



## **Augmenter la part des produits québécois dans les paniers d'épicerie :**



**+ d'acheteurs, + de ventes, + souvent!**

April 2, 2019  
Peter Chapman

**Il ne s'agit pas de fabriquer d'excellents produits pour les vendre...**

**...mais plutôt de vendre les excellents produits que vous fabriquez.**





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## 'Daddy, I'm Exscared'



Papa, je suis *exciffrayée!*

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# C.A.R.T.

**1. Consommateurs**

**2. Alignement**

**3. Rentabilité**

**4. Totale confiance**



**Consommateurs**



## Qui sont-ils?



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## Qui sont-ils?



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## Qui sont-ils?

260

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35,372

Source: Catalina Marketing



## Pourquoi achètent-ils?



## Pourquoi achètent-ils?



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## Comment achètent-ils?



### Flat Tummy Tea

- |   |                                |
|---|--------------------------------|
| <input checked="" type="radio"/> 4 Week Program | \$61.51 CAD                    |
| <input type="radio"/> 2 Week Program            | \$45.19 CAD                    |
| <input type="radio"/> Subscribe & Save          | \$61.51 CAD <b>\$56.49 CAD</b> |

Add more than one and get 10% off

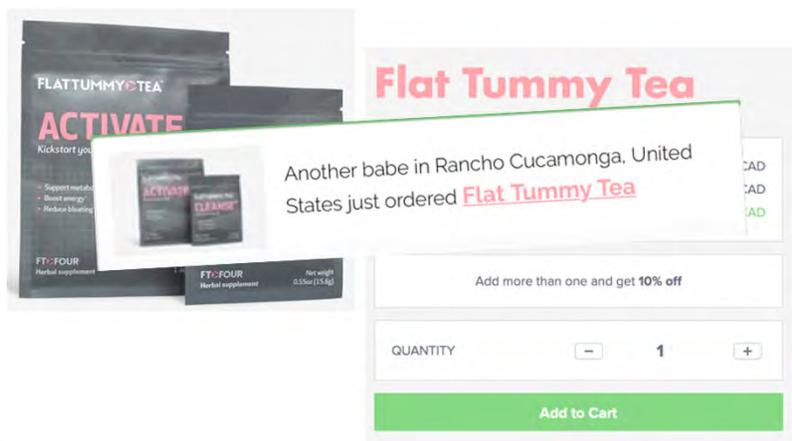
QUANTITY  1

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## Comment achètent-ils?



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## Comment achètent-ils?



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## Comment achètent-ils?



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## Comment achètent-ils?

Amazon Dash

Pour que tout « roule »  
bien à la maison... sans  
manquer de rien.



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## Comment achètent-ils?



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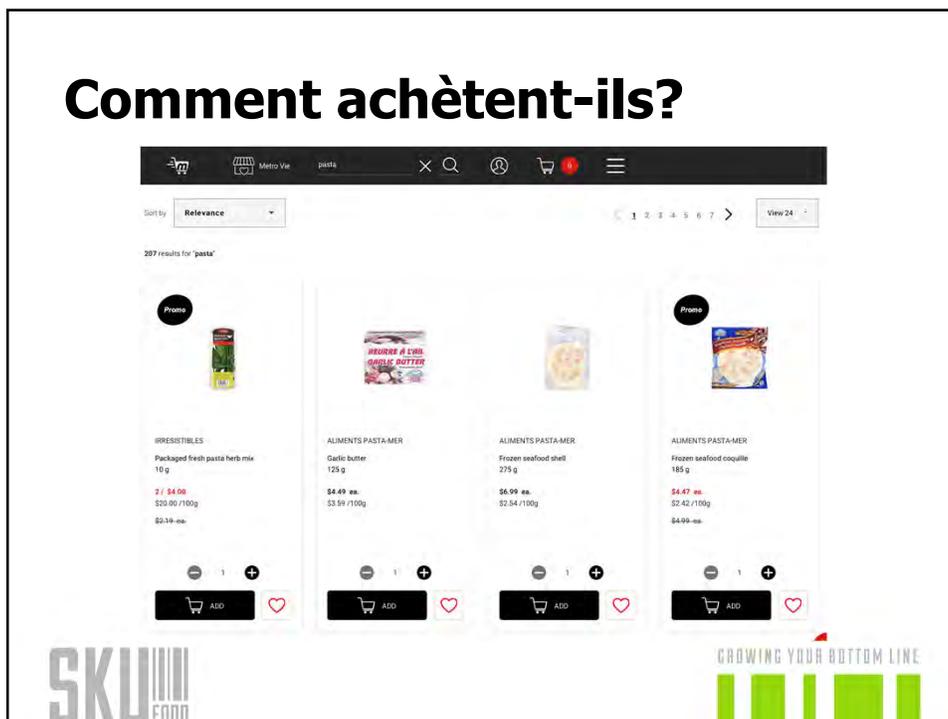
## Comment achètent-ils?



