



ABOUT FELICE:

Global Consulting Cheese and Dairy
Business Development Director

Felice Thorpe grew up on a family farm in California and is an advisor for cheese and dairy brands. She has launched products into Whole Foods, Sprouts, Kroger, Walmart, and many foodservice accounts.

PRODUCT



Blueprint For A Bestseller

- Develop Your Product
- Where to Find Data
- Category Analysis
- SWOT Analysis
- Best Practices GTM Launch

Before you invest in launching a new product, know that you have something that is viable.

PRODUCT DEVELOPMENT

01. What product are you offering?	02. Who is your ideal consumer? Where and How do you reach them?
*Brand * Functions * Appearance * Size *Quality Features * Packaging * Size * Shelf Life * Variety	
03. What are the main pain points you are solving?	
04. What is your product margin? [30-50% is ideal]	
NO MARGIN, NO MISSION! EVEN LOSS LEADERS SHOULD HAVE SOME MARGIN	
Value Proposition? You must be one of these things:	
<ol style="list-style-type: none">1. Be first2. Be best3. Be cheapest4. Be different	

CATEGORY ANALYSIS FOR GO-TO-MARKET



INTERNAL
DATA
SOURCES



EXTERNAL
DATA
SOURCES



SOCIAL
LISTENING



OPERATIONAL
CONSIDERATIONS

TYPES OF DATA/INFORMATION TO INFORM YOUR GTM

WHERE TO FIND DATA

1

INTERNAL

Sales Financials, Store Locator, Website

Learnings: *Product performance, demographics, sales by distributor, customer, and geography (customer insights)*

2

STORES

Chargebacks, Retailer Portals, Observational Data Gleanings

Learnings: *Store-specific performance, velocity, promo performance, trends, what SKU's are private label (consumer insights)*

3

EXTERNAL
SYNDICATED

Nielsen/SPINS/IRI/Mintel

(Doesn't include bulk, food service, or E-Commerce)

Learnings: *Market trends, competitive data, category data, trends (category insights)*

SWOT EXAMPLE: US AGAINST COMPETITOR



S

Strength

Incomparable price; Flavor on trend; Award-winning; Claims are aligned; High usage rates

W

Weakness

Could use a brand refresh; No QR code; Hard to spell; Missing top selling size in category

O

Opportunity

Call out family-owned; Call out upcycled practices; Expanding production

T

Threat

General labor shortage; Wobbly supply chain on packaging; possible price increase

PRE-LAUNCH: BEST PRACTICES GTM

1st The Pitch

A pitch to buyers is different from consumers.

3rd Product Launch Support

Influencer seeding, social media, giveaways, outreach

5th Offer More

Offer more cases or another product if it makes sense!

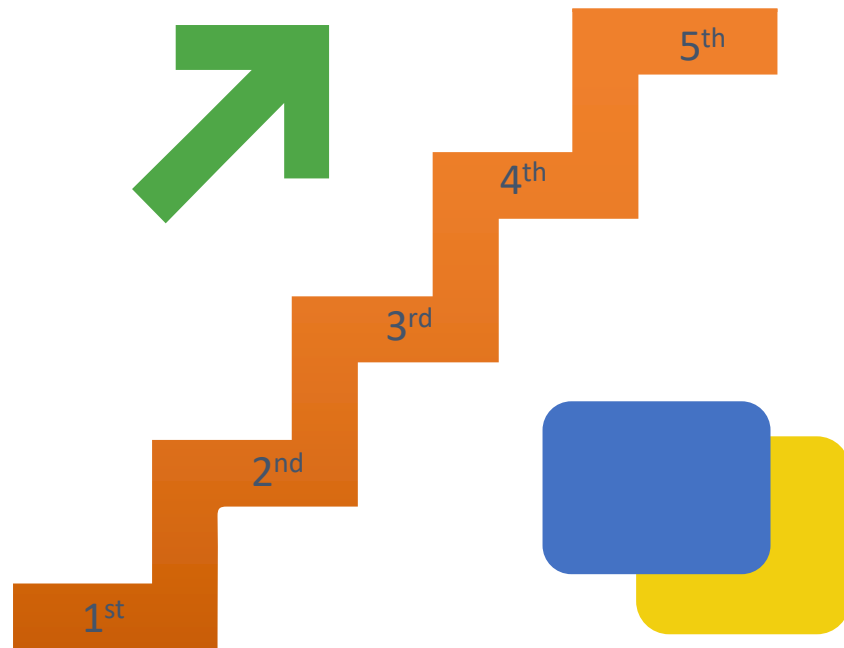
2nd Take Your Time

Spend as much time pre-purchase as post-purchase.

4th Category Resource

Enter every interaction as a positive one. Be a category resource “expert” so the buyer leans on your insights

LAUNCH!



