Shaw, Food Editor tshaw@denverpost.com

Kristen Browning-Blas, Food Writer Kbrowning@denverpost.com

Durango Herald

John Peel, Features Editor P.O. Drawer A-0950 Durango, CO 81302-0950 Ph. 970-375-4586

Greeley Tribune

Theresa Myers, Food Reporter 501 8th Ave Greeley, Colo. 80634 Ph. 970-352-0211 tmyers@greeleytribune.com

KCNC-Channel 4

John Montgomery, Assignment Manager <u>jmontgomery@cbs.com</u>

Lamar Daily News

310 S. 5th St. Lamar, CO 81052 editor@lamarledger.com

9News

500 Speer Blvd. Denver, CO 80203 newstips@9news.com

Pueblo Chieftain

Marvin Read, Food Editor P.O. Box 4040 Pueblo, CO 81003 Ph. 719-404-2792 marvinr@chieftain.com

Restaurant News of the Rockies

P.O. Box 100455 Denver, CO 80250-0455 Ph. 303-753-6109

Sterling Journal-Advocate

Forrest Hershberger, Editor P.O. Box 1272 Sterling, CO 80751 Ph. 970-526-9280 fhershberger@journal-advocate.com

News Release Checklist

Press releases can be a way to promote your company and products without spending a fortune on advertising. There are two types of releases: news and media. A news release contains information that is newsworthy to the public (i.e. a new company or new product on the market). A media release is for promoting a company or product that has been in existence for longer than 6 months.

Format:

- 1. Leave space at the top of the first page for the editor to write instructions.
- 2. Double-space the body of the release or double-space between paragraphs to allow room for editing.
- 3. The news release form (or letterhead) should include the company's name, address, phone number and fax number. Begin the release with two dates: the current date and the date the news release is cleared for use. If the release can be used at any time, write "For Immediate Release." Also, list the contact person for further information and his/her telephone number.
- 4. The first paragraph begins with a dateline, the city where the story originates in CAPITAL LETTERS followed by two dashes. If the city is not well known, it should be followed by the state where it is located. Abbreviate the state according to the rules of a standard stylebook (Associated Press, for example).
- 5. At the end of the release, center "-30-" or "###" at the bottom of the page. If the release is continued past the first page, center "-More-" at the bottom of each page.

Content:

- 1. Make sure a news release is newsworthy; otherwise, don't write it or release it.
- 2. The lead (first paragraph) should be direct and to the point. At the same time, it should be interesting and contain the most important information.
- 3. Emphasize the local angle.
- 4. Answer the who, what, when, where and why questions early in the release.
- 5. Try to keep most sentences and paragraphs short and concise.
- 6. Quotes should be placed in quotation marks and correctly attributed. Quotations should sound natural.
- 7. Follow the rules of a standard stylebook (Associated Press, for example).
- 8. Make sure there are no spelling, grammar or punctuation errors.
- 9. Double-check all factual statements and names for accuracy.

Accessing the Local Media

Once you've written a good media release or feature story, the next trick is to get the media to run it. The first step in gaining access to any kind of media is to get acquainted **first**. Before you contact a reporter or editor, do your research.

Read their newspaper or watch their station's news programs regularly so you know who does what type of story. Make a note of the editors and/or reporters who might have an interest in your product or company. Before you send anything to a media contact, make sure you have spelled his or her name correctly.

Develop a media list that is customized for your particular company and product, using the outline below as a guide.

I. Publications

- A. Publication Name
 - 1. Address
 - 2. Telephone
 - 3. Fax
 - 4. E-mail address

B. Food Section

- 1. When is it published?
- 2. Editor
- 3. Reporters
- 4. Special features or columns

C. Business Section

- 1. When is it published?
- 2. Editor
- 3. Reporters
- 4. Special features or columns

D. Other Special Sections or Features That Might be Appropriate

II. TV Stations

- A. Station Name
 - 1. Address
 - 2. Telephone
 - 3. Fax
 - 4 E-mail address

B. Specialty Reporters

1. Business

- 2. Consumer
- 3 Food
- C. News Program (repeat for each news show)
 - 1. Air time
 - 2 Producer
 - 3. Anchors
 - 4. Special segments related to your product
 - a. Who does the segment?
 - b. When does it air?