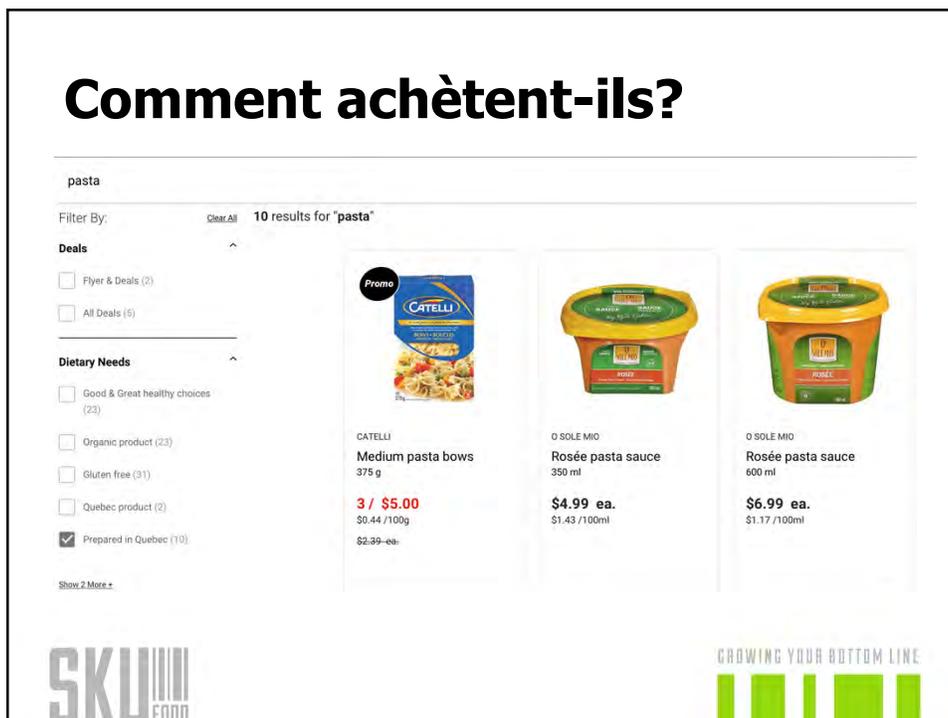
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# Comment achètent-ils?



# Comment achètent-ils?



# Où magasinent-ils?

Chaînes de distribution



Supermarchés traditionnels



Magasins d'escompte



# Où magasinent-ils?

Marchés spécialisés/?



Achat direct

Farm Markets



Pharmacies



## Où magasinent-ils?

En ligne



**Consommateurs**  
**Qui?**  
**Pourquoi?**  
**Comment?**  
**Où?**





## Alignement



## Comprendre vos clients



## Comprendre vos clients



Wegmans

COSTCO  
WHOLESALE



FORTINOS  
*Your Supermarket with a twist!*

Longo's

TRADER  
JOE'S



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## Comprendre vos clients

<b>Marge brute</b>	<b>30,0</b>
Frais de publicité	5,0
Pertes diverses	2,0
Main d'œuvre	8,5
Dépenses fixes	3,5
Dépenses variables	2,5
Distribution	7,0
<b>Dépenses totales</b>	<b>28,5</b>
<b>Profit</b>	<b>1,5</b>

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## Soutenir les consommateurs

« 36 % des ventes  
et 48 % du tonnage vendu  
sont des produits avec un  
rabais temporaire »

A.C. Nielsen "State of the Industry report"



## Soutenir les consommateurs



## Définir le succès



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## Communiquer



September 22, 2017

Strawberry Update

We've had a couple weeks of solid sunshine and the strawberries have been soaking it all up. We are still picking strawberries with the plan to go until Thanksgiving unless Mother Nature abruptly changes our plan.



