FMI Emerge Program & Community

Helping Emerging Brands Secure More Shelf Space.

Food Marketing Institute proudly advocates on behalf of the food retail industry, which employs nearly 5 million workers and represents a combined annual sales volume of almost $800 billion. With FMI Emerge, we play a vital role in preparing and educating small food manufacturers and emerging brands, to move forward and seek grocery retail distribution.

FMI Staff contacts:
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FMI Emerge – How It Works

• **FMI Emerge** is a subscription-based online community that helps small food and beverage brands to grow sustainably in expanding distribution, operations, financing and sales.

• Bringing emerging brands and the grocery retail industry together, the community is a nurturing environment with leading retail experts, mentors, education, supportive outreach and access to investors.

• **FMI Emerge** is committed to helping you become a healthier trading partner so that you can achieve the distribution and financial success you desire!

• Our team serves as an extension of your team!

**New Subscriber Orientation Steps**

1. Subscribe
2. Obtain your credentials & look inside
3. Schedule your confidential onboarding session with FMI team
4. Start connecting with mentors aligned with your business needs

Continue on with valuable connections aligned with your business needs
✓ Financial advisor & Investor connections
✓ Plan your learning
✓ Financing review session (optional)
✓ Ongoing FMI Emerge team check-ins
✓ Rinse and repeat!
Confidential Onboarding: Assess Your Company Needs

Sample Onboarding Assessment Questions:

• What categories are your products sold in?
• How do you manufacture your product?
  • Are you working with a co-packer/manufacturer?
• Where do the majority of your current sales come from?
  • How many brick and mortar stores are your products sold in?
  • Tell me about your e-Commerce/DTC sales
  • Where do you predict the majority of your sales will come from over the next 12 months?
• Are you working with Retail Buyers/Brokers/Sales Management resources?
• Do you have a distributor?
• What are your biggest challenges to achieving regional or national distribution and/or biggest challenges as an emerging brand?
• How are you financed? What are your next plans, hopes?
• Tell us about your current food safety plans, programs, certifications
• Where do you need support?

Julie Pryor
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FMI Emerge Community Content

You will find these helpful topics in the FMI Emerge content, lesson and curated content.

- Branding & Packaging
- Distribution
- e-Commerce
- Financing & Investing
- Food Safety
- Foodservice
- Marketing & Advertising
- Product Innovation
- Retail Insights
- Sales Management
- Supply Chain Management

Ongoing Educational Programming.....and more!
Sharpen your smarts on industry topics and trends when you join the Emerge learning community.

Direct your learning by selecting the topics that apply to your Brand’s needs.

You’ll gain access to live recorded podcasts, Emerge ShelfLife, and webinars, Emerge Speaks, from our Community Mentors, Champion Council, and FMI Staff Experts on topics like:

- Financing Options
- How to Partner with the Right Broker for Your Brand
- Growing your eCommerce & DTC business
- Crafting a Successful Pitch to Retail Buyers
- How to Benefit from Working with a Mentor

Our Learning Modules and Curated Insights topics include:

- How to Select Distribution to Grow Your Sales
- How to Find & Select the Right Investor(s)
- Building Healthy Trading Partnerships
- Successful Supply Chain Management Practices
- Understanding the Digital Shopper
- Connecting with Your Consumers Through the Art of Storytelling
- How to Maximize Your Brand’s Impact with Packaging & Design
- Traceability, Labeling, & Certification Matters in Food Safety
80+ Mentors! Learn from the Best

✓ Once your needs are identified, the FMI Emerge team helps steer you to Emerge mentors for your complimentary consultations.

✓ You make outreach from the contact information in the private community
Sampling of Mentor Expertise Areas

- Financing – types of financing and when to finance
- Marketing Strategy
- E-Commerce/Amazon/DTC Strategy
- Brand & Packaging Strategy
- Packaging Design & Materials
- Sales Management
- Pricing & Promotions Strategy
- Building a P&L
- Category management
- Shopper insights & analytics
- Consumer & Trade Promotions
- Helping brands with small budgets develop the right marketing and promotional spends
- Finding brokers and distributors and developing relationships
- Developing broker and distributor strategies
- Competitive pricing
- Sorting through the distributor price list, retailer price list and wholesaler price list
- Best Practices for Sustainable growth
- Helping brands create go-to-market strategies that emphasize the development of Retailer Partnerships
- Retail Partnership Marketing & Trade Promotions
- Funding and Valuing your emerging brand
- Identifying the right brokers
- Identifying the best/right retail partners
- Distribution – securing a rep or broker network
Ongoing Educational Programming