III. Radio Stations

A. In general, it is difficult to get news coverage for a specific product on a music format radio station. However, DJs often respond positively (and vocally) to food samples that are delivered to them while they are on-air. Likewise, you may be able to gain airtime by offering product to be used for prizes in listener contests or promotions.

All media whether radio, television or print enjoy samples, however, keep in mind that they should be sample size as reporters may have rules about accepting gifts.

Whether you are looking for free publicity or buying ad time, select radio stations with audiences that match the demographics of your target market. (You can determine this by looking at the Arbitron Ratings, which are available in the business department of the public library.)

B. Radio Station

- 1. Name/call letters
 - a. Address
 - b. Phone
 - c. Fax
- 2. On-air personality(ies) during desired time slot
- 3. News Director/Reporter

Buyer Presentation Checklist

Buyers frequently ask the following questions when considering new items for authorization. You should review this list before making your presentation.

- 1. What is the product's sales potential?
- 2. Will the product have repeat sales?
- 3. Will the product enlarge the market?
- 4. Will the product return a fair dollar profit in terms of potential volume for the shelf space it will occupy?
- 5. Does the product represent a good value for the consumer?
- 6. Does the product perform a new service or give a new taste thrill?
- 7. Is the product a better value than the brand presently stocked?
- 8. Is the brand of better quality?
- 9. Is the product competitively priced?
- 10. Is the product a duplication of another item?
- 11. Will the product have wide consumer acceptance?
- 12. Will the product replace a competitive product?
- 13. Will the product return more dollars per shelf foot than the product it replaces?
- 14. Will the product give the retailer a better markup?
- 15. What is the estimated rate of inventory turnover in this category?
- 16. Are there advertising, promotional and/or display allowances available?
- 17. How will the product be advertised and promoted?
- 18. Is the product introduction timely—in season?
- 19. Was the product test marketed? If so, what were the results?
- 20. Is the product sensibly packaged?
- 21. Is the vendor/manufacturer reliable?
- 22. Does the product contribute to the pollution of our air or water?
- 23. Does stocking the item conflict with existing company policy?
- 24. Does the competition have this product?
- 25. Will this product help bring new customer traffic to our retail operators' stores?



Preparation is the key to success!

Grocery Stores

Albertson's

2780 N. Tower Rd. Aurora, CO 80011 Ph. 303-360-4200 Fax 303-360-4274 www.albertsons.com

City Market/King Soopers

65 Tejon St.
Denver, CO 80223
Ph. 303-778-3100
Fax 303-744-8351
www.kingsoopers.com

Safeway

6900 S. Yosemite St. Centennial, CO 80112 Ph. 303-843-7600 Fax 303-320-8908 www.safeway.com

Sprouts Farmers Market Corporate Office

11811 N. Tatum Blvd., Suite 2400 Phoenix, AZ 85028 Ph. 480-814-8016 Toll Free: 1-888-577-7688

Fax: 480-814-8017 www.sprouts.com

Sunflower Farmers Market

9414 N 25th Avenue, #240 Phoenix, AZ 85021 Ph. 1-866-890-8949 www.sfmarkets.com

Wal-Mart Stores

http://walmartstores.com/Suppliers/

Whole Foods Market Rocky Mountain Region

1821 30th Street Boulder, CO 80301 Ph. 303-440-5220 Fax 303-938-8963 www.wholefoods.com

Distributors

Andrews Food Service

717 E. Industrial Blvd. Pueblo West, CO 81007 Phone: (800) 289-8810

www.andrewsfoodservice.com

Coosemans-Denver

5135 Peoria Street Denver, CO 80239 Phone: (303) 371-3130 info@coosemansdenver.com www.coosemansdenver.com

Fresh Pack Produce, Inc.

3825 Lafayette St., Unit A Denver, CO 80205 Phone: (303) 412-6232 Fax: (303) 412-6242

FreshPoint Denver

5151 N. Bannock Denver, CO 80216 Phone: (303) 382-1700 Fax: (303) 382-1723 www.freshpoint.com

Giambrocco Food Service Co.