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**Alignement  
Comprendre  
Soutenir  
Succès  
Communiquer**



**Rentabilité**



# Rentabilité



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# Une approche individualisée pour des personnes différentes

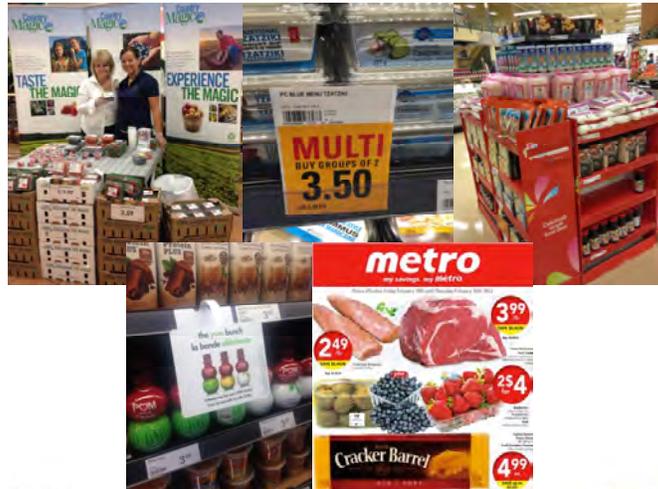


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## Que pouvez-vous vous permettre?



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## Soyez proactif



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## Soyez proactif



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## Passez à l'action



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**Plan de distribution**  
**Approche individualisée**  
**Que pouvez-vous**  
**vous permettre?**  
**Soyez proactif**  
**Passez à l'action**



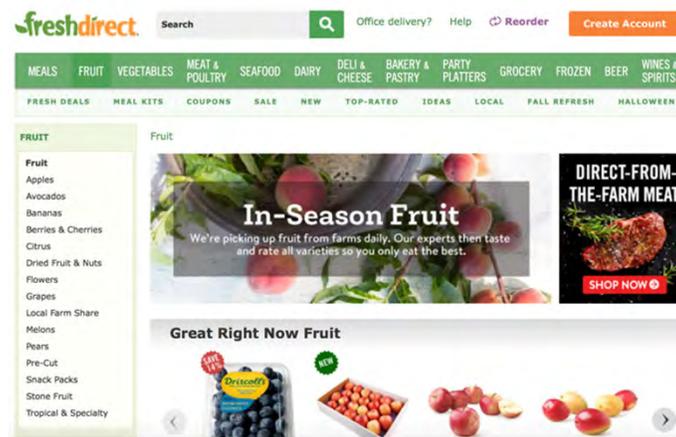
**Totale confiance**



# Qualité + Prix + Expérience



# Une nouvelle forme de confiance



## Triangle de la confiance

*Consommateur*



*Fournisseur*

*Commerçant*



## Tissez le lien de confiance

**Expérience**

**Nouvelle forme de  
confiance**

**Triangle de la confiance**

**Vous**





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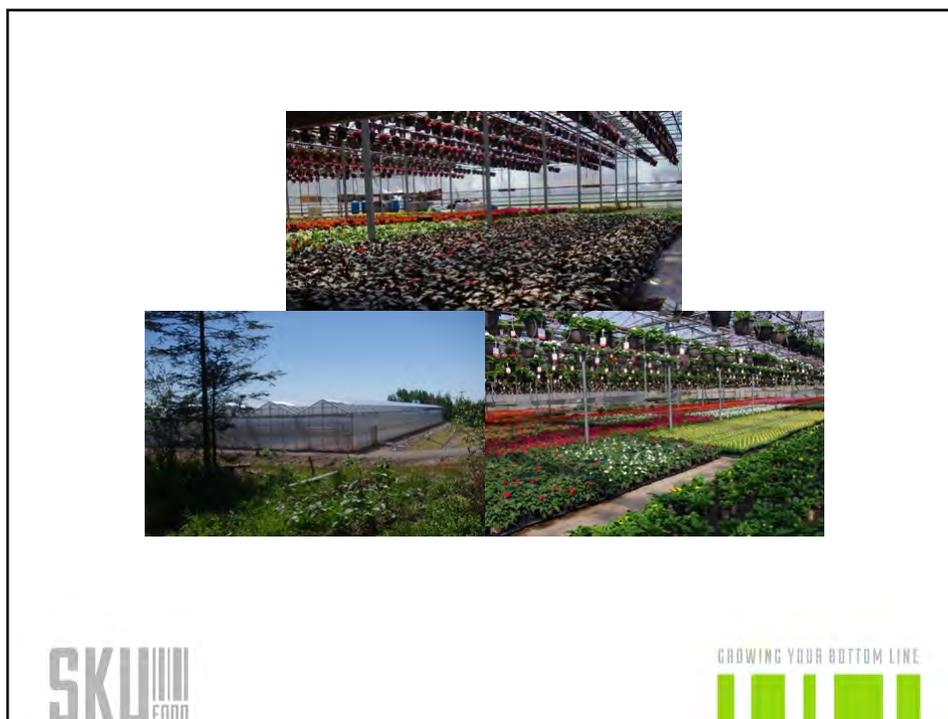
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**Il ne s'agit pas de fabriquer  
d'excellents produits pour les  
vendre...**

