



Selling disruptive food brands since 1981

There is no sincerer love than the love of food.

George Bernard Shaw



Specialty Food Sales is an expert in pioneering and building specialty food brands. We sell nothing but gourmet, ethnic, organic, local, gluten free and special diet foods. We like to refer to our partner's products as "disruptive brands"!

Specialty Food Sales sells into all categories into all departments of the supermarket including:

- Grocery
- Specialty
- Produce
- Frozen
- Dairy
- Deli
- Meat
- Seafood
- Bakery

We also sell to the alternative Retailer marketplace

Our goal is to create a relationship between your brand, the retailer and final consumer. This dynamic can be done on a direct basis or through a distribution network or some combination. While we consider the retailer to be the actual customer we sell to 20 or more distributors throughout our marketplace!

Specialty Food Sales leverages its many decades of experience and success to promote and sell your products. We are more than just a sales organization. We are your mentor; your guide who will successfully and economically lead you through the complicated maze known as the retail food industry! We embrace disruption, uniqueness and nuance! Make us part of your team!

Proud Member





We offer 3 distinct but related services:

- *Regional Food Brokerage*
- *Master Food Brokerage*
- *Import Food Company Management*

As a regional food broker we cover from New England to North Carolina.

This encompasses:

- New England
- Metro New York
- Mid-Atlantic
- Upstate NY
- North Carolina

We sell to:

- Conventional Supermarkets
- Natural Supermarkets
- Gourmet Supermarkets
- Independents
- Distributors
- National SM Chains
- Local SM Chains
- Specialty Retailers
- Convenience Stores
- Discounters



We want to help you
get just a piece of
this Multi-Billion
Dollar Market!!



 **Specialty
Food Sales**
Gourmet | Ethnic | Organic | Local | Gluten-Free

Just some of our customers :

- Wakefern
- Ahold
- Stop and Shop
- Safeway
- Giant
- Wegman's
- Key Foods
- Kings
- Whole Foods
- The Fresh Market
- UNFI
- Publix
- Many More..



Master Brokering

Specialty Food Sales offers an optional master brokering service. Our affiliate program currently covers an additional 12 markets from the NW to the Mid West and more. If you would like to discuss this program please feel free to ask.

Benefits of this service

- One primary sales manager contact
- Complete network of existing brokers, nationally
- Order service and EDI from one source
- Easier admin and bookkeeping
- We really know your product line



Just some of the accounts we sell and service, nationally:

- Kroger
- Walmart
- TJX
- Publix
- Unified
- Sprouts
- HEB
- Albertson's
- Jewel Osco
- AWG
- North West Grocers
- Whole Foods
- The Fresh Market
- Many More...



Specialty Food Sales can assist with specific sales and marketing strategies. If you are a **start up** or newer firm we can help with:

- Go to market strategy
- Sales roll outs
- Supply chain opportunities
- Packaging
- Promotional activities
- Multiple sales solutions
- Co-Packing
- More

Please call with any questions. Let us put our years of distribution, manufacturing and retail experience to work for you!



MARKETING & SALES CONSULTING SERVICES

FOR

Start-Ups – Foreign Organizations – New Directions

Our services comprehensively cover two essential categories for growth and success. Depending upon whether a client is in the startup, growth or maturity phase of their business plan, or looking to enter the US Market for the first time, some or all of these services might be required

- Product Development
- Concept Development
- Recipe Refinement
- Ingredient Selection
- Brand Name Development
- Packaging Design & Logos
- Photography
- Food Technology/Lab Testing
- Sample Testing & Refinement
- Nutritional Panels/Statement of Ingredients
- UPC Codes and Code Administration
- Co-packer research
- Price Lists
- Warehousing & Storage-Supply Chain

- Market Development
- Develop essential sales materials
- Complete new web site.
- Set-up contracts with local warehouses.
- Appoint and manage specialty brokers
- Setup regional distributors when necessary
- Implement and manage national trade shows
- Prepare trade advertising campaigns
- Orchestrate trade publicity
- Investigate any marketing strategy that will benefit brand growth.

For Clients Located Outside Of The US

It is an understatement to say that the US is a large market; it is the largest market and arguably one of the most diverse as well. In 2016 there were more than 21,000 new items introduced into the retail market alone. Buyers and consumers have more choices than ever before. It is for this reason that everything needs to be perfect when entering the US.

The American consumer are an unforgiving group. You never get a second chance to make a first impression!

We have been introducing new products to the market since 1981. We understand the Specialty Food Industry better than most. We have assisted companies from different countries enter the US market many times. We know what the pitfalls are, and we understand the cultural differences.

Language is only words, but words have different meaning from culture to culture. In fact there are some words that do not exist from one country to another. Using the wrong words is a great way to lose one's audience quickly. We know how to make you and your product understood!

Finally we are unique in our approach. Why? Simple; we straddle two worlds: theoretical and practical. Consulting and market sales, planning and execution! Allow us to be your guide to the US Market.



40 West Chesapeake Ave.

Suite 208

Towson, MD 21204

410-944-4663 x 402

jeff@specialty-food-sales.com

www.specialty-food-sales.com