

**Developing a
Marketing Plan
for your
Food Product**

COLORADO



**DEPARTMENT OF
AGRICULTURE**

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Developing a Marketing Plan for Your Food Product
was designed by the Colorado Department of Agriculture
to assist food companies in the area of marketing planning.

Representatives of the Colorado Department of Agriculture's
Markets Division are available to meet with you
by appointment to help you develop or review your
marketing plan. To schedule a meeting with one or more of
our marketing specialists, please call (303) 239-4114.

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Contents

I.	Introduction—How to use this guide.....	3
II.	Situational Analysis.....	4
A.	Company Analysis.....	5
1.	Mission Statement.....	5
2.	Brief History.....	5
3.	Product Analysis.....	6
4.	Pricing Analysis.....	7
5.	Distribution Analysis.....	8
6.	Promotion Analysis.....	9
7.	Sales Analysis.....	10
B.	Competitive Analysis.....	11
C.	Customer Analysis.....	12
D.	Environmental Analysis.....	13
III.	Marketing Goals.....	14
IV.	Sales Goals/Projections.....	15
V.	Strategies to Meet Marketing Goals: The Action Plan.....	16
VI.	Annual Planning Calendar.....	17
VII.	Marketing Budget.....	18
VIII.	Evaluation/Controls.....	19
IX.	Appendix-Marketing Resources.....	20
A.	Major Food Trade Shows.....	21
B.	National Food Trade Publications.....	27
C.	Colorado Food Media List.....	28
D.	News Release Checklist.....	29
E.	Accessing the Local Media.....	30
F.	Buyer Presentation Checklist.....	32
G.	Colorado Grocery Buyer List.....	33

Introduction – How to Use This Guide

Developing an effective marketing plan is one of the most important things a company can do to ensure its success as a business. A marketing plan will help you determine the basis for all of your marketing efforts and provide you with a blueprint for accomplishing your goals and objectives.

This guide was developed by the Markets Division of the Colorado Department of Agriculture to help you write a marketing plan for your food or agricultural product(s). Markets Division staff members, who have expertise in the areas of marketing, business development, public relations, promotions, exporting and consumer issues, will be glad to meet with your company to help you develop or review your marketing plan.

The marketing planning process begins with a *Situational Analysis*, which is an in-depth examination of your own company, your competitors and your customers. This part of the process is critical because it helps you identify your company's relative strengths and weaknesses, uncovers opportunities in the marketplace and, ultimately, is the basis for all your marketing decisions.

Once you have completed the *Situational Analysis*, the next step is to set *Marketing Goals* for your product. For each goal, you will then formulate a *Marketing Strategy* and an *Action Plan* for achieving it. This section is the meat of your marketing plan; it becomes your marketing "Bible" for the entire year.

After completing the *Action Plan*, it is easy to create an *Annual Planning Calendar* and an *Annual Budget*. The only step remaining is to come up with a program for *Evaluation and Control* of your marketing plan. *Evaluation and Controls* help you monitor your progress and keep your marketing program on track.

The worksheets on the following pages will lead you through the creation of a marketing plan. You may then prepare a formal, written plan by following this outline:

- I. Executive Summary (one or two pages summarizing the marketing plan)
- II. Situational Analysis
 - A. Company Analysis
 - B. Competitive Analysis
 - C. Customer (Market) Analysis
 - D. Outside Environment Analysis
- III. Marketing Goals
- IV. Strategies to Meet Marketing Goals: The Action Plan
- V. Planning Calendar
- VI. Marketing Budget
- VII. Evaluation/Controls