**...mais plutôt de vendre les  
excellents produits que vous  
fabriquez.**



**Merci!**



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## **Get more Quebec products in more shopping carts more often**



April 2, 2019  
Peter Chapman

**It's not about making great  
products to sell...**

**It's about selling the great  
products you make**





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## Daddy, I'm Exscared



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## C.A.R.T.

1. Consumers
2. Alignment
3. Retail plan
4. Trust



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**Consumers**

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## Who they are



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## Who they are



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## Who they are

260

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35,372

Source: Catalina Marketing



## Why they buy



## Why they buy



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## How they buy



### Flat Tummy Tea

- |   |                                |
|---|--------------------------------|
| <input checked="" type="radio"/> 4 Week Program | \$61.51 CAD                    |
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Add more than one and get 10% off

QUANTITY  1

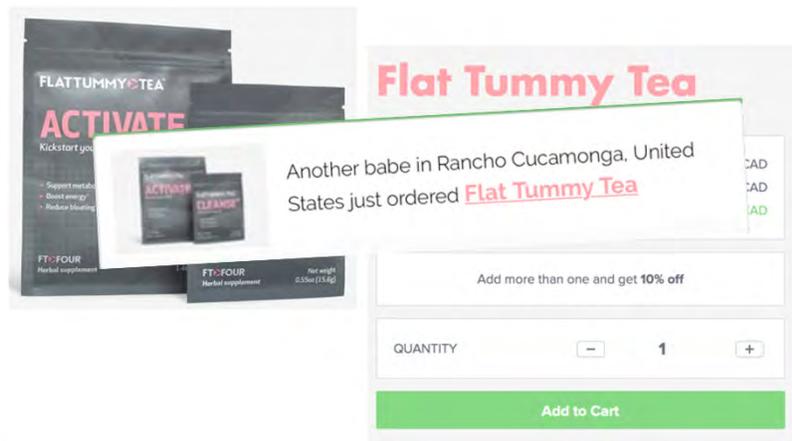
Add to Cart

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## How they buy



## How they buy



## How they buy



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## How they buy

Amazon Dash

Keep your household  
running,  
not running out



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## How they buy



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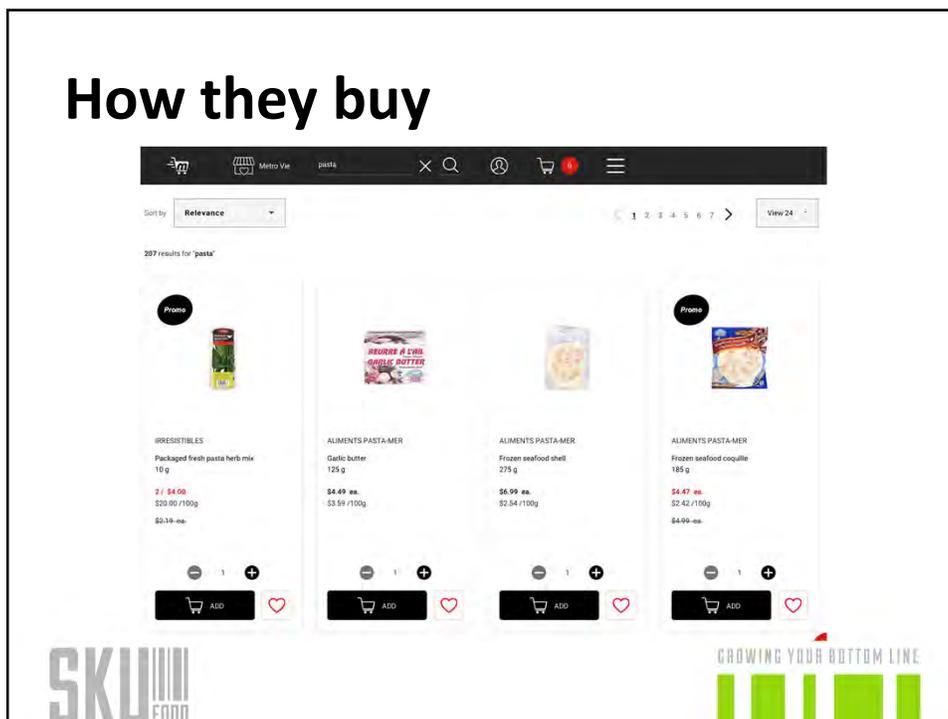
## How they buy