3755 Wazee Denver, CO 80216 - 3639 Phone: (303) 295-0802 stan@giambrocco.com

www.giambrocco.com

Red Hat Produce

879 2200 Rd. Austin, CO 81410 Phone: (970) 835-3704 Fax: (970) 835-4201

Shamrock Foodservice

Colorado Foods Division 5199 Ivy Commerce City, CO 80022 Phone: (303) 289-3595 coinfo@shamrockfoods.com www.shamrockfoods.com

Sysco Denver

5000 Beeler St.
Denver, CO 80238
Phone: (303) 585-2000
Fax: (303) 480 – 3994
http://www.syscodenver.com/

U.S. Foodservice

11955 E. Peakview Avenue Englewood, CO 80111 Phone: (303) 792-9230 Fax: (303) 643-4729 www.usfoodservice.com

Yancey's Food Service

5820 Piper Dr. Loveland, CO 80538

Phone: (866) YANCEYS (926-2397)

Fax: (866) 832-2141 www.yanceys.com

Mountain States Foodservice Brokers Directory

Courtesy of the Restaurant News of the Rockies.

Alpine Food Service

Cory Siegel

3055 S. Parker Rd., Suite 115

Ph. (303) 872-1100

Fax (303) 337-9539

casiegel@Alpine-Denver.com

Products Represented: Fresh, Frozen, Canned, Dry

Arizona Sales Associates

John Morgali

605 E. Broadway Rd., #6

Tempe, AZ 85285

Ph. (480) 804-9737

Fax (480) 804-0314

azsalesasc@aol.com

Products Represented: Fresh, Frozen Canned

Basic Sales & Marketing

Steve Kennally

1930 S. Milestone Dr., Suite A

Salt Lake City, UT 84104

Ph. (801) 363-4500

Fax (801) 363-3535

s.kennally@basicsales.net

Products Represented: Fresh, Frozen, Canned, Dry

Bentley Food Marketing

Victor Menna

4131 S. Natches Ct., #C

Sheridan, CO 80110

Ph. (303) 741-6336

Fax (303) 741-6446

bfbinc@qwest.net

Products Represented: Fresh, Frozen, Canned, Dry,

Supplies

Brand Marketing Services, LLC

Gary Lotz

1147 S. Rifle Circle

Aurora, CO 80017

Ph. (303) 671-4511

Fax (303) 671-0079

Bms garylotz@hotmail.com

Products Represented: Fresh, Frozen, Dry

Cascade Food Brokers

Daryl Bertolini

4671 W. Union Ave.

Denver, CO 80236

Ph. (303) 734-1629

Fax (303) 734-1847

Products Represented: Fresh, Frozen, Dry

F & S Sales

Marc Zitek or Larry Dally

5301 Joliet St.

Denver, CO 80239

Ph. (303) 371-3055

Fax (303) 371-3056

fsdenver@fsdenver.com

www.fsdenver.com

Products Represented: Frozen, Canned, Dry

Foodservice Solutions of Nevada, LLC

Joe Yonkouski

6170 Lake Mead Blvd. #304

Las Vegas, NV 89108

Ph. (702) 870-9826

Fax (888) 266-2469

joe@foodservicesolutionsnv.com

www.foodservicesolutionsnv.com

Products Represented: Fresh, Frozen, Canned

Foodservice Specialists, Inc.

Douglas Sheets, II

1418 N. 7th Ave.

Phoenix, AZ 85009

Ph. (602) 248-4919

Fax (602) 248-4829

Products Represented: Fresh, Frozen, Canned, Dry

Gourmet Marketing

Tom Glasser or Bob Murphy

1710 Glen Dale Dr.

Lakewood, CO 80215

Ph. (303) 234-1137

Fax (303) 234-5585

gourmark@hotmail.com

Products Represented: Fresh, Frozen, Dry

Grill Brokerage Co.

Jared Nowicki

7300 S. Alton Way, Suite G

Englewood, CO 80112

Ph. (303) 773-0234

Fax (303) 773-3610

info@grillbrokerage.com

www.grillbrokerage.com

Products Represented: Fresh, Frozen, Canned, Dry

Hobby-Whalen Marketing, Inc.

