



Breaking Into Retail: A Roadmap for Emerging CPG Brands

DFW CPG- 10/09/2025

Texas has an abundant and diverse selection of Grocery stores

From Sprouts to Central Market, many local retailers and national chains have distribution points or purchasing power set up in this region.



grocery store

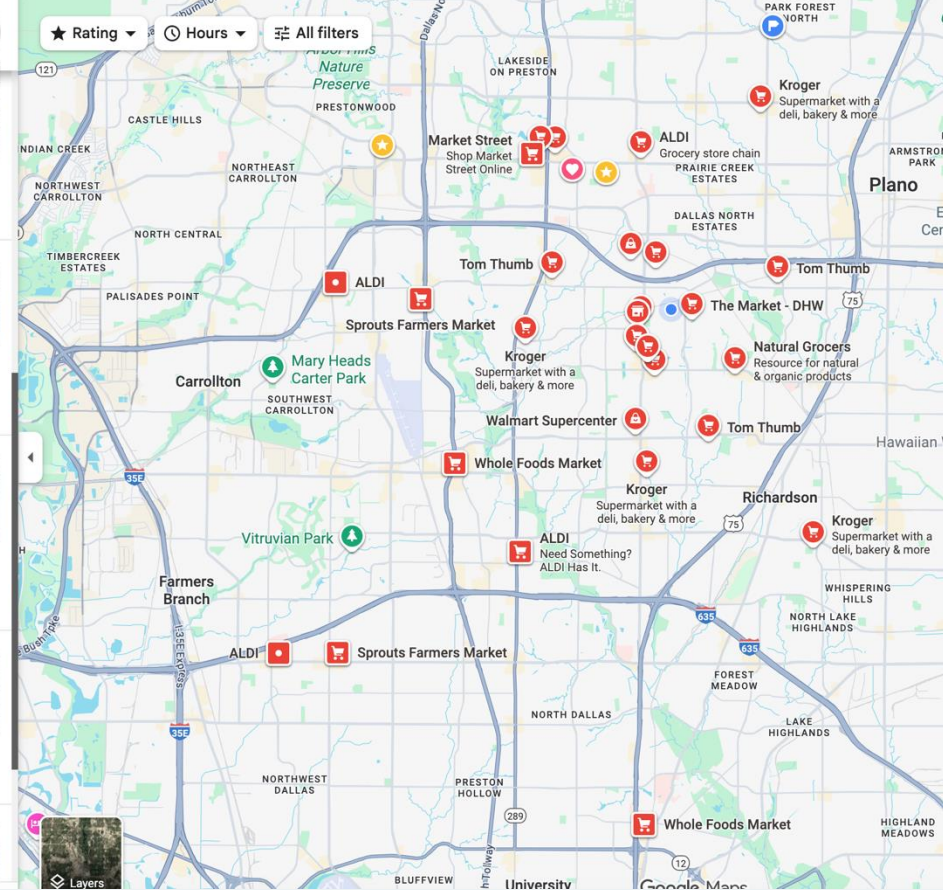
Tom Thumb
4.3 ★★★★★ (1,531) · \$\$
Grocery store · 📍 1380 W Campbell Rd
Open · Closes 11 PM · (972) 680-6010
"Really interesting store with great deals and fresh produce and meat."

Sprouts Farmers Market
4.4 ★★★★★ (831)
Grocery store · 📍 1343 W Campbell Rd
Natural & organic grocery store
Open · Closes 10 PM · (214) 442-5961
"Store is clean, produce fresh and cashiers friendly and helpful."

Central Market
4.6 ★★★★★ (4,539) · \$\$
Gourmet grocery store · 📍 320 Coit Rd
Large, upscale gourmet marketplace
Open · Closes 10 PM · (469) 241-8300
"You can feel how fresh everything is, just by walking in. Gorgeous produce!"

Kroger
3.7 ★★★★★ (556) · \$\$
Grocery store · 📍 17194 Preston Rd
Supermarket with a deli, bakery & more
Open · Closes 11 PM · (972) 931-5794
"Great food great products and nice employees"

Walmart Supercenter
4.1 ★★★★★ (6,389) · \$
Grocery store · 📍 425 Coit Rd



However, each retailer is incredibly different.