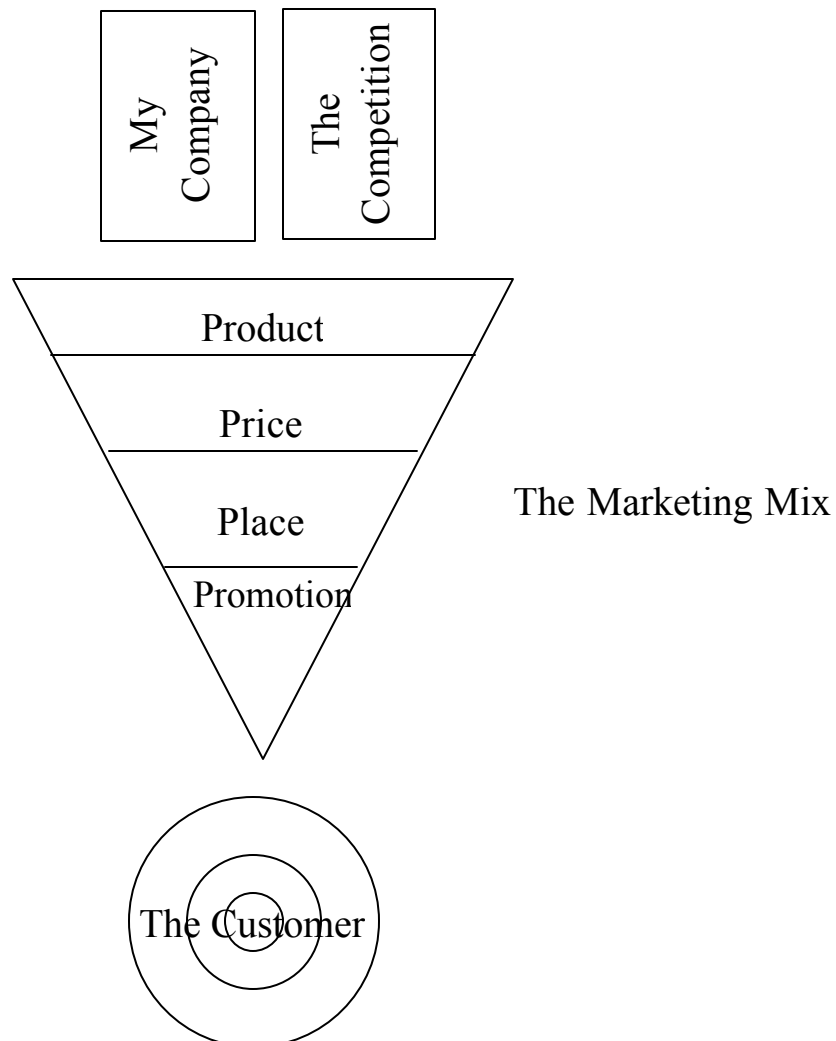
Remember...marketing plans can change as your business changes.

Situational Analysis

The first step in developing a marketing plan is to take a look at where your company is now. Be as objective as possible in analyzing your company, your competitors and your customers for each product you sell. Compared to your competitors, what are your company's strengths and weaknesses in each area of the marketing mix: product, price, place (distribution) and promotion.

Who are your customers? Who purchases your product directly from you? Who is the end consumer, and how does your product get from your company to that person? The marketing planning process will help you define your target market (the customer you are trying to reach) and determine other possible markets or uses for your products.

The worksheets on the following pages will guide you through the situational analysis, which, in turn, will help you define your marketing goals and formulate strategies to reach them. As you complete the worksheets, make a note of new marketing ideas as they occur to you in the "idea box" or margins. You should review all of your worksheets and notes before you begin the goals and strategy sections.



Company Analysis

Mission Statement

A Mission Statement conveys the kind of business you are in, the purpose of the business, the needs satisfied by the business, how those needs are being satisfied and your business philosophy. The Mission Statement should be simple and brief, but broad enough that it doesn't limit your company's future direction.

What is your company's Mission Statement?

Company History

Give a brief overview of your company's history. _____

List the products in your product line and give a brief description of each.

Product

Description

<u>Product</u>	<u>Description</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

For which product is this plan being developed? _____

Product Analysis

Product Name _____

Describe the product for which this plan is being written. _____

Is this a retail or bulk product? _____

Describe the packaging.

Sizes: _____

Technology: _____

Artistic Factors: _____

Is there any type of service or support that is sold as part of the product package?

Describe. _____

What is the product's unique selling point? _____

What is your product's greatest strength? _____

What is your product's greatest weakness? _____



Idea Box

Pricing Analysis

What is the *retail* price of your product, and how does it compare to the competition?
(complete the table below)

<u>Your Product (size)</u>	<u>Total Price</u>	<u>Unit Price</u>	<u>Unit Price of Competing Products</u>		
			A	B	C

What is your current pricing policy?

___ Cost/Plus Pricing. Figure the unit cost to produce and market your product (break-even price) and add on a percentage for profit.

___ Competitive Market Pricing. Base your price on what the competition charges for similar products and what your target market is willing to pay.