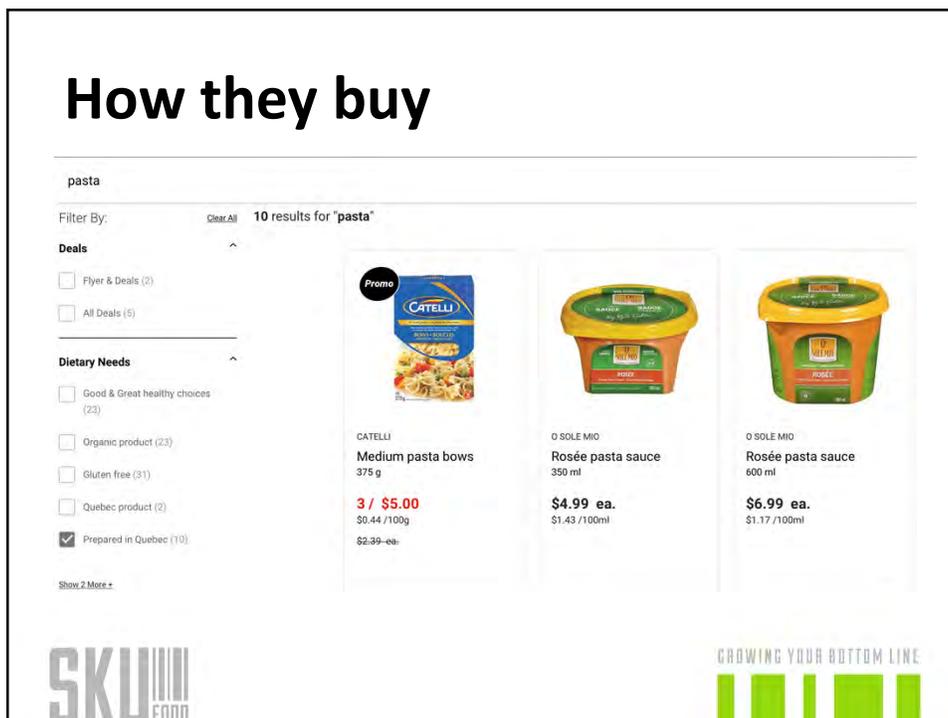
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# How they buy



# How they buy



# Where they buy

Large store    Traditional    Discount



# Where they buy

Specialty/?    Direct    Drug



## Where they buy

On line



**Consumers**  
**Who**  
**Why**  
**How**  
**Where**





## Alignment



## Understand customers



## Understand customers



Wegmans

COSTCO  
WHOLESALE



FORTINOS  
*Your Supermarket with a twist!*

Longo's



## Understand customers

<b>Shelf G.P</b>	<b>30.0</b>
Ad investment	5.0
Shrink	2.0
Labour	8.5
Fixed Exp.	3.5
Variable Exp.	2.5
Distribution	7.0
<b>Total expenses</b>	<b>28.5</b>
<b>Profit</b>	<b>1.5</b>



# Support customers

**“36% of sales and 48% of tonnage are items with a temporary price reduction”**

A.C. Nielsen “State of the Industry report”



# Support customers



## Definition of success



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## Communicate



September 22, 2017

### Strawberry Update

We've had a couple weeks of solid sunshine and the strawberries have been soaking it all up. We are still picking strawberries with the plan to go until Thanksgiving unless Mother Nature abruptly changes our plan.