David Loomis

2953 S. Peoria, Suite 100

Aurora, CO 80014

Ph. (303) 283-0000

Fax (303) 283-1000

Hwmarketing1@hobbywhalen.com

www.hobbywhalen.com

Products Represented: Fresh, Frozen, Canned, Dry

Intermountain Brokerage Company

Cyndi Bussiere

9488 E. Florida Ave., #2083

Denver, CO 80247

Ph. (303) 337-6177

Fax (303) 337-6135

cbussiere@earthlink.net

Products Represented: Frozen, Dry, Supplies

ISA Food Brokers

Scott Vaughan

5500 San Mateo NE, Suite 110

Albuquerque, NM 87109

Ph. (505) 883-8226

Fax (505) 883-3160

scottv@isaalb.com

Products Represented: Fresh, Frozen, Canned, Dry,

Supplies

Juhl Brokerage Inc.

Duane Martine

P.O. Box 81107

Billings, MT 59108

Ph. (406) 652-4688

Fax (406) 652-9304

duanejbi@180com.net

Products Represented: Fresh, Frozen, Canned, Dry

Kirkpatrick Brokerage Co.

Mike Hickey

2534 18th St.

Denver, CO 80211

Ph. (303) 458-7281

Fax (303) 458-5591

mhickey@kbcfoods.com

www.kbcfoods.com

Products Represented: Fresh, Frozen, Canned, Dry,

Supplies

Main Street Marketing

Dale Laindley

3723 N. Locust Grove

Meridian, ID 83640

Ph. (208) 884-5371

Fax (208) 884-5372

Products Represented: Fresh, Frozen, Canned, Drv.

Supplies

Mountain Marketing Inc.

Joyce Houck

2506 Washington

Albuquerque, NM 87110

Ph. (505) 837-1976

Fax (505) 837-1978

ilhmountain@aol.com

Products Represented: Fresh, Frozen, Canned, Dry

Nasser Company Inc.

Paul Salvidio

2430 W. Mission Lane, Suite 1

Phoenix, AZ 85021

Ph. (602) 678-4545

Fax (602) 216-2366

Paul.Salvidio@nasserco.com

www.nasserco.com

Products Represented: Fresh, Frozen, Canned, Dry,

Supplies

Omega Marketing

Stephen Eason

7000 E. 47th Ave., #850

Denver, CO 80216

Ph. (303) 322-9200

Fax (303) 322-0863

seasons@omegamkt.com

www.omegamkt.com

Products Represented: Fresh, Frozen, Canned, Dry

Panda Food Brokerage, Inc.

Bart Good

4950 E. Thomas Rd.

Phoenix, AZ 85018

Ph. (602) 234-1778

Fax (602) 532-7750

pandafood@earthlink.net

Products Represented: Fresh, Frozen, Canned, Dry,

Supplies

Preferred Brokerage Co. Inc.

Virginia Schroeder

P.O. Box 27330

Albuquerque, NM 87125

Ph. (505) 842-5996

Fax (505) 842-1449

virginiaprebro@qwest.net

Products Represented: Fresh, Frozen, Canned, Dry,

Supplies

Renegade Marketing

Jim Flotkoetter

11 S. 5th Ave.

Laurel, MT 59044

Ph. (406) 628-2211

Fax (406) 628-8708

tim@mtrenegade.com

Products Represented: Fresh, Frozen, Canned, Dry,

Supplies

Sales West Inc.

Shad Douglas

4214 West 8370 South

West Jordan, UT 84088

Ph. (801) 280-9300

Fax (801) 280-9600

Shad douglas@saleswest.com

Products Represented: Fresh, Frozen, Canned, Dry,

Supplies

United Sales Services

Pat Cahill

5280 Vivian St.

Arvada, CO 80002

Ph. (720) 898-8181

Fax (720) 898-9192

pcahill@ussllc.com

Products Represented: Fresh, Frozen, Canned, Dry

W.H. Moseley Co.

Bill Moseley

P.O. Box 9449

Boise, ID 83707

Ph. (208) 342-2621

Fax (208) 336-1611

bill@whmoseley.com

Products Represented: Frozen

^{*} Not all food brokers may be listed. This list is provided as a service and does not constitute an endorsement by the Colorado Department of Agriculture.