FOODWISE GROUP .COM

The marketing communication resource to the food industry.

Words to the Wise.

The Way to Market Consumer Package Goods

CPG MANUFACTURER

RESPONSIBLE FOR:

- Develop a corporate infrastructure
- Order receiving
  (from brokers, grocery retailers and wholesalers)
- Order processing
- Packaging
- Production
- Pricing the product

ADVERTISING / PROMOTION AGENCY

- Package design
- Marketing Plan (Advertising, promotion, PR, etc.)

SALES & MARKETING ORGANIZATION
(Broker)

RESPONSIBLE FOR:

- Selling the product to Retail Chains
  (Kroger, Minyards, etc) and Grocery Wholesalers
- Making sure the product is placed correctly
  on the retail shelves
- Making sure Point of Sale material is in place
- Making sure displays are put up
- Reporting
- Taking orders

Manufacturer ships to...

Manufacturer ships to...

Big wholesalers who sell to small or independent chains (Flemming)

Direct to chain warehouse (Kroger)

Wholesalers who sell small orders to large chains (A-1 Distribution)

Supermarket Chain (Kroger)

Direct Store Delivery (Frito Lay)

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