



# Building a Brand in a Crowded Marketplace

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# AGENDA

- ✓ Remember These Brands?
- ✓ Distribution Roadmap
- ✓ KeHE EVOO Pyramid
- ✓ Retailer Solutions





## Remember when these brands were launched?



1983

- Household penetration
  - July 2009: 4%
  - August 2013: 15% (17.22 million HHs)

\$60m in sales



1997

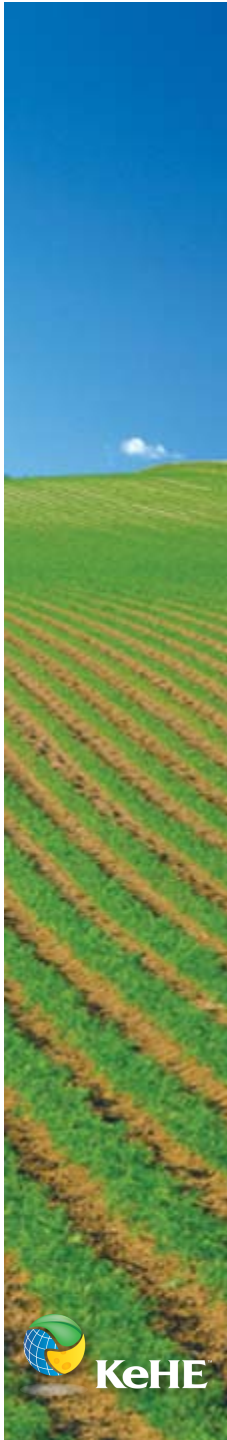
Early  
1980s



1990

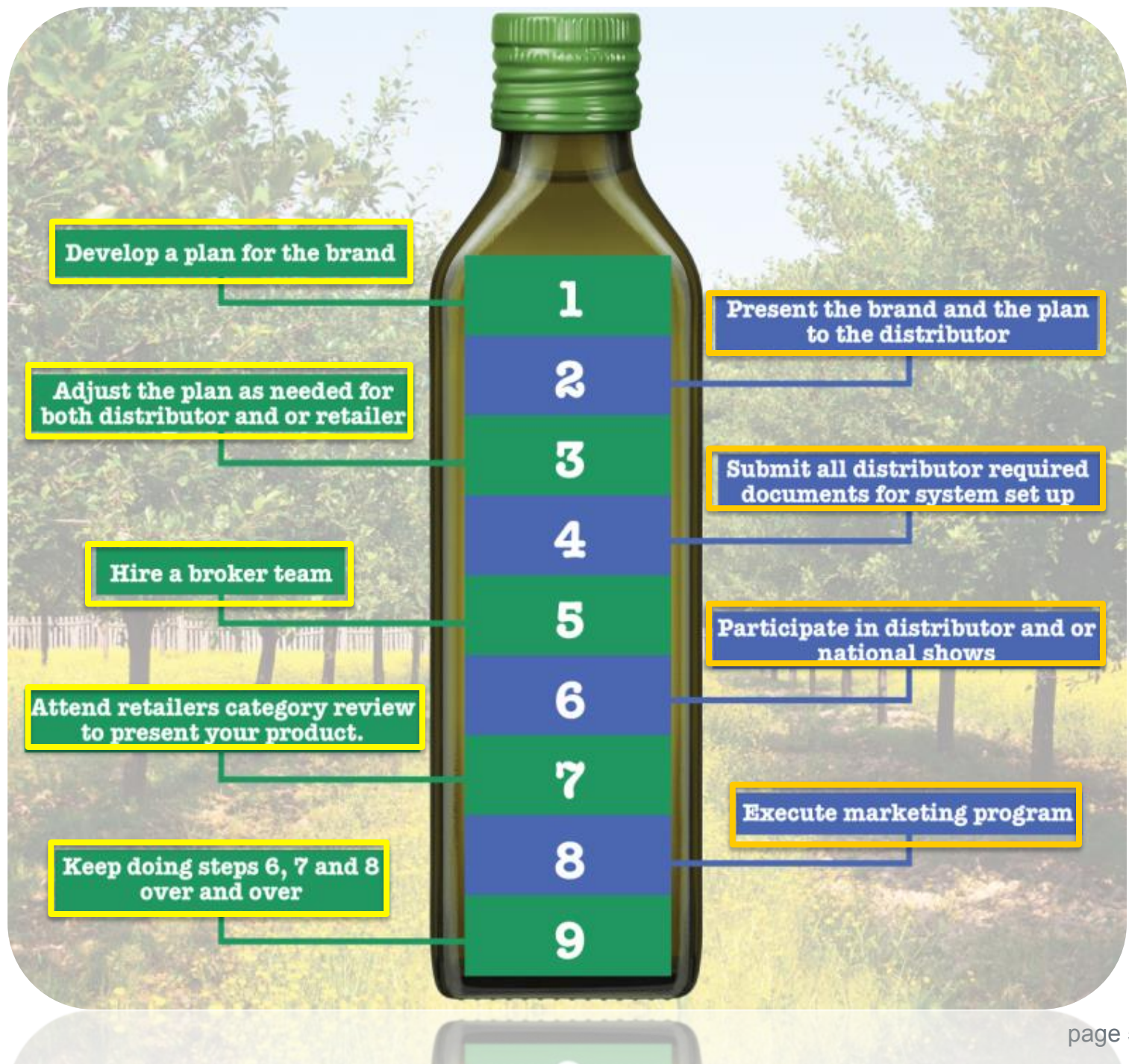
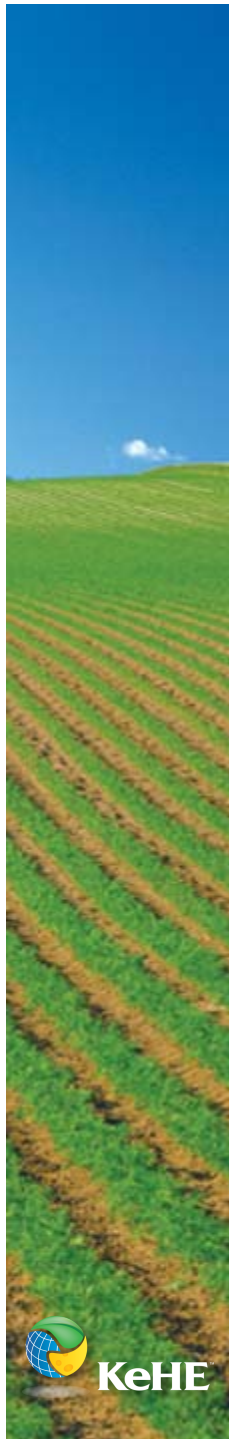
1992