___ Other (explain). _____

Follow these steps to compute your break-even price.

1. Number of units you can sell over a certain length of time (six months or one year): _____ units
2. **Fixed Costs** for the same time period (costs that do not vary based on the volume of production or sales: rent/leasing, licenses, interest, administrative personnel costs, equipment, advertising, insurance, utilities, etc.) \$ _____
3. **Variable Costs** for the same time period (costs that vary directly with each unit produced or sold: materials, production labor, packaging, sales costs, delivery costs, etc.) \$ _____
4. Fixed Costs + Variable Costs = **Total Costs** \$ _____
5. **Break-Even Price** = Total Costs/Total Units (#1) \$ _____/unit

Distribution Analysis (Place)

Using the list below as a starting point, mark all of the distribution methods your currently use and the ones that *might* be an option for your product. Add your own ideas to the list – be creative!

Method	Currently Use?	Maybe?	Comments
Retail			
Supermarkets			
Member Warehouses			
Convenience Stores			
Department Stores			
Specialty Stores			
Discount Stores			
Foodservice			
Restaurants			
Schools			
Federal Government			
State Government			
Hospitals			
Brokers/Distributors			
Direct to Consumer			
Mail Order			
Gift Shows			
Gift Catalogs			
Other			
Farmers' Markets			
Gift Basket Companies			
Vending Machines			
Non-profit Fundraisers			
Other Geographic Markets			

Promotion Analysis

Check each activity that you spent money on last year, whether it was pre-planned or not. Decide if each one was effective, and which activities you really *want* to include in your promotional plan. After you have defined your Marketing Strategies and Action Plan, come back and fill in the “Projected Budget” column.

Promotional Activity	\$ Spent Last Year	Projected Budget
<input type="checkbox"/> Trade Shows		
1.		
2.		
3.		
4.		
5.		
<input type="checkbox"/> Coupons		
<input type="checkbox"/> Advertising		
<input type="checkbox"/> Newspaper		
<input type="checkbox"/> Radio		
<input type="checkbox"/> TV		
<input type="checkbox"/> Ad Supplements		
<input type="checkbox"/> Trade Publications		
<input type="checkbox"/> Yellow Pages		
<input type="checkbox"/> Other		
<input type="checkbox"/> Promotional (Giveaway) Items		
1.		
2.		
<input type="checkbox"/> Direct Marketing		
<input type="checkbox"/> Catalogs		
<input type="checkbox"/> Brochures		
<input type="checkbox"/> Mailings		
<input type="checkbox"/> Public Relations		
<input type="checkbox"/> News Releases		
<input type="checkbox"/> Feature Stories		
<input type="checkbox"/> Special Events		
<input type="checkbox"/> Collateral Materials		
1.		
2.		
<input type="checkbox"/> Sales Contests/Promotions		
<input type="checkbox"/> Miscellaneous		
Total Promotion Budget		

Competitive Analysis

For each area listed below, mark the company (including yours) that holds the competitive advantage.

	Competitor A	Competitor B	Competitor C	My Company
	_____	_____	_____	
Company Resources				
Financial				
Human				
Production				
Quality				
Capacity				
Overall Product				
Product Quality				
Packaging				
Customer Service				
Retail Price/Unit (write in prices)				
Distribution				
Promotion				
Coupons				
Trade Shows				
Advertising				
Sales Force				
Sales Promos				

Your company's competitive strengths: <ol style="list-style-type: none"> 1. 2. 3. 4. 	Your company's competitive weaknesses: <ol style="list-style-type: none"> 1. 2. 3. 4.
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Customer Analysis

Defining your end-consumers and target market (the customers you are trying to reach) will help you in making marketing decisions down the road. For example, it will help you decide how and where you should advertise, and what the message should be.

Who, in general, is your end-consumer? Are you marketing to the masses or to a specific segment of the population? _____

Define your target market further, addressing demographic and psychographic characteristics.

Demographic Characteristics (age, gender, income level, geographic location, marital status, family size, stage in family life cycle, education level, occupation, religion, race, etc.):

Psychographic Characteristics (social factors such as cultural values, social groups, shopping patterns, leisure activities, personality type, opinions, etc.):

How does your target market **primarily** use your product (snack, meal, ingredient, etc.)?

Are there other ways your product **might** be used, perhaps by a different target market?