- Purpose: "We help People Live and Eat Better"
- Largest and fastest growing specialty retailers of fresh, natural and organic Food in the US
- Strategy is rooted in differentiation, health attributes, quality & fresh
- Sprouts is an innovation leader via Sprouts brand & NEW FOR YOU
- Sustainability and social responsibility



- Does not adhere to a category review schedule
- SPINS data (\$ or U per store per week) is their favorite metric to review for new items
- Uses UNFI, not Kehe, for distribution
- Must meet strict ingredient quality standards



- Local foragers help onboard small emerging brands and recommend products to central buyers
- Dedicated to building up % of local in certain sets
- Must meet strict ingredient quality standards



- Named #1 Grocer in the US
- Highly focused on profit margins for product selection and placement
- Central Market as an "incubator" for premium, natural focused brands
- Committed to supporting Small, Local, Diverse, Veteran, Women, LGBTQ+, and Disabled-owned businesses.

**Before pitching, think
hard about who you are
meeting with.**

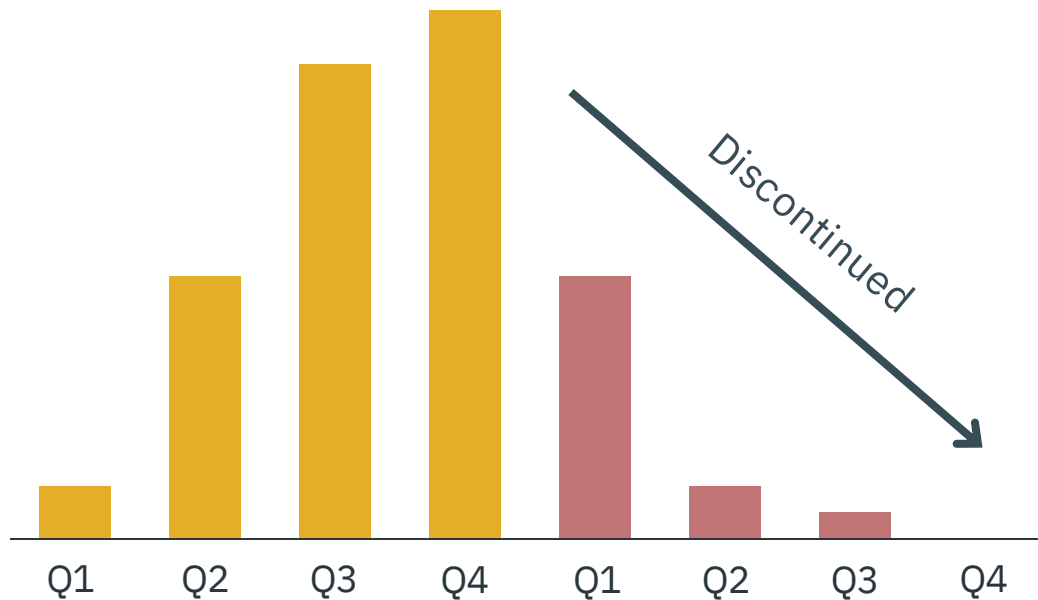


Picking The Perfect Retail Partner

Your Goal: Achieve Sustainable Growth

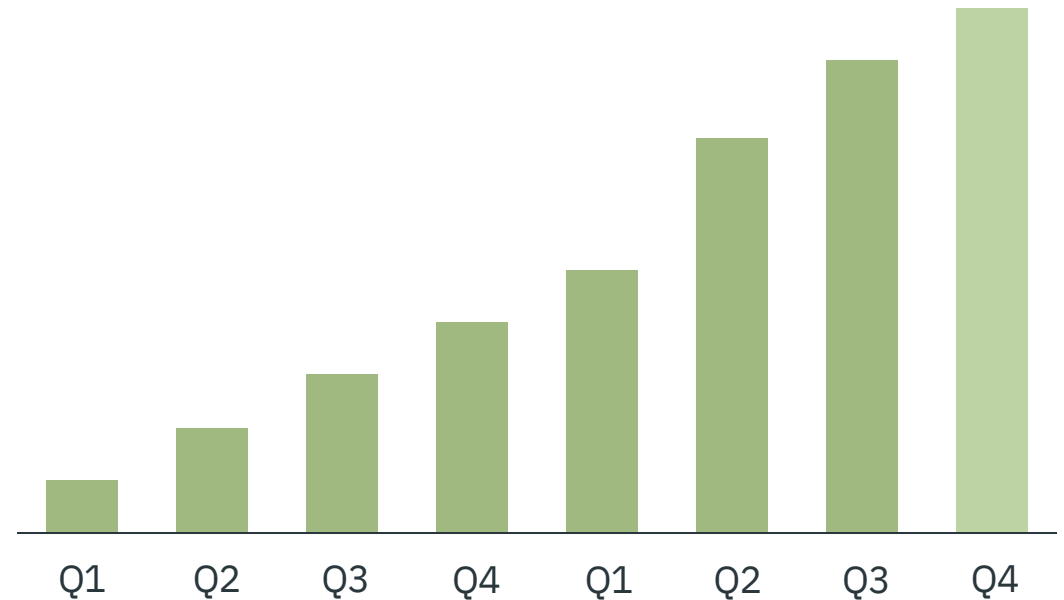
Scenario 1: **Burn Bright, Fade Away**

Sales



Scenario 2: **Steady Growth**

Sales



SCALE ACCORDINGLY

A Cautionary Tale...

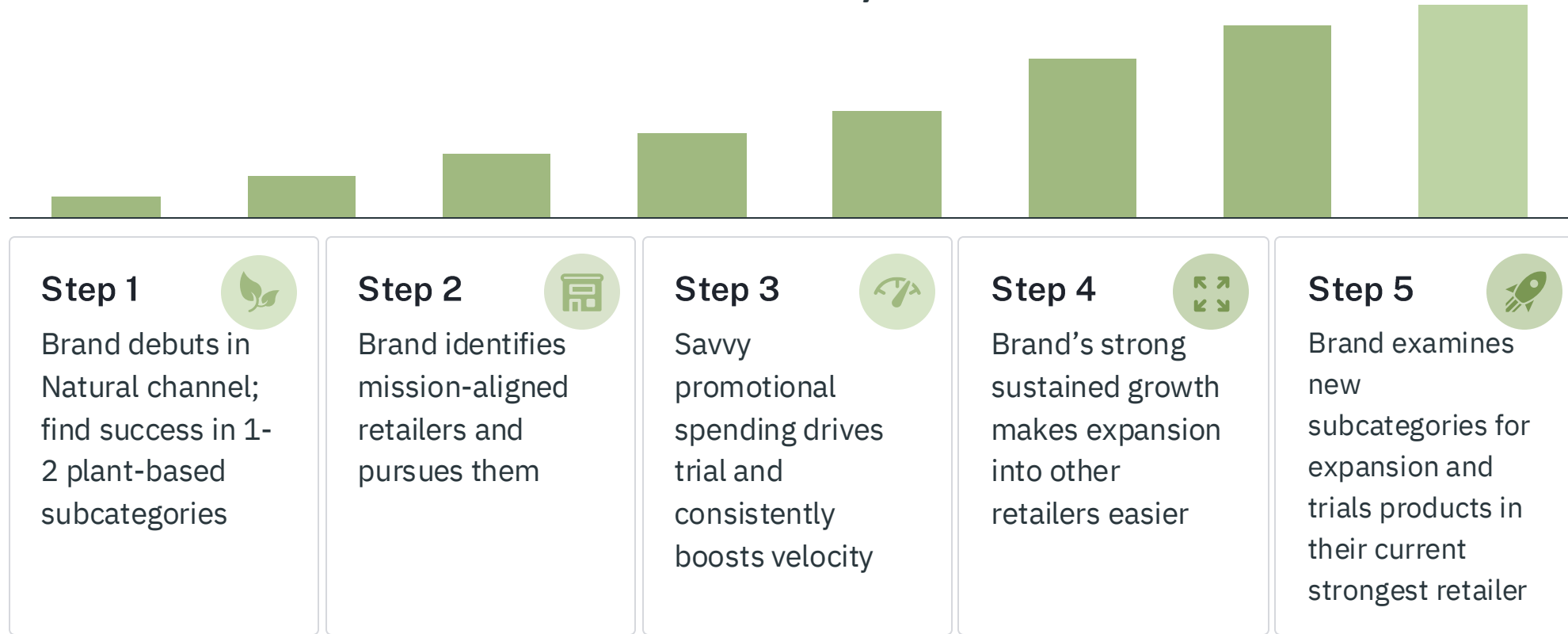
Scenario 1: Burn Bright, Fade Away



SCALE ACCORDINGLY

A Smarter Path

Scenario 2: Steady Growth



Four Tips To Remember



Bigger ≠ Better

Don't get dazzled by big numbers – especially at first. Large retailers demand a lot of resources that you may not have.



