

## EXPERTISE WE BRING TO YOU

- Sales and Marketing
- Strategic Sales Planning
- Budgeting & Pricing Strategy
- Executive Coaching
- Training
- Organizational Change
- U.S. Market Entry
- Broker Selection
- Business Plans
- Product Launch Strategy
- Distributor Strategy
- Forecasting
- P/L Management
- Trade Promotion Systems
- Sales Technology



## Bradmer Foods Consulting

*Taking Emerging Natural & Specialty Food Companies to the Grocery Shelf & Beyond*

Contact us to find out how we can help you.  
443-827-4114  
[www.BradmerFoods.com](http://www.BradmerFoods.com)

Follow Our Blog at:  
[www.ToTheGroceryShelf.com](http://www.ToTheGroceryShelf.com)



To the Grocery Shelf!



# BF

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# The Guidance & Value You Need

## Bradmer Foods Consulting

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Our consulting services provide clients with specific knowledge, information and tools to be successful within the Natural Products Industry. Our guidance helps you:

- ✓ Launch products into the marketplace quicker
- ✓ Provide access to brokers, distributors, and retailers
- ✓ Enhance marketing and sales strategies
- ✓ Optimize price strategies to ensure profitability
- ✓ Maximize trade show success with actionable strategies

### OUR LEADERSHIP

**Dan Krause** has worked in the retail grocery food industry for major U.S. food companies including McCormick, Zatarain's and General Mills. His extensive and varied background includes traditional grocery, natural, organic, specialty food, Trade Promotion Management, technology, and corporate acquisition integrations. Dan coaches and consults business leaders of all types to reach new goal summits, develop sales, and grow business.

### OUR IDEAL CUSTOMERS

- ✓ Mature companies who have reached stagnation and are looking for a fresh approach.
- ✓ Mature CPG companies needing a Business Lead for a Trade Promotion system installation.
- ✓ Young CPG companies that have gained traction and want to move to the next level.
- ✓ Startup Natural Product companies in need of guidance from industry experts.
- ✓ Companies new to the U.S. who need to understand the grocery market, find brokers and gain traction.

### PROVEN EXPERIENCE



**Business Development:**  
Business Development of Zatarain's Annual Plan-a strategy to increase customer intimacy through annual merchandising planning.

**Trade Promotion & TMP Systems:**  
Extensive development and creation of trade promotion expense tracking systems for Zatarain's and McCormick.

**National Broker Network Setup:**  
National Broker Search and selection for Old Bay, Golden Dipt, and Zatarain's.

**Three Brand Strategy:**  
Development of selling strategy to handle like products with different brands.

**Aquisitions & Integrations:**  
Executed full integration of brands, products, customers, and business practices for McCormick corporate acquisitions including Zatarain's, Simply Asia Foods, Lawry's, and Billy Bee Honey.



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