Environmental Analysis

1. Describe the financial environment and the overall economy; how do these factors affect your situation? _____

2. Describe the governmental environment. Is current legislative or regulatory action likely to affect your company? _____

3. Describe any current media activity that may affect your product sales. _____

4. Describe the special interest environment. Are any influential groups likely to affect your plans? _____

5. Describe the technological environment. Are there high-tech advances on the forefront that could impact your product or the way you market it? _____

Marketing Goals

Based on the Situational Analysis, what are your company's greatest challenges?

1. _____
2. _____
3. _____

What are your company's greatest opportunities?

1. _____
2. _____
3. _____

List your company's marketing goals for the next 12 months. Goals should be measurable and specify a time by which they will be completed.

1. _____

2. _____

3. _____

Examples of marketing goals:

"To increase sales by _____ (amount) by _____ (date)."

"To gain entry to Chain _____ by _____ (date)."

"To increase awareness of my product among the retail trade within _____ (timeframe)."

"To increase my market share from _____ % to _____ % by _____ (date)."

"To enter the gift market and generate sales of \$ _____ in the first 12 months."

For each of your goals, use the worksheet on the following page to develop a strategy and an action plan to implement it. If your goal is sales-related, also complete the sales projection chart. Once you have completed an action plan for achieving each marketing goal, combine all of the marketing tasks in the *Annual Planning Calendar* and use it as a master schedule.

Marketing Budget

Working from the *Marketing Strategy* worksheets, summarize all of your marketing costs in this annual budget.

	<u>Budgeted</u>	<u>Actual</u>
Goal # ____ : _____		
Activities:		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Total:	_____	_____
Goal # ____ : _____		
Activities:		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Total:	_____	_____
Goal # ____ : _____		
Activities:		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Total:	_____	_____
GRAND TOTAL:	_____	_____

Duplicate this page as necessary.

Evaluation/Controls

How will you evaluate the effectiveness of this plan in meeting your marketing goals?

1. _____

2. _____

3. _____

At what intervals will you evaluate your progress toward meeting your marketing goals?
(Include evaluations in the annual planning calendar.)

What actions will you take if performance falls short of meeting marketing goals?

Suggestion: Use the *Sales Projections* graph to plot each month's actual sales vs. projected sales. This will help you monitor your success in meeting sales goals at regular, ongoing intervals.

Appendix
Marketing Resources

MAJOR FOOD TRADE SHOWS IN UNITED STATES
(Listed in Chronological Order)

**ROCKY MOUNTAIN REGIONAL FOODSERVICE & RESTAURANT SHOW,
WESTEX**

Colorado Restaurant Association
430 E. 7th Ave.
Denver, CO 80203
Ph. 303-830-2972
www.coloradorestaurant.com

- Those attending include restaurants, hotels/motels and suppliers to those industries.
- Over 11,000 attendees with 500 booths.
- Show is held once a year usually in **January**.
- Booth rentals start at \$1095 for a 10' x 10' booth.

SNACK FOOD ASSOCIATION – SNAXPO

Snack Food Association
1711 King St., Suite 1
Alexandria, VA 22314
Ph. 703-836-4500 or 1-800-628-1334
www.sfa.org

- Those attending include snack food manufacturers, suppliers, distributors, etc.
- Over 2,500 buyers with 200 booths.
- Show is held once a year, usually in **February** or **March**.
- Booth rentals start at \$3,200 for a 10' x 10' booth.

NATIONAL FIERY FOODS SHOW

Sunbelt Shows
P.O. Box 4980
Albuquerque, NM 87196
Ph. 505-873-8680
www.fierce-foods.com

- Those attending include food brokers; owners of spicy food shops, gourmet shops; gift shops and mail order companies; buyers from supermarkets, groceries and restaurants; agronomists, food writers and the general public.
- Approximately 10,000 in attendance with 250 booths available.
- Show is held annually, usually in **February** or **March**.
- Exhibitor rates: row space \$695, corner space \$795, for a 10' x 10' booth.

INTERNATIONAL FANCY FOOD & CONFECTIONERY SHOW

Ph. 212-482-6440 ext. 250

www.specialtyfood.com

- Those attending include retailers, caterers, manufacturers, distributors and importers/exporters.
- Over 20,000 buyers with 900 exhibitors.
- Show is held **three times** a year, usually in **January, May and July**.
- Booth rentals from \$15 per square foot for a 10' x 10' booth.