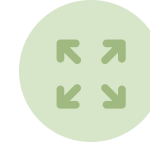
The Right Vibe

Choose a retailer whose mission aligns with yours; this will make customer acquisition easier.



Master the Metrics

When picking a potential retailer, look at these metrics: volume, growth, ARP, # and performance of new items.



Scale Accordingly

Establish a consumer base before expanding, and make sure your supply chain remains tight.

BIGGER ≠ BETTER

Each Channel Has Its Challenges

Conventional Channel



OPPORTUNITY

Massive volume

National Availability

Increased Exposure

CONSIDERATIONS

Can you support high demand of resources?

Do you have distribution infrastructure to support?

How can I strategically scale within the retailer?

Natural Channel



OPPORTUNITY

Build strong consumer base

Lower Barrier of Entry

Less distribution needed

CONSIDERATIONS

Does market size support growth goals?

Does ingredient profile align with retailer values?

What are your products core differentiators?

THE RIGHT VIBE

Worst Mistake Ever: One Sales Pitch for Everybody

Do the research – learn about what's important to the retailer.



Fresh Thyme

Real Food at Affordable Prices, aspire to be first and fast on innovation



Be able to answer the following questions in a sales meeting:

Category importance to retailer

- What is your growth trajectory?
- What are your velocities?
- How is your distribution building?

Consumer incremental dollars and competitive edge

- Are you increasing Basket Size? Bringing in a new demographic or increasing the Consumer base?
- How does your brand continue to motivate consumers?

Competition market competitive edge

- Where and How are you outperforming competitors?
- Is this product exclusively for one retailer or is it widely available?



Picking The Right Partner: Key Take-Aways

Prioritize Aligned Retailers

Assess your available resources and focus on reaching your core audience



General Store

Superstore

Evaluate Key Metrics

Use sales metrics to assess your fit with potential partners and develop a growth strategy



Bakery

Basket

Grow Strategically

Establish a strong consumer base before expanding



\$1

\$1B



Building a Great Pitch

Four Tips To Remember



Know Your Audience

Are they data savvy?
What are their goals?
How will they interact?
How much time do you have?



Use a Framework

Make sure you're not missing key elements by using a checklist. Change it up depending on your audience – **retailers or investors.**



Clean & Clear

What's the insight? Highlight that. Use visuals, not just tables. Simplify your charts, then **exaggerate the implication.**



The 4Ps & Opportunity Gaps

For retailers, include positive data on Product, Placement, Pricing and Promotions if you can. Add additional detail on **opportunity gaps.**

Pitches and sell stories

usually **follow this pattern:**

Problem

Parents are fed up with baby food!



