



US Grocery Retail Bootcamp

US market advisory program for Swedish food & beverage brands

September – October 2023

TRY  SWEDISH!

The US Grocery Retail Bootcamp is your one-stop solution to find US market entry partners and reduce the time required to get on a shelf

PROGRAM IN BRIEF

- Sales acceleration through **1-on-1 matchmaking sessions** with 3 potential partners of the company's choosing
- Local market insights on the retail and distribution landscape including **pre-screened lists of sales and distribution companies**
- Customized US business plan, developed with **personalized coaching sessions**
- Low-risk opportunity to **test market validation**

PROGRAM ELEMENTS

1

PROGRAM WORKSHOPS

Five 1-on-1 coaching sessions included to guide you throughout the program

1. Local US value proposition
2. Regulatory, legal, & compliance
3. Sales & marketing
4. Sales channels & distribution
5. Financing

2

CUSTOM MATCHMAKING*

Introductions to vetted partners (choose 3):

- FDA consultants
- Sales brokers
- Specialty distributors
- Broadline distributors
- 3PLs

PROGRAM GOALS

- Introductions to necessary partners to launch a product on US grocery shelves
- Preparation for trade shows and local business development opportunities

PRICE & DATES

40 000 SEK

September-
October 2023

* Note: Any contracts or business generated between the Swedish companies and external partners are out of scope of this program. Any fees incurred are the responsibility of the Swedish company and are not payable by Business Sweden

Grocery Retail Bootcampers will benefit from US market insights, matchmaking sessions with local business partners, and personalized market entry plans

MAIN VALUE-ADDS OF US GROCERY RETAIL BOOTCAMP

Partner Matchmaking



1-on-1 matchmaking sessions with 3 potential partners of the company's choosing

Local Market Insight



Overview of the local retail and distribution landscape, including pre-screened lists of sales and distribution companies

Custom Business Plan



US market entry plan, developed through personalized coaching sessions

Initial Market Validation



Low-risk opportunity to test market validation through conversations with prospective buyers and industry experts

Bootcampers will receive group workshops on four core components of a go-to-market plan for grocery retail in the US

WORKSHOP MODULES AND EXAMPLE CONTENT

1

VALUE PROPOSITION

- Identification of company's unique selling point and product differentiation
- Best practices on building a strong pitch deck for US stakeholders
- Pinpointing of local knowledge gaps and market risk
- Discussion on market positioning and how to research competitors



3

MARKETING & CONSUMER TRENDS

- Guidelines on utilizing internal sales teams and hired representatives
- Overview of relevant US trade shows and industry organizations
- Assessment of local customer personas and consumer behavioral trends; best practices for accessing customers
- Discussion on how e-commerce is shifting the market



2

REGULATORY, LEGAL & COMPLIANCE

- Guidelines for ensuring compliance with FDA and import regulations
- Discussion on local insurance needs, including recommendations on insurance types and providers
- Best practices for protecting your intellectual property in the US



4

SALES, DISTRIBUTION, PRICING & MARGINS

- Overview of retailer segmentation including natural and specialty, mass retailers, discount retailers, etc.
- Input on which distributor types to target and how to best gain access, as well as margins expected at each step of the distribution value chain
- Overview of how local retailers typically source their products
- Guidelines for utilizing third-party logistics providers
- How to assess pricing competitiveness in the local market



The Food and Beverage Business Model Canvas will help guide you through Bootcamp coaching sessions in order to identify areas of need

2023 US Grocery Retail Bootcamp

Food and Beverage Business Model Canvas – Action Checklist

Value Prop:

- Identify competitors in the local market
- Identify competitive advantage in local market
- Understand differences and unique selling point (USP) in the US vs. Sweden
- Implement adjustments needed for US pitch deck

Regulatory/Legal/Compliance:

- Understand relevant FDA regulations and which partners can help ensure compliance
- Understand relevant import regulations and which partners can help ensure compliance
- Assess insurance needs (e.g., liability insurance)
- Assess intellectual property (IP) needs (trademark, patent) and identify local IP resources

Marketing & Consumer Trends:

- Create list of most relevant US trade shows and events for your product category and sales channel
- Define local customer personas
- Develop strategy for accessing customers (e.g., influencers)
- Understand e-commerce trends in the US

Sales, Distribution, Pricing & Margins:

- Define target retailer types and identify target retailers
- Define target distributor types and identify target distributors
- Understand what margins to expect along the distribution value chain
- Understand the benefits of using a third-party logistics provider (3PL)
- Assess pricing competitiveness
- Define target region in the US

Bootcamp companies will receive 1-on-1 virtual introductions to potential partners* in 3 areas of their choosing in order to accelerate market access

POTENTIAL PARTNERS



**FDA
CONSULTANTS**

Support with facility registration, labeling reviews, etc.