## Distribution Roadmap

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# Roadmap

## 1. Develop your plan

- Do you have the right price for the shelf?
- Does your price include trade spend \$'s?
- How do you plan on supporting the brand?
- Is your product case pack 6 or 12?

## 2. Present your brand to the distributor

- National, regional or direct?
- Be prepared to answer questions as to how you plan on supporting the brand

## 3. Adjust the plan as needed

- Sometimes you will need to spend at a greater rate than planned
- Consider retailer slotting
- Distributor policies

## 4. Prepare all distributor required documents

- Distributors have certain required documents & policies

## 5. Hire a broker team

- This step can sometimes be step 2
- National or regional broker?
- Are you prepared to pay retainer fees?
- Without a broker, development of your brand sometimes can be harder

## Roadmap

### 6. Participate in distributor and/or national shows

- Shows help expose your brand to the many retailers that attend
- Distributor shows are attended by sales team and retailers
- Opportunity to meet many people in just a few days

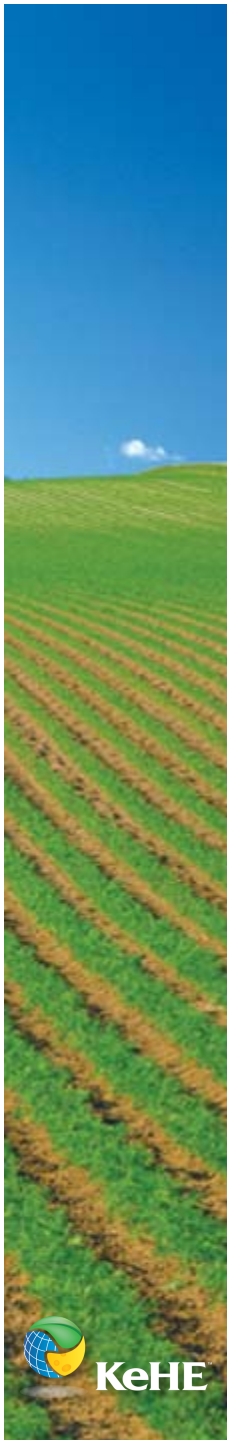
### 7. Present your product to the retailer during their category review