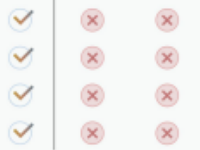
Solution

We believe kids should be eating food that's **fresh, organic, & REAL!**



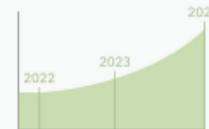
Comparison

Our Brand | Big Brand A | Big Brand B



Past Performance

Powerful growth is proof we've tapped into an unmet need



Customer Response

Our Community Loves Us



Future Expectations

Our Path to Growth



The Team

Our Team



The Ask or Next Milestone

We're Ready to Scale



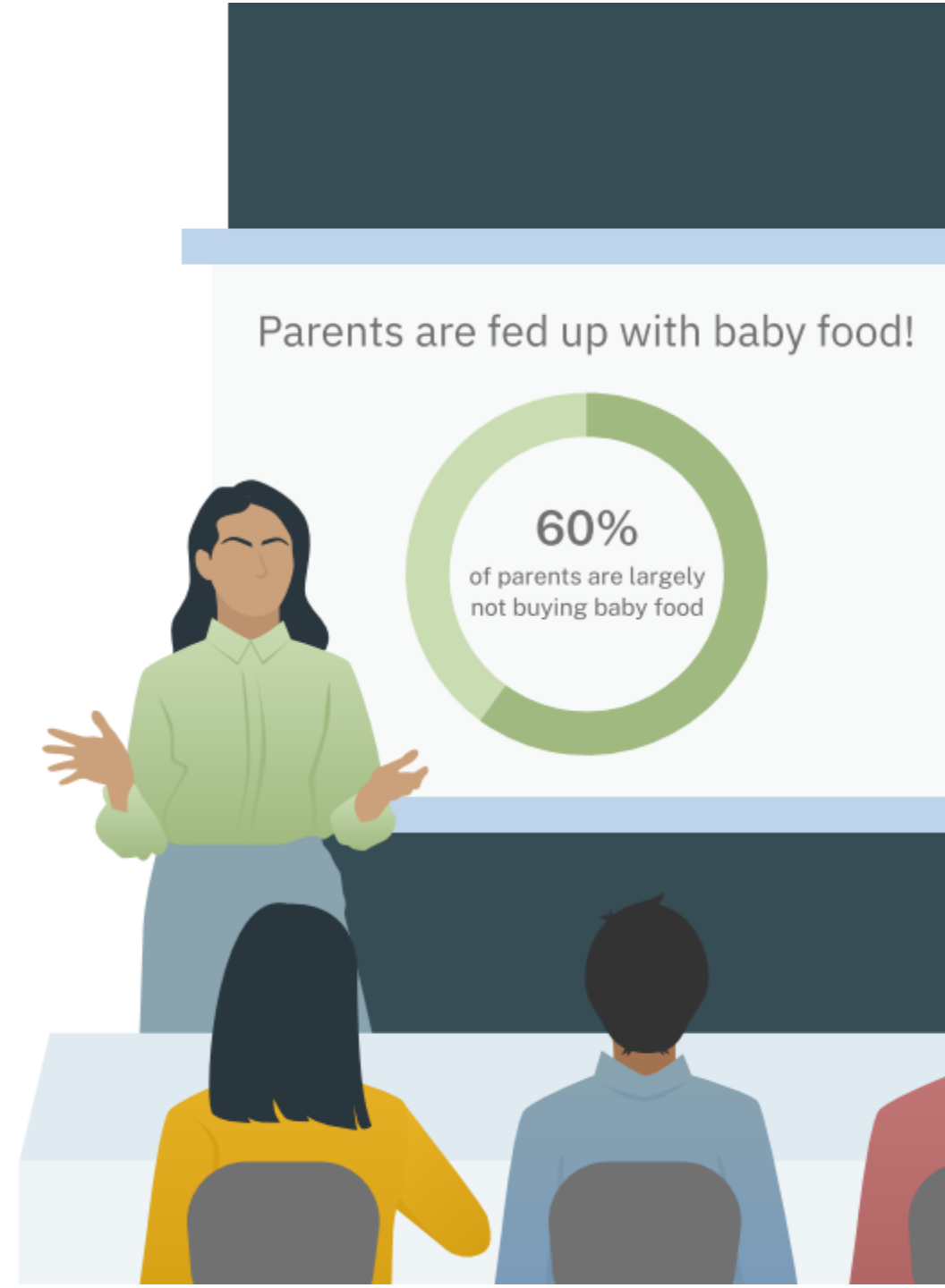
Quick closing restating how this product or brand will fix the problem, and a **call to action** to the audience and judges

Let's go through each of these sections →

Problem: What is it? Who is it plaguing?

The duty of an entrepreneur is finding a problem worth solving. In many cases the problem is personal to the founder or is troubling society at large (and therefore has a large addressable market.) Often this slide will have some TAM (total addressable market - the size and growth of the market, often paired with your obtainable slice of that market) information on it. Using big numbers or simple charts (pie or bar) can get this point across quickly.

Use [SPINS Ignite program](#) to learn about your category's TAM size.



Solution: If the problem is the antagonist of the story, this is where the protagonist comes in.

How is your brand or product different than what currently exists? Often this slide is more nuanced and can show off a raft of current solutions that are flawed in some way, but ends on the protagonist brand or product being the perfect solution.

We believe kids should be eating food that's **fresh, organic, & REAL!**



Comparison: Deeper dive on the antagonist(s) vs the protagonist.

What are the key differentiators? How do they stack up against the competition?