POST-LAUNCH: BEST PRACTICES GTM

1st Enter the Store

Enter as a consumer to observe your product:
Are the tags up?
Correct price? Name?
Observe.

3rd Share

Email photo to store buyer and distributor and thank them for the placement. Compliment them about the staff or look of store.

5th One Week Post-Launch

Check-in with all stakeholders for needed adjustments or updates.

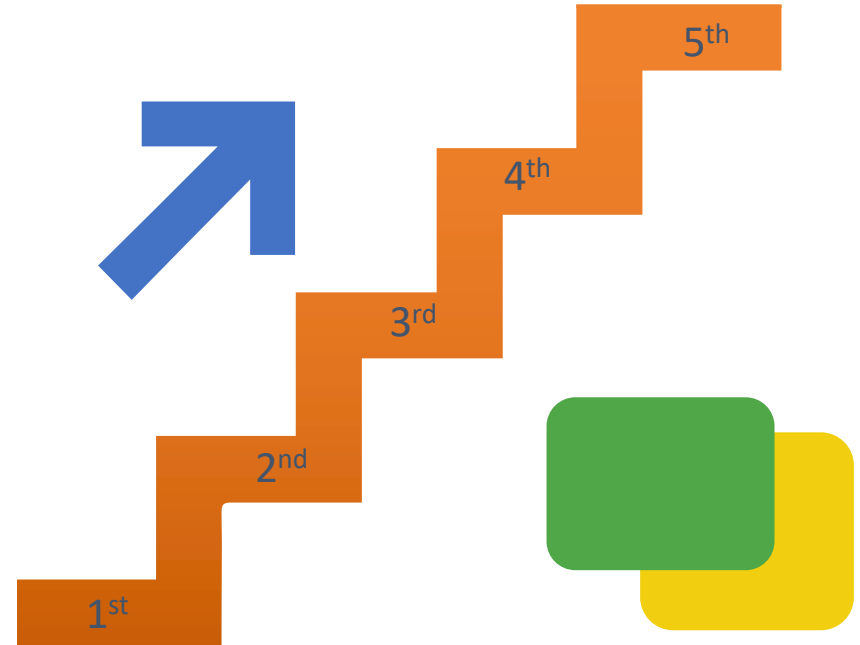
2nd Look

Try to speak to customers and employees about the product. Introduce yourself!
Take photos of product and set.

4th Purchase

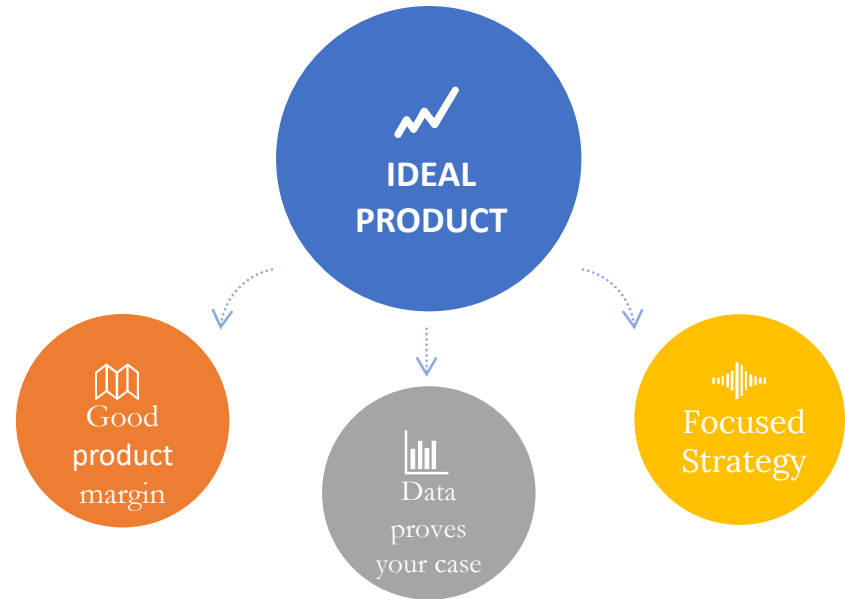
Purchase 2 units and gift one to the (appreciative) cashier and keep one to use as a future sample.

MAINTAIN COMMUNICATION!



SUMMARY: PRODUCT BLUEPRINT

1. GOOD PRODUCT MARGIN
2. YOU HAVE RESEARCHED YOUR CATEGORY & COMPETITION AND DATA PROVES YOUR PRODUCT IS DESIRED
3. YOU CAN TARGET YOUR CONSUMERS WHERE THEY "ARE AT"
4. IT MAKES SENSE FOR YOUR OPERATIONS



THANK YOU!



FELICETHORPE@ICLOUD.COM

FELICEFOODS.COM

415-360-4411