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**Alignment  
Understand  
Support  
Success  
Communicate**



**Retail plan**



## Retail plan



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## Different strokes for different folks

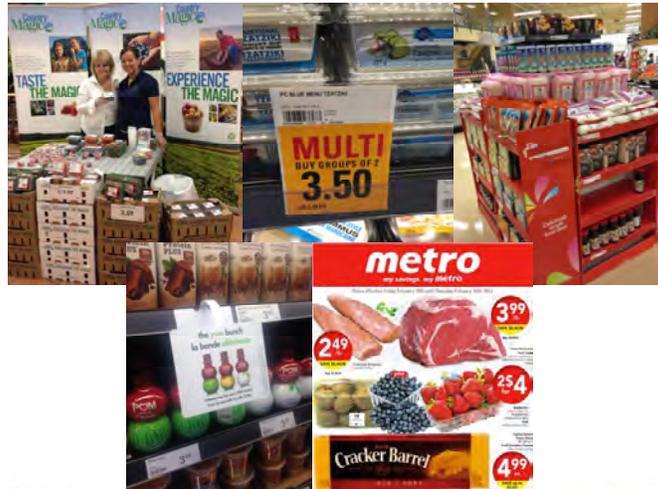


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## What you can afford



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## Be proactive



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## Be proactive



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## Execution



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**Retail plan**  
**Different strokes**  
**What you can afford**  
**Proactive**  
**Execution**