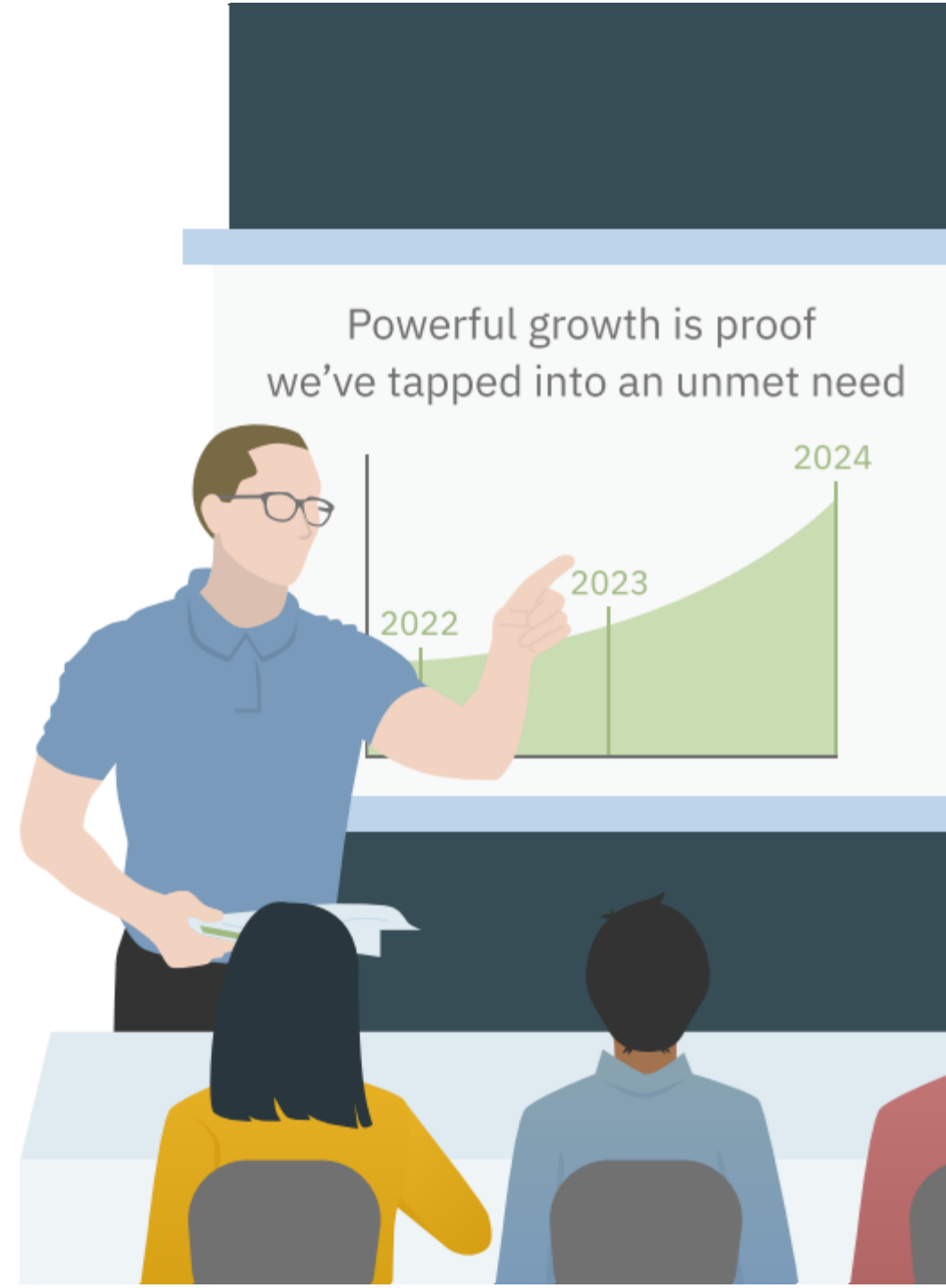
When it comes to naming (or shaming!) the competition, don't be afraid to take a swing at brands bigger than you.



Past Performance: How has the protagonist gained traction in the market?

Show off sales figures, velocities, trended sales, or margin data. Add in context for each milestone.

Use a variety of clear visuals for your data - a mix of big numbers, bar or line charts. Avoid tables of information.



Customer Response: How are people responding to what you are doing?

These are usually chock full of clips or snippets from social media or marketing channels. Is your product living up to your own hype? Tell that story through the words and experiences of others.



Future Expectations: What's your plan for the next 2–5 years?

