



taste
distribution

Alec Paterson

In partnership with



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Options for Distribution

- Do it yourself
- Partner up with a UK Brand
- Use a distributor/wholesaler



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Options for Distribution

■ Do it yourself

- Targetting independants
- Remember the size of the UK market
- Split the country into bite size chunks
- Try London first (or second)



Options for Distribution

- Partner up with a UK Brand
 - A business that already has successful UK independent distribution
 - Targeting UK independents
- What's in it for them
 - Efficiency and potential scale
 - Potential entry into the Irish Market in a symbiotic relationship
- What's in it for you
 - Cost effective distribution
 - Advantage of being teamed up with an incumbent complimentary business.

Options for Distribution

- Use a distributor/wholesaler
 - Most stores rely on distributors to supply the majority of their products
 - A distributor (or several distributors) will give you access to a huge number of shops
- But!
 - They are not your marketing and sales department
 - They may also distribute competing products in your category
 - It can be more expensive than you expect

A typical distributor margin pattern

RRP

£5.00

Retailer Price

£3.33

Distributor Price

£2.42

Your product will double in price from when you sell it to when it reaches the final customer.



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Things to ask a potential distributor

- What's the margin they will take on product delivered?
- Are there any additional costs / marketing expenses
- Do they sell actively, how do you best work with their sales team?
- How do they assist in the marketing of your product?
- What other products do they sell in your sector?
- Will the price be agreed in € or £

Sipsmith

- First Distillery in London in nearly 200 years
- The genesis of the artisan gin boom in the UK over the last 5 years
- First bottle of Gin produced in 2009
- Steps to market penetration
 - Step 1 – target top bars and mixologists
 - Step 2 – duty free
 - Step 3 – Selfridges
 - Step 4 – Waitrose Marylebone High St
 - Step 5 – Independents + Waitrose Roll Out
 - Step 6 – Everywhere and International



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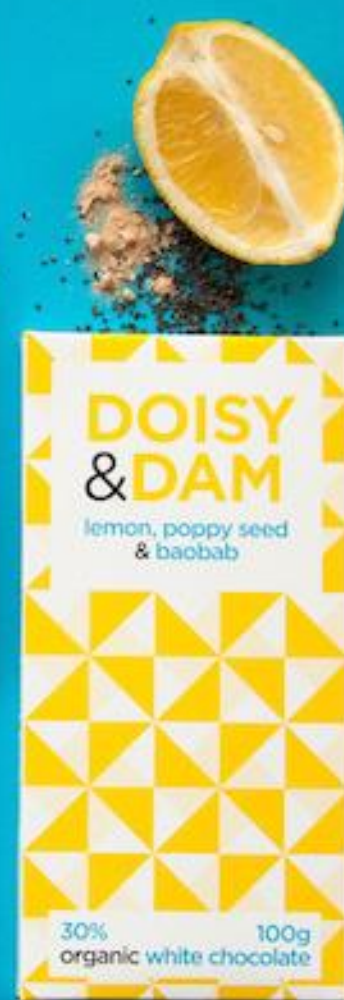
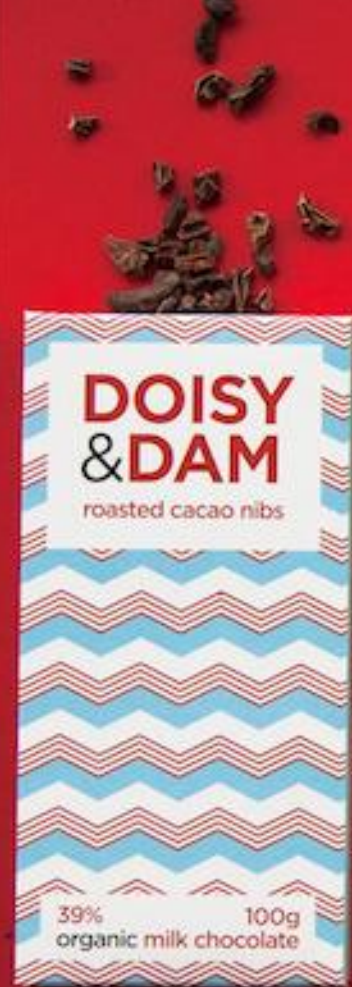
Coronation Chicken Ice Cream

- Asking too much of a customer
- Requires a leap of faith
- Educating an audience is both expensive and time consuming
- But it can be done. E.g. Rapeseed Oil.



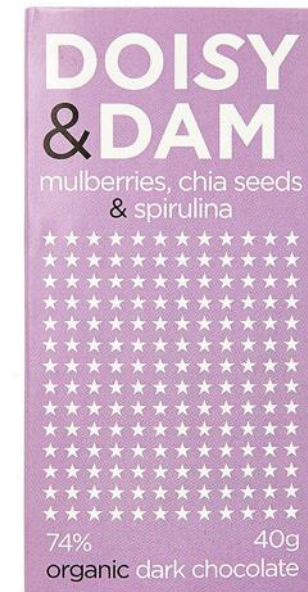
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Why Doisy and Dam is the next big thing

- Design (stunning)
- Quality (Great Taste Awards)
- Innovation - (Just enough).
- Story –indulgent yet healthy, incorporates high profile superfoods. Absolutely on trend



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The logo for Taste Distribution is a black circle containing the word "taste" in a gold, lowercase, sans-serif font, with the word "distribution" in a smaller, white, lowercase, sans-serif font below it.

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distribution

A solid orange rectangular box with a thin black border, containing contact information in white text.

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