**Trust**



# Quality + Price + Experience



# New trust



## Triangle of trust

*Consumer*



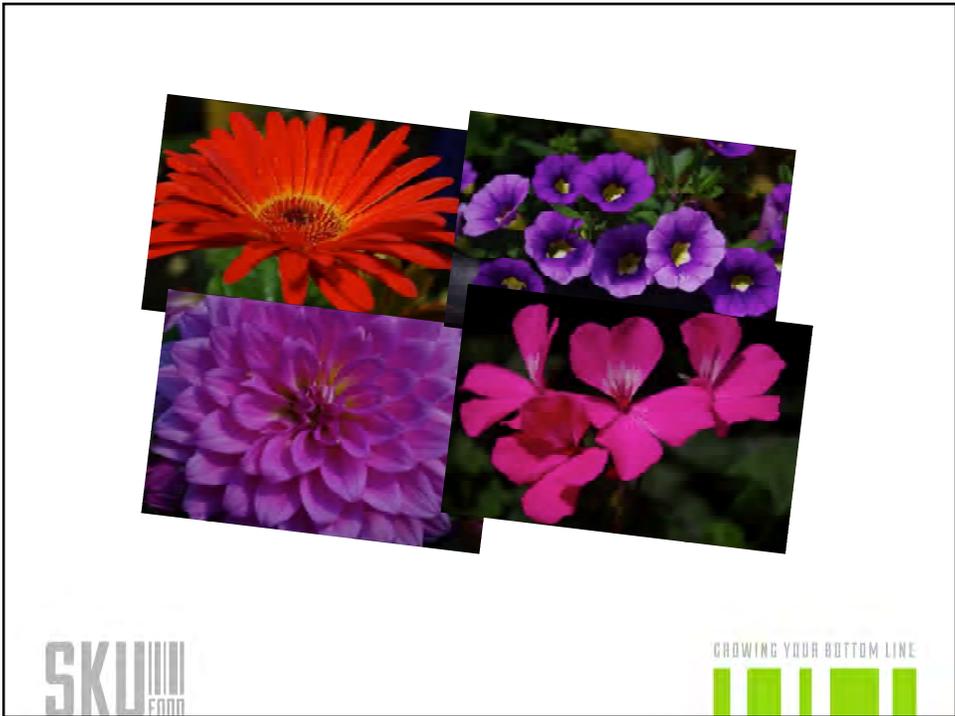
*Supplier*

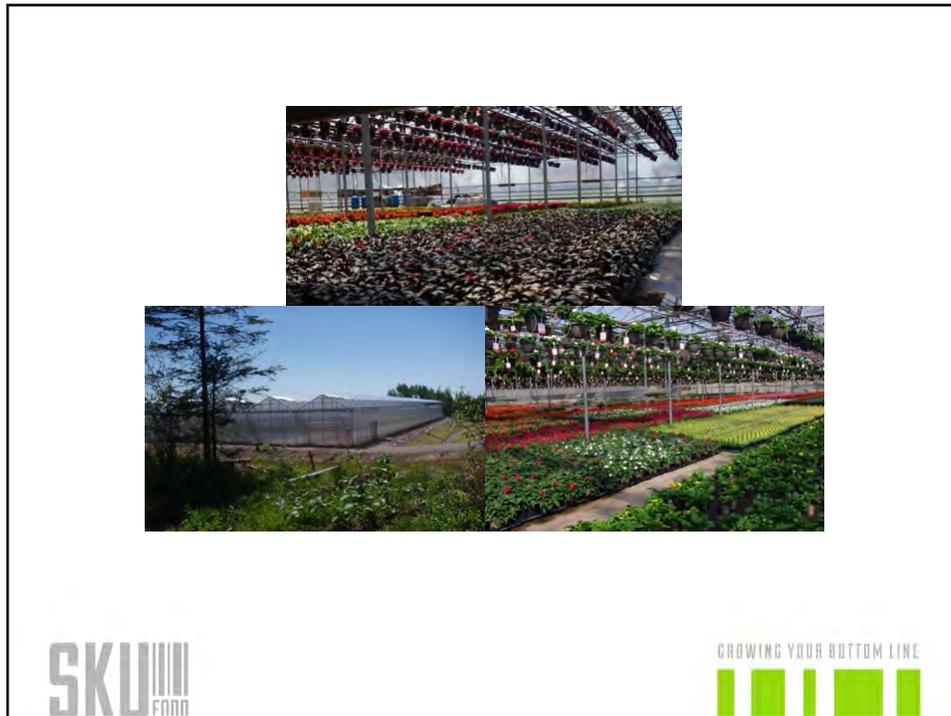
*Retailer*



**Trust**  
**Experience**  
**New trust**  
**Triangle of trust**  
**You**

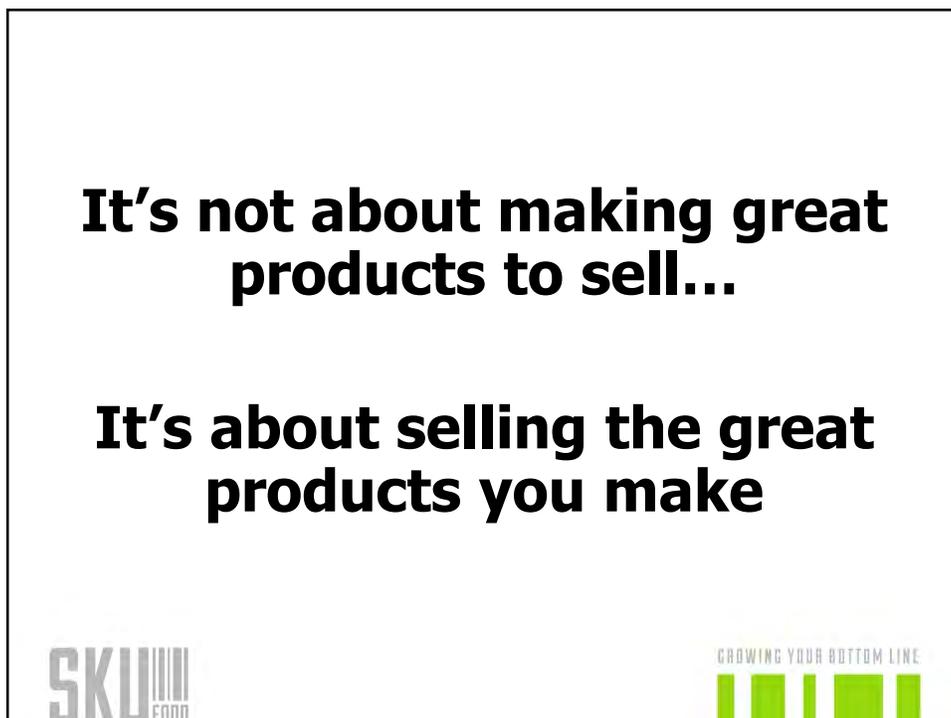






**It's not about making great products to sell...**

**It's about selling the great products you make**



# Thank you



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