NATURAL PRODUCTS EXPO WEST/EAST

Ph. 1-866-458-4935

www.naturalproductexpo.com

- Those attending include organic growers, suppliers and marketers.
- Over 36,000 buyers with 1,500 exhibitors.
- Show is held **twice** a year, usually in **March and September**.
- Booth rentals start at \$1,645 for a 10' x 10' booth.

UNITED ANNUAL PRODUCE CONFERENCE & EXPO

United Fresh Fruit & Vegetable Association

1901 Pennsylvania Ave. NW, Suite 1100

Washington, DC 20006

Ph. 202-303-3400

www.uffva.org

- Those attending include grower-packers, shippers, packing companies, business services, transportation, refrigeration, sanitation, temperature control and floral.
- Over 35,000 attendees with 300 exhibitors
- Show is held annually in **April/May**.
- Booth rentals start at \$28.00 per square foot for members, \$31.00 per square foot for non-members.

THE LAS VEGAS GOURMET HOUSEWARES SHOW

George Little Management

888 South Figueroa Street, Suite 600

Los Angeles, CA 90017

Ph. 213-430-2356

www.thegourmetshow.com

- The products represented include gourmet products, foods and beverages, and unique housewares and décor accessories.
- Over 6,000 buyer attendees with 700 exhibitors.
- Show is held once a year, usually in **May**.
- Booth rentals start at \$17.95 per square foot for a 10' x 10' booth.

FMI SUPERMARKET SHOW

Food Marketing Institute
655 15th St. N.W., Suite 700
Washington, DC 20005
Ph. 202- 452-8444
www.fmi.org

- Those attending include supermarket suppliers, retailers, wholesalers and distributors.
- Over 11,000 in attendance with 1,000 exhibits.
- Show is held once a year, usually in **May**.
- Booth rental is \$31.00 per square foot (minimum 100 sq. ft.).

NATIONAL RESTAURANT ASSOCIATION, RESTAURANT, HOTEL-MOTEL SHOW

National Restaurant Association
150 N. Michigan Ave., Suite 2000
Chicago, IL 60601
Ph. 312-853-2525
www.restaurant.org

- Products concerning restaurants, fast foods and hotels/motels.
- Over 70,000 in attendance with 2,000 exhibits.
- Show is held once a year, usually in **May**.
- Booth rentals start at \$25.50 per square foot.

ALL CANDY EXPO

National Confectioners Association
8320 Old Courthouse Road, Ste 300
Vienna, VA 22182 |
Ph. (703) 790-5750
www.allcandyexpo.com

- Those attending include candy buyers and sellers.
- Approximately 19,000 in attendance with 480 exhibitors.
- Show is held annually, usually in **June**.
- Booth costs are \$2,500 for members, \$2,800 for non-members for a 10'x10' booth.

GIFT BASKET JUBILEE

JUBILEE! Conventions & Trade Shows

815 Haines Street

Jacksonville, FL 32206

Ph. 800-729-6338

www.giftbasketjubilee.com

- Products include gift basket items such as fancy foods, candy, candles and bath & body products.
- Approximately 7,500 buyers with 600 exhibitors.
- Show is usually in **September**.
- Booth rentals start at \$14.50 per square foot.

IFT FOOD EXPOSITION

Institute of Food Technologies

525 W. Van Buren St., Suite 100

Chicago, IL 60607

Ph. 312-782-8424 or 1-800-438-3663

www.ift.org

- Includes people from product development, production, packaging, quality control, consulting and marketing.
- Approximately 12,000 buyers with 800 exhibits.
- Show is held once a year, usually in **June/July**.
- Booth rentals are \$2,650 for a 10' x 10' booth.

INTERNATIONAL DAIRY DELI BAKE

International Dairy and Deli Association

P.O. Box 5528

Madison, WI 53705-0528

Ph. 608-238-7908

www.iddba.org

- Supermarket conference and exhibition for dairy and deli industry, including directors, buyers and merchandisers (not including small retailers)
- Over 6,500 attendees with more than 1,100 booths.
- Show is held annually in **June**.
- Booth rentals start at \$2,575 for members and \$3,300 for non-members.

WESTERN FOODSERVICE & HOSPITALITY EXPO

Ph. 203-840-5410

www.westernfoodexpo.com

- Those attending include all foodservice industries and their affiliates, including service equipment, hotels, schools, bars, etc.
- Over 19,000 attendees with 1,100 booths.
- Usually held in **August**.
- Booth rentals start at \$3,391 for a 10' x 10' booth.

