

WORKING WITH  
DISTRIBUTORS TO SERVICE  
THE FOODSERVICE SECTOR

TALES OF TRIUMPH & WOE

FROM A MODERN DAY [OLIVE] QUEEN

ALTO OLIVES  
A DYNAMIC FAMILY ENTERPRISE  
AWARD WINNING PORTFOLIO OF EXTRA VIRGIN OLIVE  
OILS & NATURALLY BRINED TABLE OLIVES



# IS WORKING WITH A DISTRIBUTOR THE RIGHT STRATEGY FOR YOUR BRAND?

- WHAT ARE YOU TRYING TO ACHIEVE?
- WHAT IS YOUR VISION, YOUR MISSION, YOUR VALUES?
- WHAT IS YOUR UNIQUE SELLING PROPOSITION?
- WHO IS YOUR TARGET CUSTOMER?
- WHAT IS YOUR PRODUCTION CAPACITY?
- HAVE YOU FACTORED IN A DISTRIBUTOR MARGIN INTO YOUR PRICING?
- HAVE YOU TESTED YOUR PRODUCT ONLINE OR IN A MARKET SITUATION?
- WHAT IS YOUR BRAND STRATEGY, YOUR SALES & MARKETING STRATEGY?
  
- **YOU WILL NEED TO HAVE ASKED AND ANSWERED ALL OF THESE QUESTIONS BEFORE YOU APPROACH WORKING WITH A DISTRIBUTOR.**

# YES IT IS.

- THERE ARE A RANGE OF DISTRIBUTORS OUT THERE, WHICH ONE IS RIGHT FOR YOU?
- LOCAL, STATE, NATIONAL, SMALL, BIG, ARTISANAL, COMMODITY? THINK CAREFULLY. DO YOUR RESEARCH.
- DISTRIBUTORS ARE YOUR CUSTOMERS, BUT SUCCESSFUL DISTRIBUTOR RELATIONSHIPS ARE PARTNERSHIPS. ENGAGED IN BUILDING YOUR BRAND WITH YOU. MUTUALITY.
- CLEAR COMMUNICATION, TRANSPARENCY, DATA SHARING.
- MANAGING EXPECTATIONS, YOURS & THEIRS. EXCLUSIVITY? COMMITMENTS ON BOTH SIDES. HYBRID STRATEGY? MY FAVOURITE & HOW WE OPERATE.
- THINK OF THEM AS ANOTHER PART OF YOUR SALES AND MARKETING STRATEGY, LEGS ON THE GROUND, LOGISTICS MANAGEMENT.
- **DO NOT ABDICATE THE RESPONSIBILITY OF YOUR PRODUCT/BRAND TO YOUR DISTRIBUTOR! MORE ON WHAT YOU NEED TO DO IN ORDER TO BUILD YOUR BRAND ALONGSIDE THEIR EFFORTS IN A MOMENT...**

# DISTRIBUTOR EXPECTATIONS

- DISTRIBUTOR MARGIN FACTORED INTO PRICING. A BIG MISTAKE FOR NEWBIES.
- CLEAR OPEN & HONEST COMMUNICATION. TRANSPARENCY. MOST PROBLEMS CAN BE SOLVED IF THAT IS IN PLACE.
- QUALITY OF PRODUCT. MEETING ALL COMPLIANCE CONSIDERATIONS (HACCP).
- A SIGNATURE STYLE, A GOOD STORY. EASY TO MARKET.
- CONSISTENCY OF PRODUCT, IN QUALITY AND IN ABILITY TO SUPPLY.
- BE WELL INFORMED ABOUT YOUR PRODUCT & YOUR COMPETITION
- ALIGNING VALUES. WORKING IN PARTNERSHIP TO ACHIEVE JOINT GOALS.

COMMUNICATE,  
EDUCATE,  
COLLABORATE,  
PARTICIPATE.