- Major retailers review the category once per year
- Independent channel can be easier at times

### 8. Execute planned marketing program

- Once set up with a distributor, then begin to execute your plan
- Present to retailer, promote, demos, events
- Show participation
- Talk to everyone and anyone that will listen

**Above steps are KEY to your success!  
Repeating above steps is crucial.**

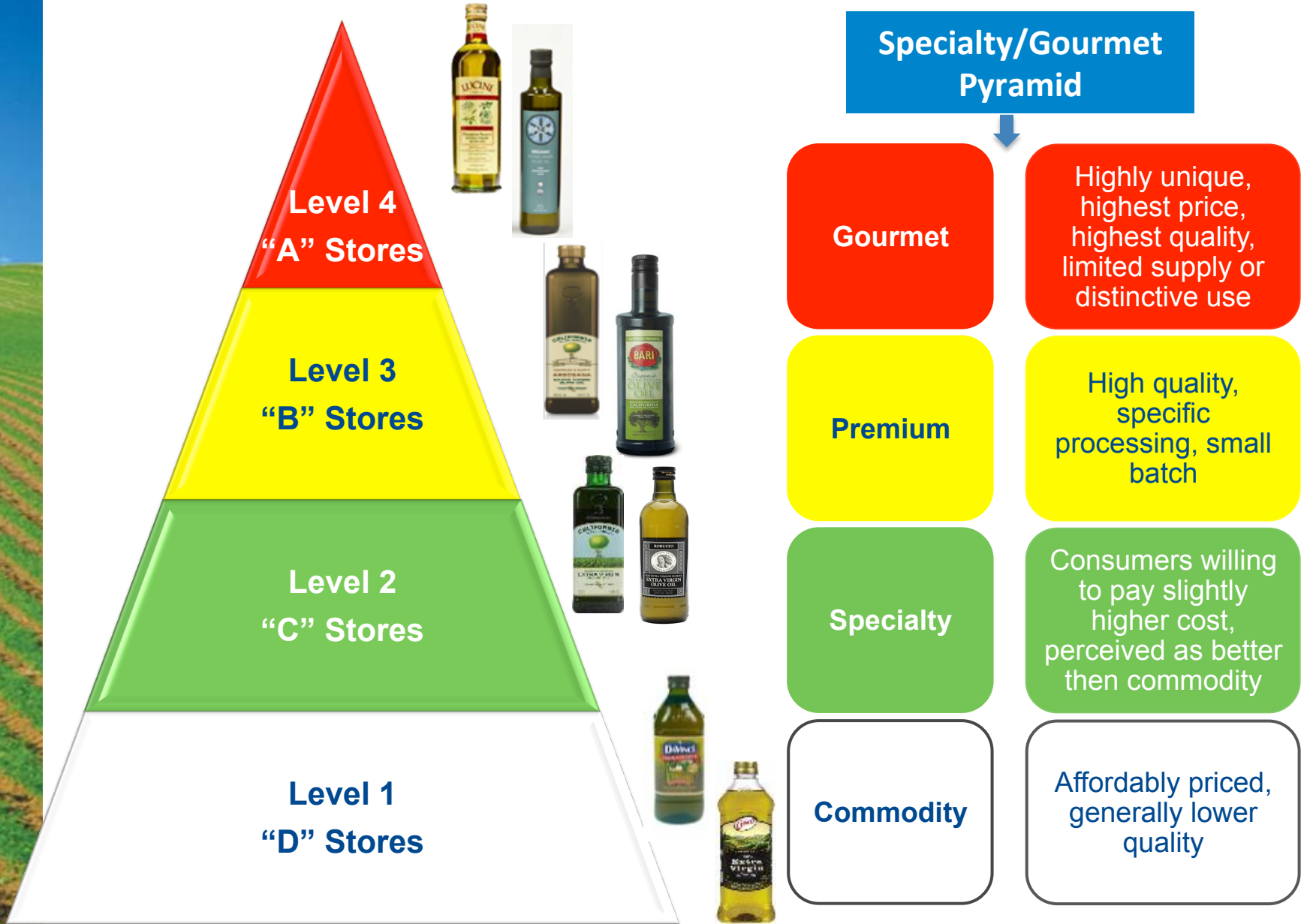


## KeHE EVOO Pyramid

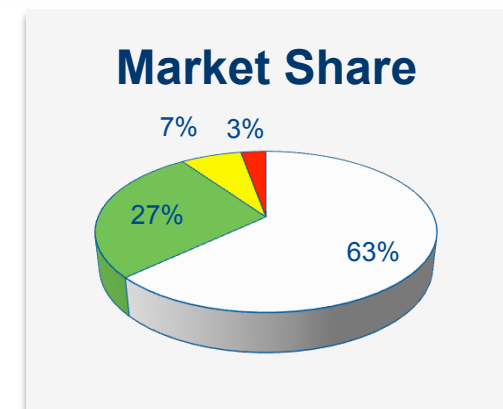
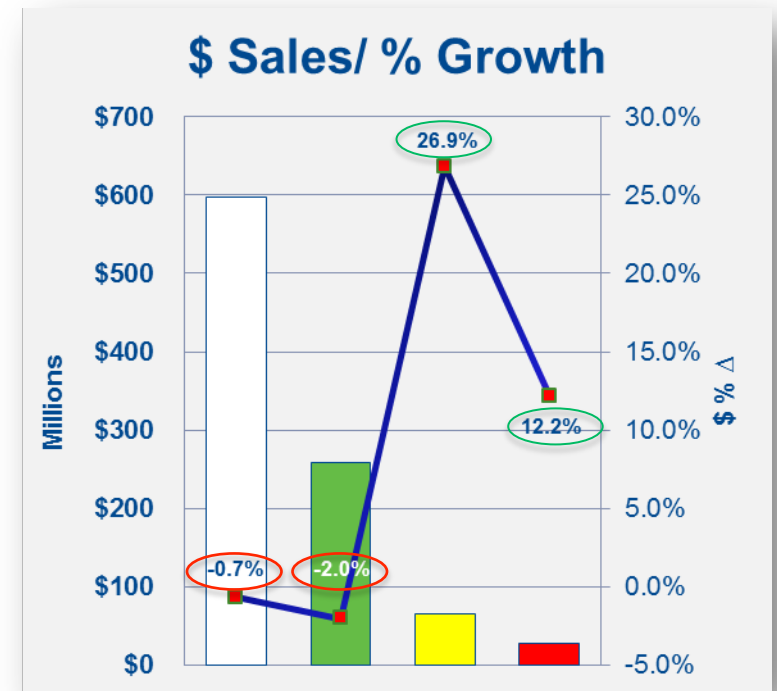
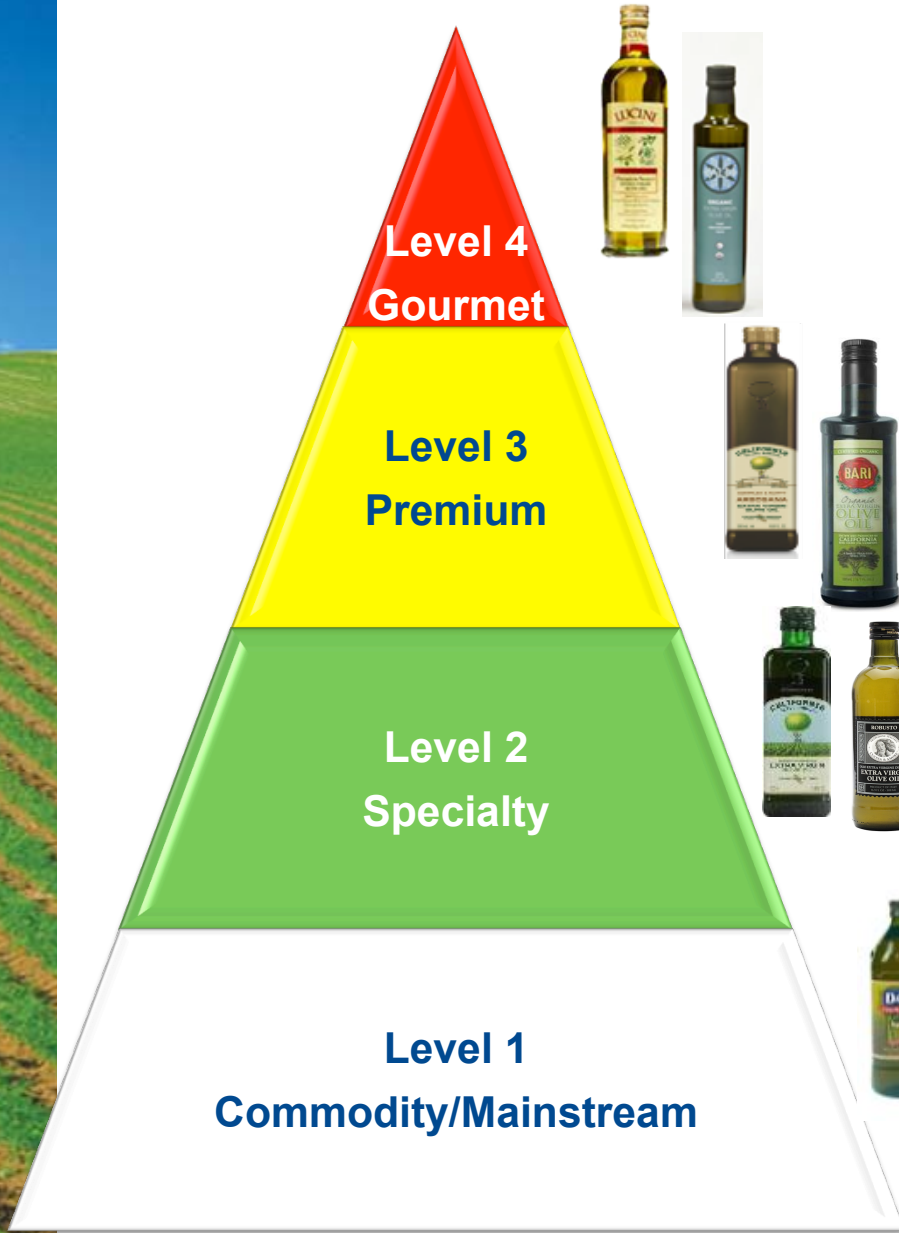
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# Divide & Conquer your Categories