Access to key FMI Consumer Research

**Emerge Smarter**
Dial-in, deep-dive topic discussion and Q&A

**Emerge Speaks**
Webinars & podcasts from Emerge & FMI experts

Relationship building with open format calls with other brands
FMI Emerge Subscriber Data Benefit

Nielsen Syndicated Retail Measurement and Consumer Facts report that includes:
- One free Point-of-Sale (POS) report (UPC & Measures)
- One free Consumer Facts Report (Brands & Measures)
- Complimentary phone consultation to discuss your brand data needs

Receive a personalized approach to understanding marketplace insights based on purchase and consumer behaviors for Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) products that are sold quickly and at a relatively low cost. Examples include non-durable goods such as packaged foods, beverages, toiletries, over-the-counter drugs, and other consumables.

Nielsen articles and education on the Emerge private subscriber site
Special Offerings for FMI Emerge Subscribers

ReposiTrak

- Compliance Management – Complimentary 1-yr subscription
- ReposiTrak MarketPlace – Free product discovery listings

SQF Food Safety Fundamentals Program

Starting on 1/1/2019 FMI Emerge Subscribers can take advantage of a $50.00 discount off the SQF Food Safety Fundamentals Program.

- For more information about the SQF Fundamentals Program and to take advantage of the discount, please contact Sarah Malenich, SQFI Director of Sales & Marketing at smalenich@sqfi.com

Moving Your Brand Up The Food Chain

Save 50% on FMI Emerge Mentor, Patrick Nycz’s book “Moving Your Brand Up The Food Chain”
OTHRSource

OTHRSource provides one-stop flexible, on-demand national in-store support/merchandising services to brands across big box, traditional retail, convenience store, drug & independent retail formats.

FMI Emerge Subscribers receive the OTHRSource Core Service, for twenty (20) complimentary store visits, along with a free consultation to discuss their ongoing merchandising strategy.

The Core Service includes:

• Shelf Cleanup & Date Rotation (before & after pictures)
• SKU Count per product
• Planogram Integrity Audit
• Real-time Price Check (your brand and competitor products)
• Backroom to shelf movement on product out of stocks (OOS)
• Forced orders with store managers (if needed and applicable)
• Real-time data feed for each store visit
FMI Emerge Subscriber Testimonials

“We know we still have a long way to go, and we don’t have a huge staff...yet...but we feel like everybody that FMI Emerge has led us to is part of our team now and a great business resource for us. Thank you Emerge!”

Clint Matthews, Wafflepreneur & co-founder, Start Right Foods

“This program has been SO HELPFUL for us! As a social impact entrepreneur, it has been a privilege to share our passion for helping young companies develop a consciously created corporate culture (4-Cs!) As an emerging brand, I have found the resources and support from FMI and FMI Emerge mentors invaluable.”

Meg Barnhart, founder and co-creator, the Zen of Slow Cooking

“There are so many connections we’ve been able to make in the FMI Emerge Community. I feel like, one, we’re part of a community and, two, we get access to the expertise we need in a very short amount of time.”

Steve Bava, Bava Brothers
“For a small brand wanting to scale sustainably, FMI Emerge is the most worthwhile $1,000 investment you can make. The IRi and Nielsen data, educational calls and resources are invaluable, and you get access to a community of industry experts ready to guide you.”

**Alessandro Gerbini, Founder and CEO, Gatherer’s Granola**

“Every mentor Gourmet Nut connects with as part of the FMI Emerge community is incredibly generous with their time and nothing short of amazing with the helpful and actionable knowledge they share with us. Since joining, we have been able to develop a clear sales structure to facilitate rapid distribution growth, align with a new network of brokers across multiple trade channels and identify the best Private Brand target accounts for us. Julie and her team have even steered us to some business topics and connections we didn't know we needed but that we have benefited greatly from like coaching on creating a better 'pitch deck' and improving conversion rates on our new e-commerce platform.”

**Dennis Peters, Director of Marketing, Gourmet Nut Company**
Sign up for your subscription access to FMI Emerge!

Best value is a 2-year subscription.

$999 for 1 year
for Emerging Brands

- Up to 4 users from the same company
- Access to Unlimited Course Content, Webinars and Online Offerings
- Network with Industry Experts
- Cultivate a mentor network
- Expose Your Brand to Investors and Retailers

SUBSCRIBE

$1,495 for 2 years
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SUBSCRIBE

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