FOUR STEPS TO PRODUCT PRICING SUCCESS
Experience & Mission

• Over 13 Years Experience in CPG
• I’ve worked as a buyer, a broker and a brand
• 3 years ago, I started my own coaching & consulting business for emerging brands
• I’m deeply passionate about helping more brands succeed – and more founders show up in powerful ways
Agenda

How Most Brands Get Pricing Wrong

Category Market Evaluation

Pricing Survey

Cost of Goods & Margin Analysis

Completed Pricing Model
Missing the Mark: How Most Brands Get Pricing Wrong
Step #1 – Category Market Evaluation

• What problem is your product solving?
• Who is your ideal customer?
• Who are your top 5 competitors?
• How are you different from these competitors? How are you the same?
• How is your category trending?

HOW TO SPEAK TO YOUR IDEAL CUSTOMER ON A PERSONAL LEVEL

SAME BUT DIFFERENT

YOUR COMPETITORS

KNOW

FOOD INDUSTRY

TRENDS

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### Step #2 – Complete a Pricing Survey

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<tr>
<th>BRAND</th>
<th>CATEGORY</th>
<th>PRODUCT</th>
<th>SIZE</th>
<th>BRAND SRP</th>
<th>BRAND Price Per Oz</th>
<th>VITACOST</th>
<th>VITACOST Price Per SV</th>
<th>REGIONAL PICK</th>
<th>REGIONAL PICK Price Per SV</th>
<th>WHOLE FOODS</th>
<th>WHOLE FOODS Price Per SV</th>
<th>AMAZON</th>
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- Include the 5 competitors as determined from your Market Evaluation
- Don’t forget to include your brand!
- If you cross multiple categories – do this for each category – as well as for size variances
- Price compare across 4 retailer groups
  - A prominent, national retailer like Whole Foods Market, Target, Kroger or Safeway Albertsons
  - Amazon
  - E-commerce, like Thrive Market, Vitacost or Walmart.com
  - A local or regional store (like a co-op – or for those of you familiar with MN retailers, Kowalski’s or Lunds Byerlys)
Step #3 – COGS and Margin Analysis

- Base COGS = ingredients, inner packaging, manufacturing costs
- Additional Costs = outer packaging, shipping, tradespend, broker fees
- Account for direct vs distributor pricing models

- Center Store Grocery & Frozen = 30-40%
- Body Care = 40-50%
- Supplements = 45-55%
- Refrigerated = 25-35%
Step #4 – Final Analysis & Ongoing Price Strategy

• Think like a buyer

• Omni-Channel Pricing Strategy
  • MAP Policy
  • SKU Differentiation (value sizes/bundles, exclusive flavors)

• Promo Strategy
  • Yours
  • Retailers
  • Promo Effectiveness

• Price Changes
Contact:
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Interested in working with us in a 1:1 capacity? Schedule a free, no-obligation strategy call.

All our contracts are custom-built to fit your specific needs.

Looking for additional support but not ready to hire us for 1:1 work – then try our live workshop happening on 4/28; Building Your Custom Retail Roadmap

Local brands get a $100 discount.