PRODUCE MARKETING ASSOCIATION SHOW

1500 Casho Mill Road

P.O. Box 6036

Newark, DE 19714

Ph. 302-738-7100 ext. 3040

www.pma.com

- Includes produce growers, packaging services, floral growers, management, transportation services and computer software/hardware dealers.
- Approximately 17,000 attendees with 750 booths.
- Show is held once a year, usually in **October**.
- Booth rentals start at \$24.50 per square foot for members and \$36.75 for non-members.

INTERNATIONAL ZESTY FOOD SHOW

Chile Pepper Magazine

1701 River Run, Suite 702

Fort Worth, TX 76107

Ph. 1-888-774-2946

www.izfs.com

- Includes specialty food manufacturers, foodservice distributors and the gourmet market.
- Over 10,000 attendees with 250 booths.
- Show is held annually in **October**.
- Booth rentals start at \$795 for a 10' x 10' booth.

National Food Trade Publications

Bakery Production & Marketing

Triangle Plaza
8750 W. Bryn Mawr Ave.
Chicago, IL 60631
Ph. 312-693-3200
Fax 312-693-0528

Beverage Industry

Edgell Communications
7500 Old Oak Blvd.
Cleveland, OH 44130
Ph. 216-826-2839
Fax 216-891-2726

Fancy Food

Talcott Communications Corp.
20 N. Wacker Dr., Suite 3230
Chicago, IL 60606
Ph. 312-849-2220
Fax 312-849-2184

Food & Beverage Marketing

Charleson Publishing
505 8th Ave., Suite 1403
New York, NY 10018
Ph. 212-695-0704

Food Distribution Magazine

National Food Distr. Network
P.O. Box 10378
Clearwater, FL 34617-0378
Ph. 813-443-2723
Fax 813-446-1750

The Food Institute Report

28-12 Broadway
Fair Lawn, NJ 07410
Ph. 201-791-5570
Fax 201-791-5222

Food Processing/Food Business

301 E. Erie St.
Chicago, IL 60611
Ph. 312-644-2020

(Note: Food Business is published within Food Processing; free subscription to food manufacturers)

Griffin Report of Food Marketing

1099 Hingham St., Box 521
Rockland, MA 02370
Ph. 617-878-5300
Fax 617-871-4721
(Also publish Chef, Giftware News, Pizza & Pasta)

Hospitality News

Brenda Carlos
P.O. Box 21027
Salem, OR 97307
Ph. 800-685-1932
Fax 503-390-8344

Nation's Restaurant News

Lebhar-Friedman Inc.
425 Park Ave.
New York, NY 10022
Ph. 212-371-9400

The Packer

Vance Publishing Group
7950 College Blvd.
Overland Park, KS 66210
Ph. 913-451-2200

Produce Business

P.O. Box 810425
Boca Raton, FL 33481
Ph. 407-241-4333
Fax 407-241-4486

Restaurant News

Hani Publications
P.O. Box 580
Coronado, CA 92118

Supermarket News

7 W. 34th St.
New York, NY 10001
Ph. 212-630-3770
Fax 212-630-3768

Colorado Food Media List

Boulder Daily Camera

Cindy Sutter, Food Editor
P.O. Box 591
Boulder, CO 80306
Ph. 303-473-1335
sutterc@dailycamera.com

Coloradoan

Bob Mook, Business Columnist
P.O. Box 1577
Fort Collins, CO 80522
BobMook@Coloradoan.com

Colorado Chefs Association

Joan Brewster
7150 Montview Blvd.
Denver, CO 80220
Ph. 303-264-3005
Fax 303-264-3007
jbrewster@jwu.edu

Colorado Springs Gazette

Teresa Farney, Food Editor
P.O. Box 1779
Colorado Springs, CO 80901
Ph. 719-636-0271
tfarney@gazette.com

Daily Sentinel

Todd Powell, Features Editor
P.O. Box 668
Grand Junction, CO 81502
tpowell@gjds.com

Denver Business Journal

Cathy Proctor
1700 Broadway, Suite 515
Denver, CO 80290
Ph. 303-837-3521
Fax 303-837-3535
denver@bizjournals.com

