

How do I get in touch?

- **Personal** > Phone > Mail
- Most retailers, organic stores and drugstores have **only central listing** → difficult for small brand
- EDEKA and REWE have a network of **private merchants** → easier for small brand
- Contact with online stores usually easier
- Start-up pitches bring a lot of attention:
 - [REWE Start-up Lounge](#)
 - [Food Startup Campus](#)
 - [Markant Startup Arena](#)
 - [Edeka Foodstarter](#)

What info do I need?

- Everything on the packaging: nutritional values, seal, ingredients, ...
- USP's of the product
- GLN for company
- GTIN/EAN for product
- Product availability
- Packaging types: bulk, shelf cartons, display, ...
- How many units per packaging type
- Preferential commission or deferred commission
- Price
- Tip: create one-pager / later catalog

What types of retail?

- **Organic shops:** Alnatura, ebi Naturkost, Bio Company, Basic, Biomarkt, Vollcorner Bio, Superbiomarkt, Naturgut, Erdi
- **Retail:** Edeka, Netto, REWE, Penny, Lidl, Kaufland, Aldi Süd, Aldi Nord, Markant, Globus, Tegut, Metro, Norma, Bartels-Langness
- **Wholesale:** Dennree
- **Drugstores:** Rossmann, dm, Müller, Budni
- **Onlineshops & Others:** Amazon, myenso, PicNic, Gorillas, Ankorstore, Orderchamp, Aramark, Flink, Brandnooz, Cineplex, Motatoes, Foodhub, Organic Friends & Sports, Muskelmacher Shop
- **Austria:** Spar, Billa, Mpreis
- ...
- (This is only a selection)

How do I set the price?

- Net purchase price x 1.07 = Gross purchase price
- **MSRP** = recommended retail price for which it should be available in stores
- Rule of thumb: 25% production, 25% marketing, 25% logistics, 25% for you



Better Food Consulting

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No guarantee for completeness and correctness

More information about these topics

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