



Family Food Brokers

Bringing new products to the market





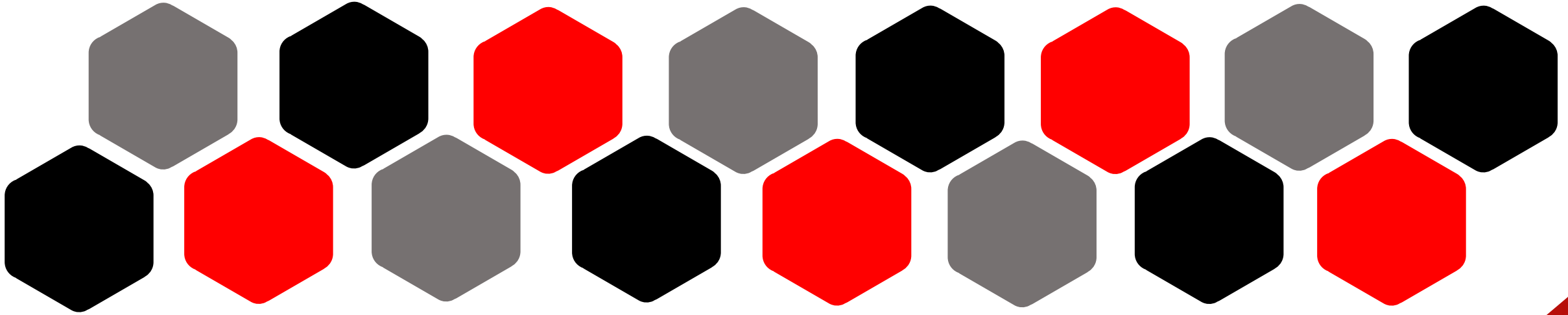
Who We Are

Family Food Brokers is a boutique consulting firm for the wholesale and retail food industry. Our focus is on identifying the needs of our vendors and manufacturers and aligning them with local and national supermarket and distributor channels to introduce, place, and secure shelf space.

Our vendors and manufacturers are smaller family owned businesses with products that range from over the counter snack items to raw foods according to the customer's desire and need.

We are constantly adding new products and vendors, and changing and adapting to new market trends. In doing so, we can offer very profitable pricing strategies on “closeouts” and “Promotional Introductory Items”.

Our Mission



Our mission is to represent companies that can consistently deliver quality food, on time and competitively priced. Our focus is our customer, which are both the vendor and the Supermarket.

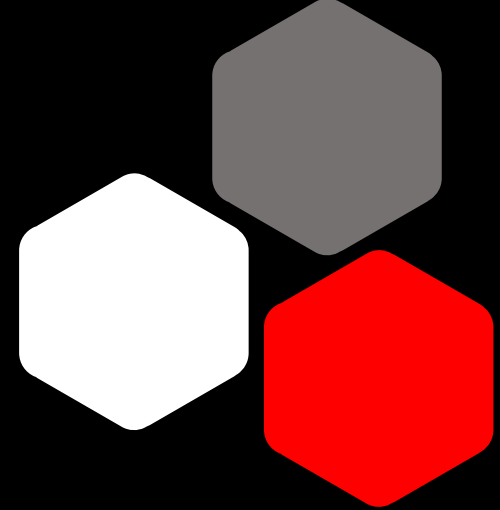
We carefully choose the companies we represent. We are proud of the products we sell and the companies that have entrusted us with growing their businesses.

A close-up photograph of two hands cupped together, holding a large quantity of dark, roasted coffee beans. The hands are positioned in the center of the frame, with the fingers slightly curled. The background is a soft-focus view of more coffee beans, suggesting a large container or bag. A semi-transparent gray hexagon is centered over the hands, containing the text "What We Do" in a white, serif font.

What We Do

Direct to Retail

- ◆ With over 100 products in major retailers nationwide, Family Food Brokers works as authorized manufacturer representatives for specific products depending on their marketability and retail focus. Taking a product directly to retail may be a better path to market for some products rather than through the network of distributors, jobbers and wholesalers that currently work with family food brokers.
- ◆ Working as manufacturer representatives, we make sure to give a clear future of success, provide transparency in our business relationships and use our nationwide network of sales and marketing representatives to give product manufacturer insight for each client. We view product brokers as a great partnership and work with several manufacturer representative groups and product broker groups to find the best placement and deals for the products that we take directly to retail.
- ◆ Family food brokers channel partners specializing in introducing niche market opportunities to targeted retailers and corporations. Through our sales partnerships and relationships with retail buyers, we can reach over 80% of retailers in the country.



Products and Services



Family food brokers provides a strategic sales and marketing solution for its product providers. We evaluate, support and market directly to retail buyers identified and selected based upon our client's objectives, sales experience, and our relationships. We provide an economical alternative for our clients over maintaining a comparable internal sales and marketing team or expensive distribution alternatives. Our success is measured and rewarded based upon the success of the product and service offerings.