FOUR IMPORTANT PRINCIPLES YOU CAN EMPLOY TO  
ACHIEVE THE BEST RESULTS FOR YOUR BRAND WHILST  
WORKING WITH A DISTRIBUTOR TO SERVICE THE  
FOODSERVICE SECTOR



# COMMUNICATE

- HUMANS ARE HARD WIRED FOR STORIES. EVERYONE'S STORY IS UNIQUE. TELL YOUR STORY.
- NEWSLETTER, EDM, CONTENT MARKETING, FACEBOOK PAGE... LET PEOPLE KNOW WHAT YOU ARE DOING & HOW YOU ARE DOING IT.
- SOCIAL MEDIA IS A NECESSARY EVIL. FIND A PLATFORM THAT WORKS FOR YOU AND GET ONTO IT.
- 95% OF ALL CHEFS & RESTAURANTS ARE ON INSTAGRAM. IT IS A VIABLE & EFFECTIVE CHANNEL OF COMMUNICATION FOR THE FOODSERVICE INDUSTRY.
- THE WORLD OF FOOD IS VERY VISUAL SO TAKE PHOTOS & VIDEOS AND SHARE YOUR JOURNEY.
- BE AUTHENTIC IN YOUR COMMUNICATIONS.



# EDUCATE

- KNOW YOUR PRODUCT & THE PROCESS BY WHICH IT IS MADE INSIDE AND OUT SO THAT YOU CAN EDUCATE OTHERS.
- UNDERGO EVOO & TABLE OLIVE TRAINING WHENEVER YOU CAN SO THAT YOU CAN SPEAK WITH AUTHORITY ABOUT YOUR PRODUCT.
- DO TASTINGS. DO THEM OFTEN.
- BRING YOUR DISTRIBUTORS/CUSTOMERS STRAIGHT TO THE SOURCE. DO GROVE TOURS.
- TRAIN YOUR DISTRIBUTORS & CUSTOMERS ABOUT YOUR PRODUCT AT EVERY OPPORTUNITY.





# COLLABORATE

- THERE IS POWER IN THE COLLECTIVE. JOIN FORCES WITH OTHER GROWERS & PRODUCERS.
- PROMOTE YOUR LOCAL GROWING REGION BY TEAMING UP WITH OTHER FARMERS & GROWERS.
- GET TOGETHER WITH CHEFS/GROWERS/ARTISTS TO PUT ON EVENTS.
- SPONSOR EVENTS WITH YOUR PRODUCTS.
- GET YOUR PRODUCT INTO OTHER PRODUCTS.



# PARTICIPATE

- GET INVOLVED. FOOD FESTIVALS, REGIONAL EVENTS, WINE SHOWS, SEASONAL FOOD MARKETS. BOOK A STALL AND GET ON BOARD.
- ENTER YOUR PRODUCTS INTO COMPETITIONS. BENCHMARK THEM SO YOU KNOW WHERE YOU STAND FROM A QUALITY PERSPECTIVE.
- HOST EVENTS. GO TO EVENTS. HAVE AN UNDERSTANDING OF WHAT IS HAPPENING IN THE WORLD OF FOOD AROUND YOU AND HOW YOUR BRAND FITS INTO THAT.
- BECOME AN ACTIVE PART OF YOUR FOOD COMMUNITY.
- BE A PART OF THE BIGGER CONVERSATION AROUND FOOD, SUSTAINABILITY AND THE FUTURE OF FARMING IN THIS COUNTRY.



THE OLIVE TREE IS THE OLDEST CULTIVATED TREE KNOWN TO MAN, AND ONE COULD ARGUE, THE MOST IMPORTANT FRUIT TREE IN HISTORY. REMEMBER THAT WHAT YOU ARE SELLING IS DELICIOUS & HEALTHY LIQUID GOLD.  
ONE OF THE MOST ANCIENT AND NOBLE FOOD SOURCES ON EARTH.  
THE FOOD OF THE PAST, BUT DEFINITELY THE FOOD OF THE FUTURE.

