



## Checklist Getting Ready to Retail – for Food Suppliers

- **Have a brand** developed for your food brand that will be used across all the food products you plan to retail and distribute. This looks like a logo, font, by line and links to your website and securing your intellectual property as a food manufacturer.
- **Ingredients and recipe** – document the ingredients in your food product and ensure you are making them in an environment where you can ensure food safety guidelines and requirements are met. Eggs, meat and dairy products need to be prepared, cooled and stored in certain temperatures and will determine the shelf life and use by dates.
- **Labelling and Legal** – know what needs to go on your label to meet legal requirements, such as barcodes, ingredient claims (nuts, dairy) See more about Food labelling here <https://www.foodstandards.gov.au/industry/labelling/Pages/default.aspx>
- **Packaging** – determine how you want your product displayed on shelves. What are your competitors doing? How can you stand out. Are you a high value product or a mid-range or budget product?
- **Price** – Do some research. What are your competitors charging? Now, grab your calculator, and what does it cost you to make your food product per unit? Know your ingredient costs and include the cost to manufacture, package, label (if you outsource this) and distribute (postage or truck courier) as direct costs. Be ready to negotiate with the retailer (such as Foodland or Drakes or Woolworths) as they will want a percentage off the retail price, so to negotiate powerfully know what you MUST make to cover costs and a decent margin per unit to pay your time and overheads. It can help to plan gross and net amounts and margins in Excel at certain volumes. CVC can assist with your financial plan and business model.
- **Samples** – develop some samples at home with your label on the container and for food sampling within the food business network. This is a tangible example of what the product will look like on the shelf. You may even sell these direct to public or on your website if you comply to all the rules and regulations around food safety.
- **Supply** – do you have enough volume to supply the retailer? They want a stable, established product that can be supplied at a good price to move lots of volume. When you retail through a consumer outlet, it is all about reliable and *consistent supply*. If you can't supply them, they will cut you off. It is very competitive with other brands wanting shelf space, so in retailing you MUST be committed, ready and guarantee a reliable supply.
- **Pitching and Presenting** – Now you have your samples, costings, brand, ingredients supplied reliably in bulk, and a place to manufacture bottle and label sorted, and the recipe is settled. You are ready to get meetings and pitch to retailers. You need a pitch deck and be ready to tell your story and meet the buyer. Consider joining your state food peak body such as Food SA to boost your reputation and profile.

**Resources** Food Safety Code Australia New Zealand -

[https://www.foodstandards.gov.au/foodsafety/standards/Pages/Food-Safety-Standards-\(Chapter-3\).aspx](https://www.foodstandards.gov.au/foodsafety/standards/Pages/Food-Safety-Standards-(Chapter-3).aspx)

*CVC can assist you with manufacturing planning, pricing strategy and supporting you on pitching, negotiating and working with retailers. We have experienced product buyers in our team with experience in the field.*