We are a stealth extension of our client partners and wrap around their current efforts. Most product development companies spend many years and millions of dollars in developing national and international sales and sales management teams in the long-term professional retail and distribution relationships that are developed and earned. A family food brokers partnership will provide results at a fraction of the time and cost. Family food brokers can be a complete wrap-around sales and management team to your existing selling efforts.



Description of Services

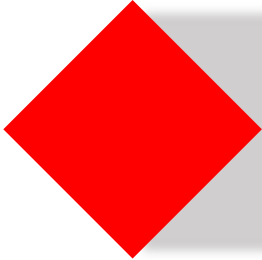


Through established retail relationships and our channel partner network, family food brokers would introduce you and your products or services directly to retail business and distribution opportunities.



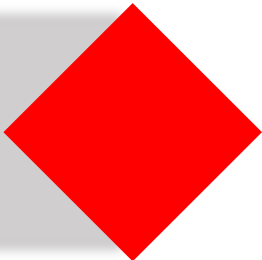
We offer consistent and superior account management, product management, and support tailored to each client and product. We support unique products and services that we qualify for “model fit” and “best in class” status, quickly bringing those products and services to market.

Competitive Comparison



Family food brokers has established proven models programs to market & sell the products or services of our clients. We can provide a complete national sales and sales management team for extensive growth in their product offerings at a fraction of the cost of a comparable internal sales force or traditional distribution methods. We have the capability and capacity to bring a qualified product into multiple retailers or distribution points or multiple products into a single retailer or entity quickly.

We seek out mutually beneficial relationships, offering a full nationwide sales force and synergies between product offerings for prominent results. We can transfer our experience with one client to the marketing of additional products and services using a similar approach with each different product. Our notable record of success and knowledge of our client's needs and objectives has strengthened our clients' trust and continued commitment in Family Food Brokers.



Why Use Family Food Brokers?

Major principles with over 35+ years of experience in retail and food service sales..

A proven track record over 17 years.

An inside sales team introducing your product line to buyers and merchandise managers.

Master brokers that handle the entire U.S., Caribbean islands, Mexico, Europe & Canada

A category review team that makes sure your line is presented in its best light at all the major supermarket reviews.

The #1 website for food brokers:
FamilyFoodBrokers.org & FamilyFoodbrokers.com

Brokers of IHOP syrups, Chipwich, and Dippin' Dots, as well as 60+ natural, organic, gluten-free, Non-GMO, diabetic friendly and kosher lines.

A large presence in social media, using all the necessary tools to help brand your company and build sales.

A relationship with 80+ distributors, mostly regional, who handle specific markets and have impeccable customer service.

Why Use Family Food Brokers?

Separate kosher, natural and food service divisions which help get your product through the back door in major market places.

We represent domestic manufacturers, as well as importers.

We strive to brand your product lines and build sales. We are very aggressive and will not take NO for an answer.

Street representatives assigned to major cities around the U.S. with the specific tasks of building the business & doing ride-along with major distributors.

We send out samples nationwide, help create marketing materials, create PowerPoint presentations specifically for your product lines.

We continually supply our customers with information to make decisions that get the results needed in a highly competitive business.

Inclusive packages include consulting work, market research, pricing, packaging, graphics, web design, PR advertising, social media, e-commerce, costing, program design, freight.

We truly believe that the manufacturers, distributors, retailers and wholesalers are our employer.

We work with a network of highly reputable brokers nationally, who oversee assigned national & regional retailers, distributors & food service accounts.

Family Brokers Market Entry Strategy

Success Factors:

- Steps for product entry
- Pricing sheets and other preparatory processes
- Buyer Metrics –Required for Product Introduction and Presentation to Buyers/Distributors/Supermarkets
- Making the product seem different and innovative
- Goal to get product into different sectors
- Brand awareness and getting it off the shelves
- Move product from Ethnic to Mainstream
- Small companies an opportunity to play with big companies
- Consider a mainstream push for “Authentic Caribbean” through differentiation with ingredients and country of origin for Trinidad products

Representation

Retail

Includes natural and conventional retailers, mom and pops, spas, gyms, juice bars, cafes, boutique shops, food emporiums, convenience stores, mini marts, dollar stores and vending machines.

Food Service

Includes cruise lines, airlines, hotels, restaurants, caterers, hospitals nursing homes, preschools, K-12, universities, stadiums and concert halls.

Major clients which include but are not limited to:

US Foods, Sysco, GFS, PFG, Cheney Bros., Whole Foods, Fresh Market, Fresh Thyme, Publix, Winn-Dixie, Giant, A-Hold, Key Food, Wakefern, Krasdale, Piggly Wiggly, Petries, Wegmans, Krogers, Bozutto's, SuperValu, Costco, Sam's Club, Walmart, General Trading, and Fairways to name a few.





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