The Denver Post

Kristen Browning-Blas, Food Writer
1560 Broadway
Denver, CO 80202
Kbrowning@denverpost.com

Durango Herald

Morley Ballantine, Editor at Large
P.O. Drawer A
Durango, CO 81302
Ph. 970-375-4508
briefs@durangoherald.com

Greeley Tribune

Misty Barnes, Special Sections Editor
P.O. Box 1138
Greeley, CO 80632

KCNC-Channel 4

Libby Gardner, Community News
P.O. Box 5012
Denver, CO 80217
Ph. 303-830-6307
community@news4colorado.com

Lamar Daily News

Tonia Esparaza, Food Editor
P.O. Box 1217
Lamar, CO 81052
ldnews@ria.net

9News

Gregg Moss, Business Beat
P.O. Box 9
Denver, CO 80201
Ph. 303-871-1810
gregg.moss@9news.com

Pueblo Chieftain

Marvin Read, Food Editor
P.O. Box 4040
Pueblo, CO 81003
Ph. 719-544-3520
newsroom@chieftain.com

Restaurant News of the Rockies

Harlan Ihrke
2222 S. Albion St.
Denver, CO 80222
Ph. 303-753-6109
ihrkerestaurantnews@juno.com

Rocky Mountain News

Marty Meitus, Food Editor
100 Gene Amole Way
Denver, CO 80204
Ph. 303-892-5229
meitusm@RockyMountainNews.com

Sterling Journal-Advocate

Carol Barrett, Community Editor
P.O. Box 1272
Sterling, CO 80751
Ph. 970-522-1990
Fax 970-522-2320
editor@journal-advocate.com

News Release Checklist

Press releases can be a way to promote your company and products without spending a fortune on advertising. There are two types of releases: news and media. A news release contains information that is newsworthy to the public (i.e. a new company or new product on the market). A media release is for promoting a company or product that has been in existence for longer than 6 months.

Format:

1. Leave space at the top of the first page for the editor to write instructions.
2. Double-space the body of the release or double-space between paragraphs to allow room for editing.
3. The news release form (or letterhead) should include the company's name, address, phone number and fax number. Begin the release with two dates: the current date and the date the news release is cleared for use. If the release can be used at any time, write "For Immediate Release." Also, list the contact person for further information and his/her telephone number.
4. The first paragraph begins with a dateline, the city where the story originates in CAPITAL LETTERS followed by two dashes. If the city is not well known, it should be followed by the state where it is located. Abbreviate the state according to the rules of a standard stylebook (Associated Press, for example).
5. At the end of the release, center "-30-" or "####" at the bottom of the page. If the release is continued past the first page, center "-More-" at the bottom of each page.

Content:

1. Make sure a news release is newsworthy; otherwise, don't write it or release it.
2. The lead (first paragraph) should be direct and to the point. At the same time, it should be interesting and contain the most important information.
3. Emphasize the local angle.
4. Answer the who, what, when, where and why questions early in the release.
5. Try to keep most sentences and paragraphs short and concise.
6. Quotes should be placed in quotation marks and correctly attributed. Quotations should sound natural.
7. Follow the rules of a standard stylebook (Associated Press, for example).
8. Make sure there are no spelling, grammar or punctuation errors.
9. Double-check all factual statements and names for accuracy.

Accessing the Local Media

Once you've written a good media release or feature story, the next trick is to get the media to run it. The first step in gaining access to any kind of media is to get acquainted **first**. Before you contact a reporter or editor, do your research.

Read their newspaper or watch their station's news programs regularly so you know who does what type of story. Make a note of the editors and/or reporters who might have an interest in your product or company. Before you send anything to a media contact, make sure you have spelled his or her name correctly.

Develop a media list that is customized for your particular company and product, using the outline below as a guide.

I. Publications

A. Publication Name

1. Address
2. Telephone
3. Fax
4. E-mail address

B. Food Section

1. When is it published?
2. Editor
3. Reporters
4. Special features or columns

C. Business Section

1. When is it published?
2. Editor
3. Reporters
4. Special features or columns

D. Other Special Sections or Features That Might be Appropriate

II. TV Stations

A. Station Name

1. Address
2. Telephone
3. Fax
4. E-mail address

B. Specialty Reporters

1. Business
2. Consumer
3. Food

- C. News Program (repeat for each news show)
 - 1. Air time
 - 2. Producer
 - 3. Anchors
 - 4. Special segments related to your product
 - a. Who does the segment?
 - b. When does it air?