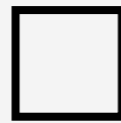
BROKERS

Support with distributor management, sales, and contracting



**SPECIALTY
DISTRIBUTORS**

Support with shipping and order fulfillment for small-medium size specialty retailers



**BROADLINE
DISTRIBUTORS**

Support with shipping and order fulfillment for larger mass retailers



**THIRD-PARTY
LOGISTICS
PROVIDERS**

Support with warehousing, shipping, order fulfillment, etc.



RELEVANT MARKET ENTRY STAGE

Brands new to the US

Brands with existing US sales

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Partners such as FDA consultants, brokers, distributors, and third-party logistics providers will accelerate your US market entry and growth

PARTNER TYPE	BUSINESS ACTIVITIES	VALUE FOR F&B BRANDS
FDA Consultants	<p>FDA consultants assist businesses with US Food and Drug Administration (FDA) registration and compliance, offering services including:</p> <ul style="list-style-type: none"> Regulatory submissions, quality control review, procurement of import/export license, label development and guidance 	Streamline compliance with FDA requirements, which otherwise can be complex and time-consuming
Food Brokers	<p>Brokers help sell/market your product on the US market by negotiating with retailers on your behalf. Brokers do not purchase your products; rather, they typically take a commission based on quantity sold</p>	Save time on marketing your product so you can instead focus on manufacturing or other business initiatives. It's worth noting that companies working with distributors are generally expected to work with a broker or have an internal sales team to actively sell to retailers
Specialty Distributors	<p>Generally, distributors work as the middleman between food manufacturers and retailers; they purchase products directly, then resell and deliver to retailers. Specialty distributors specialize in a specific range or category of products</p>	Sell to niche foodservice operators, avoid issues such as cross-contamination, etc.
Broadline Distributors	<p>Broadline distributors differ from specialty distributors in that they deal with larger volumes of products and a more diverse product mix; they are most often utilized by grocery stores and other retail foodservice chains</p>	Gain access to larger retail buyers, sell higher quantities of product
Third-Party Logistics Providers (3PLs)	<p>3PLs providers offer end-to-end management of specific logistics services including:</p> <ul style="list-style-type: none"> Port services, warehousing/storage, transport, distribution, fulfillment, etc. 	Easily position your supply chain in a new market by eliminating the need to invest in warehouse space, transportation, hiring a local workforce for logistics, etc.

Source: Try Swedish Grocery Handbook

Check out these helpful resources from Try Swedish and Business Sweden



The Grocery Handbook offers tips on how to launch your food brand in the US, including information on local retailers and business partners



The Foodservice Handbook details information on US market entry considerations for the foodservice industry, such as sales, marketing, distribution, pricing, compliance, etc.



The Food Guide provides information on customs duties, taxes, control authorities, and labelling requirements for food products

FOR MORE INFORMATION, PLEASE
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Expo West offers significant exposure to major US grocers; event subsidy is available through Try Swedish

QUICK FACTS

1

NORTH AMERICA'S LEADING EXPO for natural and organic food products



3 000+ EXHIBITORS from various countries



60 000+ INDUSTRY ATTENDEES including buyers from Amazon, Costco, Kroger, Whole Foods, and more



SUBSIDIZED FEES for Expo West booth space are available for Swedish companies participating in the Try Swedish Pavilion

TRY SWEDISH!

Participating in the Try Swedish pavilion is a cost-efficient way to maximize your brand exposure to US buyers and stakeholders



TRY SWEDISH!



Try Swedish is the branding platform used by Business Sweden, the Swedish Trade and Invest Council, in order to support Swedish companies in the food and beverage sector to grow global sales.

www.tryswedish.com