Emerge 
a community supported by FMI

Orientation & Member Enrollment Guide
Steps to Get Started with Emerge
FAQ & Mentor Insights

Helping Emerging Brands Secure More Shelf Space.

FMI 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.

Contact:
Julie Pryor
CEO, Emerge Network
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Orientation Steps

✓ Join
✓ Credentials & look inside
✓ Confidential onboarding session with Emerge team
✓ Mentor connections aligned with your needs
✓ Financial Advisor Connections aligned with your needs
✓ Plan Your Learning
✓ Financing Session (optional)
✓ Rinse and repeat!

Our team serves as an extension of your team!

The Emerge network is committed to helping you become a healthier trading partner so that you can achieve the distribution, sales and financial success you desire!
Confidential Onboarding:
Assess Your Company Needs

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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 are your products currently sold?
  • How many brick and mortar stores are your products sold in?
  • Tell me about your e-Commerce/DTC sales
  • Do you need help with a retail or channel strategy this year?
• Are you working with retail buyers, brokers or sales management resources?
• Are you working with distributors?
• What are your biggest challenges to achieving regional or national distribution?
• How are you financed? What are your growth goals?
• Tell us about your current food safety plans, programs, certifications
• Where does your business need support?
Take a Look
What’s Inside the Emerge Private Community
moreshelfspace.org
You will find these helpful topics in the Emerge courses, lessons and curated content:

- Branding & Packaging
- Distribution
- e-commerce
- Financing & Investing
- Food Safety
- Food Service
- 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.

- E-Commerce
- Finance
- Food Safety
- Grocery Retail Distribution
- Investors
- Packaging Design
- Sales Representation
- Sponsorship
- Supply Chain Management

You’ll gain access to live recorded podcasts, education sessions and webinars, from our industry mentor community, program advisors and FMI Staff. Topics include:

- Finding the right investors and understanding financing options
- How to find & partner with the right broker
- Growing your eCommerce & DTC business
- Crafting a compelling and successful pitch deck for investors or retail buyers

Our Learning Modules and Curated Insights topics include:

- How to Select Distribution Partners 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
85+ Emerge Mentor Network
We make the connections. You Benefit.

- Learn from the best in the industry! Emerge experts are ready to guide you, as you grow.
- Once your needs are identified, the Emerge team helps steer you to the right mentors, for your complimentary consultations.
- You make outreach from the contact information in the private community.
Sample Mentor Expertise Areas

- Finding the right investors and nurturing relationships
- Financing – types of financing and when to finance
- Marketing Strategy
- eCommerce/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 right retail partners
- Distribution – securing a rep or broker network
Ongoing Knowledge Sharing

Access to key FMI Consumer Research

- **Emerge Care & Share**
  Virtual community knowledge share with Q&A

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

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

Open format calls allow for relationship building with mentors and other brands
Access to FMI Staff Food Retail Expertise

Leslie Sarasin, Esq., CAE
President and Chief Executive Officer

Mark Baum
Chief Collaboration Officer & Senior Vice President, Industry Relations

Susan Borra, RD
Chief Health & Wellness Officer & Executive Director, FMI Foundation

Dagmar Farr
Chief Member Relations Officer and Senior Vice President, Membership and Education

Sue Wilkinson
Senior Director, Information Service & Research

Jennifer Hatcher
Chief Public Policy Officer & Senior Vice President, Government Relations

Carol Abel
Vice President of Education Program Development

Stephanie Barnes
Chief Regulatory Officer & Legal Counsel

Doug Baker
Vice President, Private Brands & Technology

David Fikes
Vice President, Communications & Consumer/Community Affairs

Heather Garlich
Senior Vice President, Communications

Steve Markenson
Director, Research

Rick Stein
Vice President, Fresh Foods

Patrick Walsh
Chief Business Development & Vice President, Supply Chain

Heather Garlich
Senior Vice President, Communications

Steve Markenson
Director, Research

Rick Stein
Vice President, Fresh Foods

Patrick Walsh
Chief Business Development & Vice President, Supply Chain
Access to FMI Staff Food Safety Expertise

Hilary Thesmar, PhD, RD
Chief Food & Product Safety Officer & Senior Vice President, Food Safety Program

LeAnn Chuboff
Vice President, SQFI Technical Affairs

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Emerge Data Benefits

Nielsen Syndicated Retail Measurement & Consumer Facts report 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 member site

SPINS Cross Channel Scorecard & Discounted Data Packages

• Complimentary, customized, cross channel scorecard creates a personalized sales presentation to communicate your brand’s success and growth factors.
• Scorecards help your team understand your current performance across channels, and can be leveraged to drive expansion and revenue opportunities.
• Receive ongoing SPINS partner thought-leadership content releases which include trends, presentations, infographics, and webinar invitations

SPINS articles and education on the Emerge private member site
Sample Emerge Member Benefits

ReposiTrak
- Compliance Management – Complimentary 1-yr subscription
- ReposiTrak MarketPlace – Free product discovery listings
http://repositrak.com/fmiemerge/

SQF Food Safety Fundamentals Program
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”
Sample Emerge Member Benefits

**OTHRSource**
- OTHRSource Core Service, for twenty (20) complimentary store visits
- Free consultation to discuss your ongoing merchandising strategy

**Global Recruiters of Madison**
- Complimentary, confidential consultation to discuss your team’s resources and address the unique challenges you face in scaling your organization
- 10% discount on your first search with Global Recruiters of Madison

**Mable**
- Complimentary 6-month trial of Mable wholesale eCommerce platform
- $100 Mable promo code to share with wholesale customers

**Allison Ball Consulting**
- Complimentary Retail Roadmap
- Free Masterclass: 3-Step Framework to Growing Your Packaged Food Business
“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 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 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, Founder - Bava Brothers

“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 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
“Emerge came at the perfect time for my growing company. We were launching a new product line focused on the grocery market and were totally lost. The variety of resources available with Emerge is like an on-demand business school complete with a large group of experienced consultants. The webinars, mentor calls, and check-in calls have been so helpful. Well worth the membership!”

**Alessandro Gerbini, Founder & CEO - Gatherer’s Granola**

“Every mentor Gourmet Nut connects with as part of the Emerge community is incredibly generous with their time and nothing short of amazing with the helpful and actionable knowledge they share. 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**

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

**Claudia Lucero, CEO - Urban Cheesecraft**