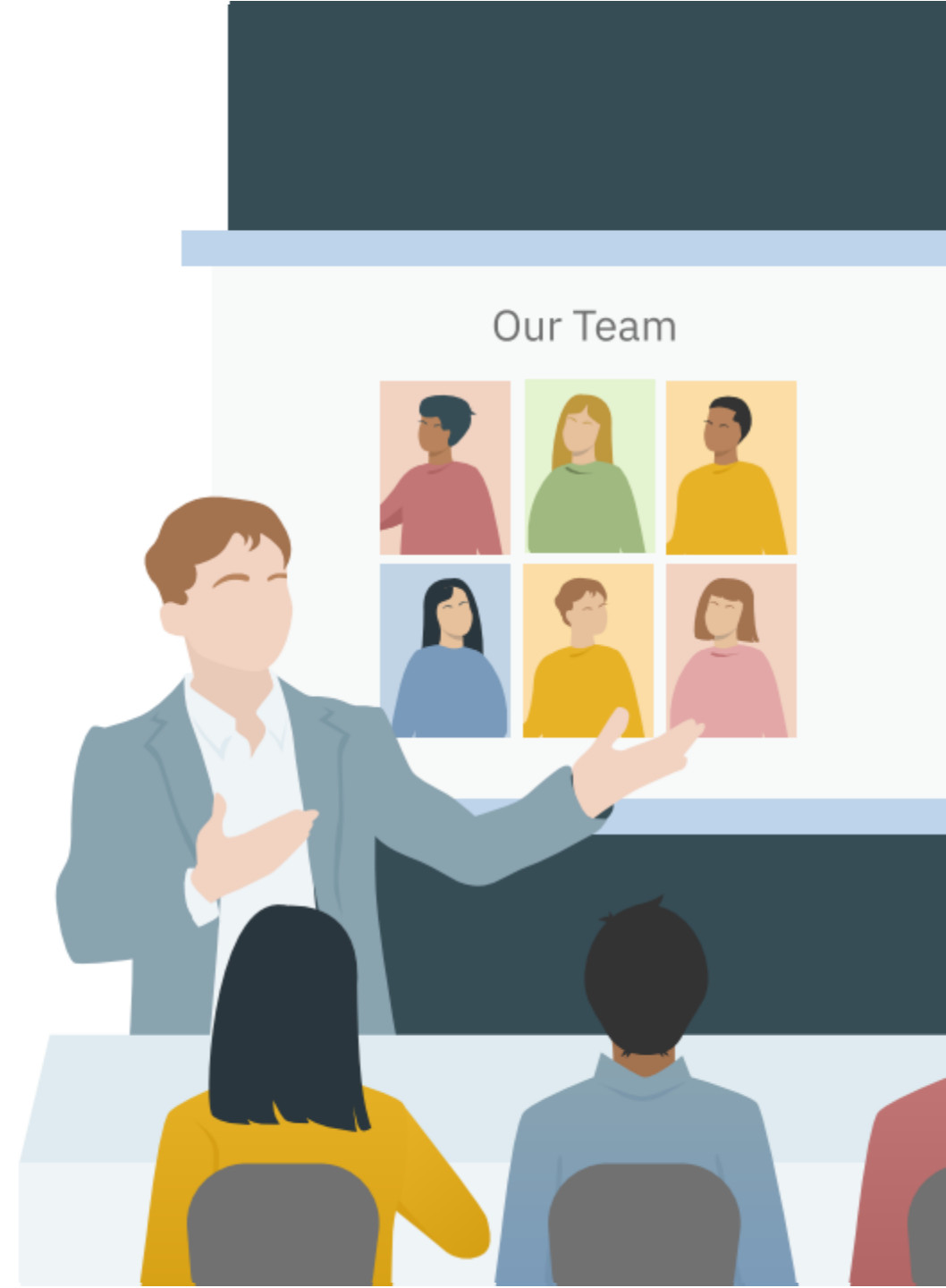
Show a Realistic growth projection - and make sure it matches the TAM's size. Tell the crowd what you'll need in terms of stores, factory space, and capital to get there.

Use [SPINS Ignite program](#) to learn about your category's TAM size.



The Team: Frodo didn't find the ring alone.

Who is aiding you on this quest? Show off their prior success and credentials. This can help build credibility and enhance your brand's investibility.