# Olive Oil Pyramid Group & Growth – Total US



# Retailer Solutions

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# Retailer Solutions

Key Themes	Key Learning		Implications
Buyers of <b>Olive Oil</b> are extremely valuable to the store when compared to <b>non-Olive Oil</b> shoppers	Retailers should meet shopper demand for <b>Olive Oil</b> in order to maximize total store sales	▶	Meeting the assortment demands of <b>Olive Oil</b> consumers is critical when trying to create store traffic of highly valuable shoppers
After choosing to buy a specialty or mainstream product, shoppers differentiate on infusion type	Consumers do not view infused <b>Oils</b> and <b>Non-Infused Oils</b> as substitutable	▶	Infused <b>Olive Oil</b> space cannot be reduced to accommodate additional non-infused SKUs without losing sales
Brand is a more important decision for specialty shoppers than for mainstream shoppers	Mainstream buyers of <b>Olive Oil</b> view the category as commoditized, and purchase based on flavor or size	▶	While a few brands may satisfy consumer demand for mainstream <b>Olive Oil</b> , greater brand diversification is required in specialty <b>Olive Oil</b>
Heavy buyers are major contributors to category sales, and heavy buyers are likely to be specialty buyers	Specialty buyers of <b>Olive Oil</b> make up a small segment of total shoppers, but drive total category sales through frequent, high price purchases	▶	Since mainstream <b>Olive Oil</b> is relatively commoditized, the focus of the <b>Olive Oil</b> category should be on getting the right mix of specialty products

## ➤ Suggestion:

- Add brand variety to the specialty oil section to include both premium and gourmet extra virgin olive oils

## ➤ Implication:

- Higher profit for the retailer and better, healthier products for the consumers

# KeHE Holiday Innovation Show June 2013

- - ✓ Head Miller of California Olive Ranch
  - ✓ Conducted Sensory tasting
  - ✓ Showed retailers how to taste EVOO like the pros
- - ✓ Author of the NY Times Best seller book
  - ✓ Talked to our customers about EVOO
  - ✓ Explained the benefits of quality EVOO
  - ✓ Signed copies of his book for retailers as a gift



**Success lies in your hands...**



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