

## Marketing and Selling to Chefs and Restaurants



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You can't build a reputation on something you're going to do.

Henry Ford

## MARKETING 101

A Short Primer

### 4 P's of Marketing

- PRODUCT
- PRICE
- PLACE
- PROMOTION

### 4 R's of Marketing

- RELEVANCE
- RESPONSE
- RELATIONSHIP
- RESULTS

## CURRENT RESTAURANT TRENDS



- EARTH Oriented
- HOME Oriented
- WHOLE BEING Oriented
- ETHICAL

In 2004 consumers in the U.S. spent on food outside the home \$974/per person

A recent Food Service Industry survey reported 75% of customers responding who eat out want to eat more healthy (more local, more organic, more vegetables)

Growers marketing to chefs and restaurants increased 5.1% from 2005 to 2006 and has increased + 2% annually

## MORE RESTAURANT TRENDS

- BABY BOOMER – 1945-1965
- GENERATION X – 1965-1980
- GENERATION Y – 1980-1995
- MILLENNIALS – 1995 to Present



Baby Boomers eat out 1.6/week (evening meal), More disposable income than any other group, do not like to cook for themselves, like to experiment on new or different foods

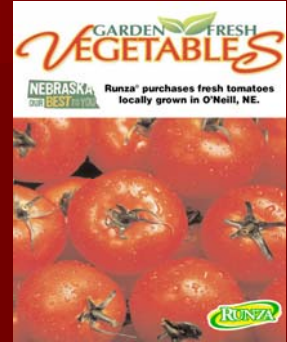
Gen X spend equal amounts on home food as eating out

Gen Y eat out 2.4/wk (evening meal), Very task oriented and into Fast Food, tech savvy, do not receive marketing through traditional media

# CARNIVORES, HERBIVORES, OMNIVORES, LOCALVORES



The Country Club of Lincoln



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## MARKETING TO 2 TIERS

- THE CHEF OR RESTAURANT



- THE RESTAURANT CUSTOMER

- BUT, DON'T FORGET THE COMPETITION



## FIRST CONTACT

THEY ARE NOT ALIENS



## KNOW THE KITCHEN HEIRARCHY



## WHERE TO FIND CHEFS AND RESTAURANTS



- WHERE YOU EAT
- THE PHONE BOOK
- LOCAL RESTAURANT GUIDES
- COOKING COMPETITIONS
- HOME AND GARDEN SHOWS
- NATIONAL RESTAURANT ASSOCIATION



## WHERE CHEFS CAN FIND YOU

- FARMER'S MARKETS
- "BUY LOCAL" ORGANIZATIONS
- GROCERY STORES
- COLD CALLS



- FARMER'S ASSOCIATIONS
- SLOW FOOD CHAPTERS
- PRODUCE DISTRIBUTORS
- BROCHURES/FLYERS/MAILERS

## WEB PAGE

### EASY WAY FOR THE CHEF TO FIND YOU



- BE SURE TO INCLUDE WHERE TO FIND YOU (FARMERS MARKETS, GROCERY STORES, ETC.)

- AVOID A STATIC SITE – UPDATE IT WEEKLY

- PRODUCE UPDATE INFO – WHAT'S AVAILABLE, WHAT'S COMING SOON, NEW VARIETIES

#### USE:

- QUALITY GRAPHICS
- EASY NAVIGATION
- TESTIMONIALS
- LINKS



## THE MEETING OR SALES CALL

### • KNOW WHEN TO CALL



- WHEN ARE RESTAURANTS THE BUSIEST TIMES
- SEASONALLY?
- DOES THE CHEF HAVE PRESET OFFICE TIMES

### • KNOW WHAT TO PRESENT

- YOUR BUSINESS
- YOUR PRODUCE/PRODUCT **SAMPLES**
- PACKAGING AND DELIVERY ASPECTS



## HOW TO PRESENT YOURSELF

### WHO CAN SELL YOUR PRODUCT BEST



- LOOK PROFESSIONAL
- SMILE
- KNOW YOUR CUSTOMER
- WEAR BUSINESS LOGOS
- BRING BUSINESS CARDS, BROCHURES, ETC.
- KEEP PERFUMES/COLOGNES TO A MINIMUM, OR NOT AT ALL
- **BE PREPARED**

## SEAL THE DEAL



- SET 1<sup>ST</sup> DELIVERY AND DELIVERY SCHEDULE
- SET BILLING AND PAYMENT METHODS
- SET CONTACT METHODS (BOTH DIRECTIONS)
- **HANDSHAKE OR CONTRACT?**

## CONTRACTS AND ACCOUNTING

### ■ Just a HANDSHAKE – know what to expect

### ■ CONTRACTS

- PROs
  - Long Term Agreement (1 yr usually)
  - Fixed Price and Steady Payment
- CONS
  - Inflexible
  - Fixed Price



## OTHER IMPORTANT...STUFF

- PRICING
- EXCLUSIVITY
- LIABILITY INSURANCE
  - Product Liability Insurance
- CO-ADVERTISING
- REGULATIONS and REGULATING AGENCIES



## THE FOLLOW UP

- DELIVER ON TIME ALL OF THE TIME!
- BE FLEXIBLE – BE READY FOR ADVERSITY OR CHANGE
- IDENTIFY NEW OPPORTUNITIES

GET CUSTOMER RESPONSE



AT BOTH TIERS



## RECORD KEEPING

- RESTAURANT INFORMATION
- RESTAURANT EVENTS
- PURCHASING HISTORY
- BILLING/ACCOUNTING



## COMMUNICATE

VALUE YOUR CUSTOMER!



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