Quick Closing: Restate how this product or brand will fix the problem.

Pull the narrative thread you laid down on the first two slides through to the end. Quick wrap up (5-10sec) of how you and your team will solve this problem and give a call to action to the judges and crowd ("...and I hope you'll help us fix this problem together!")

Closing is hard! Write a few different closes to your pitch and practice them on a colleague, relative or loved one. Pick the one that get people fired up.

Let's disrupt the baby food category.
Together.



RETAILER FRAMEWORK

Retailers Like Data – Especially These Bolded Metrics

Qualitative Elements

Origin Story

Problem/Solution

Unique Selling Proposition

The Team

Marketing Plan

Quantitative Elements

Size of Market/TAM

Promotional Plan

Growth of
Market/Category

**Quantified
Opportunity Gap**

Brand vs Category

Demographic Data

**Brand vs Brand or
Item vs Item**

Contribution to
Growth

Velocity Metrics

White Space

Drivers or Decliners

COMES FROM YOU

COMES FROM SYNDICATED DATA

RETAILER FRAMEWORK

Example of A 1-Sheet Sell Story for Retail



Meet Our Team:



Amish Puri
Title
SPINS



Benji Fitts
Title
SPINS

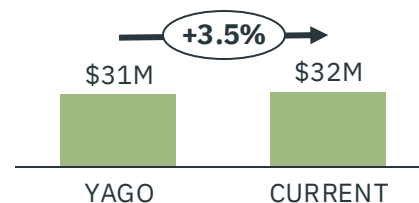
Crunchy Roots

At **Crunchy Roots**, we were tired of bland gluten-free snacks, so we created our own. Inspired by natural ingredients like root vegetables, we crafted chips that are gluten-free, bold, and bursting with flavor. Now, everyone can enjoy a wholesome, delicious crunch—without compromise.



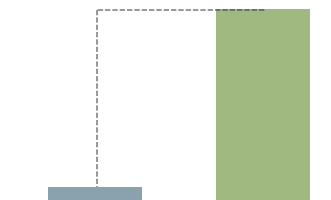
COMES FROM YOU

Category Performance



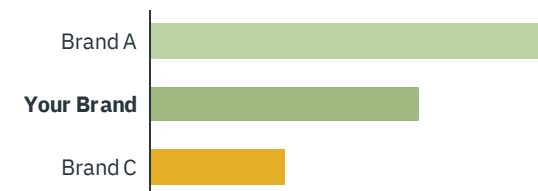
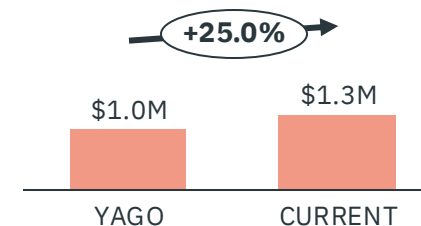
Velocity Metrics

Opportunity Gap

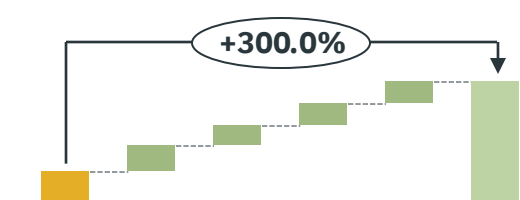


VS.

Brand Performance



Contribution to Growth



COMES FROM SYNDICATED DATA

Find the Win-Win

THE GIST

Analyze the set and see what's missing, then quantify the value if the gap was closed. Can pertain to set mix, swapping items, or stores selling.

PUTTING IT TO PRACTICE

Compare the retailer's set to the competition or channel. Is it underperforming? Show how changing out a few key items would make a financial difference. For example, a retailer's set has no Gluten Free items, while the average for the channel is 10% GF. GF items come at a 20% premium, so by swapping out some low-performers with GF, the retailer could make 20% more dollars.





Pitches & Sell Stories: Key Take-Aways

Align to your Audience

Recognize your audience and tailor your approach accordingly



General Store

Superstore

Bring the Story

Present a blend of qualitative and quantitative insights that demonstrate your market position



Bakery

Basket

Demonstrate the Opportunity

Highlight the benefits of bringing on your brand and answer *“What’s in it for them?”*



\$1

\$1B





THANK YOU FOR LISTENING!

For more information contact me at
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