

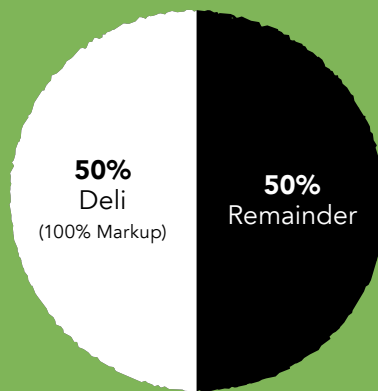
DIFFERENT MARGINS FOR DIFFERENT ROUTES TO MARKET

(If 100% is your RRP)

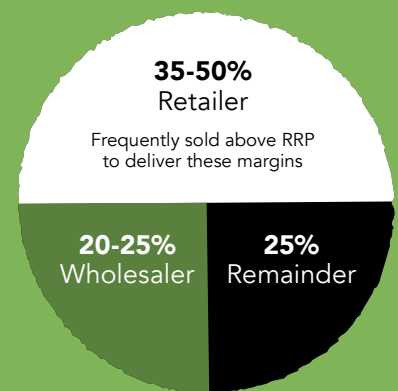
amazon



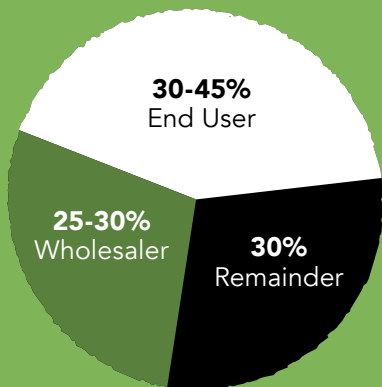
Sell direct to Deli



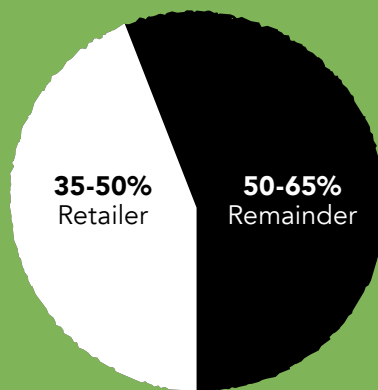
Sell to Speciality Retailer via Wholesaler



Sell through foodservice



Sell to a Multiple



Supermarket margin depends on lots of things:

- Which category your product is in
- If there are lots of Big Brands = low average margin
- Lots of startup brands & innovation = higher margin
- If it's a premium category = high margin
- Which supermarket

DON'T FORGET

The price you offer will depend on the Minimum Order Quantity
Four promotions a year is quite normal for supermarkets
Retailers often expect a launch with a promo/discount