

# **Food/Beverage Manufacturers**

## **Overview**

Food manufacturers are defined as the companies that actually make and market the products we purchase at the grocery store or convenience store. These could be national or multi-national companies or they could be local companies. The larger the market, the more likely to have offices for national companies.

Manufacturers fall into two different categories, those that do entertain, and those that don't even think about it. Because the food business operates on very thin margins and relies heavily on promotional coupons and trade allowances, some manufacturers don't believe any entertaining of clients is worth the expense. However, there are those that do believe building relationships with supermarket buyers and smaller retailers can be very beneficial.

The food manufacturers all sell to the supermarket chain buyers as their main customers. Some manufacturers will also sell directly to large consumers such as university dining halls, large restaurants or food brokers. To those customers, manufacturer relationships are more important. However, they are not an extremely large percentage of their business.

Larger national companies will have salespeople spread throughout larger markets. Smaller markets could have 1-2 salespeople or the manufacturer could use food brokers. Local or regional companies could have a sizeable number of salespeople in the market, anywhere from 4-10 salespeople depending on the size of the company.

## **Why They Buy Tickets**

The manufacturer's target is the buyer at the stores. To move product, they need the buyer believing that their promotional campaigns and marketing efforts will drive consumers in to their stores. There is a trust factor in believing that campaign. That trust factor comes from developing relationships with the buyers through steps such as relationship building at sports events.

## **Decision Makers – Who to talk to...**

The right contact person for national companies, (Nissin Foods, Tyson, Nestle etc) is the Regional Manager. They have marching orders for what product the company wants to move. Many times, each product comes with its' own budget for marketing/relationships. Sometimes, they will be limited by various promotional budgets for each consumer product if they have a number of them.

For regional/local companies, the right person will be the President or Vice President of Sales. Because these companies are many times privately owned, costs become an issue and they will be very likely to ask their salespeople and sales managers whether the tickets can be used.