III. Radio Stations

- A. In general, it is difficult to get news coverage for a specific product on a music format radio station. However, DJs often respond positively (and vocally) to food samples that are delivered to them while they are on-air. Likewise, you may be able to gain airtime by offering product to be used for prizes in listener contests or promotions.

All media whether radio, television or print enjoy samples, however, keep in mind that they should be sample size as reporters may have rules about accepting gifts.

Whether you are looking for free publicity or buying ad time, select radio stations with audiences that match the demographics of your target market. (You can determine this by looking at the Arbitron Ratings, which are available in the business department of the public library.)

- B. Radio Station
 - 1. Name/call letters
 - a. Address
 - b. Phone
 - c. Fax
 - 2. On-air personality(ies) during desired time slot
 - 3. News Director/Reporter

Buyer Presentation Checklist

Buyers frequently ask the following questions when considering new items for authorization. You should review this list before making your presentation.

1. What is the product's sales potential?
2. Will the product have repeat sales?
3. Will the product enlarge the market?
4. Will the product return a fair dollar profit in terms of potential volume for the shelf space it will occupy?
5. Does the product represent a good value for the consumer?
6. Does the product perform a new service or give a new taste thrill?
7. Is the product a better value than the brand presently stocked?
8. Is the brand of better quality?
9. Is the product competitively priced?
10. Is the product a duplication of another item?
11. Will the product have wide consumer acceptance?
12. Will the product replace a competitive product?
13. Will the product return more dollars per shelf foot than the product it replaces?
14. Will the product give the retailer a better markup?
15. What is the estimated rate of inventory turnover in this category?
16. Are there advertising, promotional and/or display allowances available?
17. How will the product be advertised and promoted?
18. Is the product introduction timely—in season?
19. Was the product test marketed? If so, what were the results?
20. Is the product sensibly packaged?
21. Is the vendor/manufacturer reliable?
22. Does the product contribute to the pollution of our air or water?
23. Does stocking the item conflict with existing company policy?
24. Does the competition have this product?
25. Will this product help bring new customer traffic to our retail operators' stores?



Preparation is the key to success!

Grocery Buyer List

Albertsons

2780 N. Tower Rd.
Aurora, CO 80011
Ph. 303-360-4200
Fax 303-360-4274

Advertising Manager:	Amy Kirby
Dairy Manager:	Don Murphy
Deli Manager:	Dave Smith
Dry Grocery Manager:	Harvey Fujimoto
Meat Manager:	Terry Waller
Produce Manager:	Scott Evans
Public Relations Manager:	Becky Edwards

City Market/King Soopers

65 Tejon St.
Denver, CO 80223
Ph. 303-778-3100
Fax 303-744-8351

Dairy Manager:	Chris Albi
Dry Grocery Manager:	Mike Schulten
Meat Manager:	Mark Bourne
Produce Manager:	Jeff Ryg
Public Relations Manager:	Steve DiCrocce

Nobel-Sysco Food Services Co.

P.O. Box 5566
Denver, CO 80217
Ph. 303-458-4000
Fax 303-480-3994

Dairy Manager:	Don Fletchinger
Meat Manager:	Leonard Salazar
Producer Buyer:	Dan Locricchio
Public Relations Manager:	Cindy Trost

Safeway

6900 S. Yosemite St.
Centennial, CO 80112
P.O. Box 5927
Denver, CO 80217
Ph. 303-843-7600
Fax 303-320-8908

Meat Manager: Jim Ford
Produce Manager: Steve Solita
Public Relations Manager: Jeff Stroh

Whole Foods Market

2905 Pearl St.
Boulder, CO 80301
Ph. 303-545-6611
Fax 303-545-6633

Dairy Manager: Dirk Couley
Dry Grocery Manager: Ed Winkler
Meat Manager: Bruce Green
Produce Team Leader: Kenny Meyer
Public Relations Manager: Kelly Bottenfield

Wild Oats Markets

3375 Mitchell Lane
Boulder, CO 80301
Ph. 303-440-5220
Fax 303-440-3477

Dairy/Dry Grocery Manager: Brad Johnson
Meat Manager: Mike Cummings
Produce Buyer: Marlin Engelking
Public Relations Manager: Terry Maloy