

HOW TO WORK WITH INFRA

1. Traditional Path – go to <https://www.naturalfoodretailers.net/infra-promotional-programs> - there you can view our Vendor Opportunities Brochure, see our latest ad flyers, and submit your products.
2. Contact Nick Auzenne, Director of Purchasing at nauzenne@infretailers.com
3. Start small and grow!
 - a. Going straight to large retail may seem to be the holy grail, but the costs and challenges of meeting short term product needs of the large chains are extraordinary. There are many stories of amazing brands that went big and failed financially.
 - b. Get you product placed at individual INFRA stores (our store list is available on our web site at <https://www.naturalfoodretailers.net/member-directory>)
 - c. Plan you buyer meetings in advance:
 - i. Your brand story is important and should be powerful, AND
 - ii. You should be prepared to back your story up with real data (e.g. if you have a unique or trend ingredient that provides documented benefits and is showing growth trends in the industry, bring data that supports that fact.
 - iii. Make an offer to place your products that meets the buyers needs. Don't focus on a whole shelf when a half can allow you to be focused and powerful.
 - iv. Keep your SKU assortment small in the beginning. This is more manageable for smaller stores and avoids diluting your product sales (if you have a goal to get into bigger promotions, sales focused on fewer SKUs is more valuable than more sales across many
 - d. Focus your placements with stores that pull from the same warehouses.
 - e. When you're ready, get a broker. Brokers already have strong, established relationships with INFRA are more likely to be able to guide you to be eligible for INFRA promotional opportunities.
4. Market your product to the customer! Work with individual stores and provide them with free social media posts to use. Many of our members have secondary fliers that they produce internally, look for opportunity to promote your products there.

WHAT'S NEW?

At INFRA, we continuously explore new opportunities for Vendor partners to promote their products with INFRA Members and their customers. Upcoming at INFRA:

- INFRA's new **CULTIVATE** program – a partnership with KeHE
 - New program launching in Spring of 2021 in SW Region – KeHE Chino and Stockton warehouses
 - Purpose is to work with innovative, on-trend brands not yet in wide distribution to help them grow and to provide unique opportunities for our membership
 - Particular focus on product quality (organic, Non-GMO) and attributes (minority-owned, woman-owned, Fair Trade)
 - Central to the program is an up-front commitment from members to allow new placement auto-ships to opted-in members on the selected Cultivate brands
 - This enables the impacted KeHE warehouses to bring in the items for the program, as there are enough committed accounts to meet their requirements
 - THIS IS A HUGE BENEFIT FOR EMERGING BRANDS AND AN OPPORTUNITY FOR INFRA AND INFRA MEMBERS TO IMPACT THE MARKETPLACE
 - PROGRAM CONTACT – ANDY HUTH, ahuth@infretailers.com