

**Developing a  
Marketing Plan  
for your  
Food Product**

**COLORADO**



**DEPARTMENT OF  
AGRICULTURE**

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**Developing a Marketing Plan for Your Food Product**  
was designed by the Colorado Department of Agriculture  
to assist food companies in the area of marketing planning.

Representatives of the Colorado Department of Agriculture's  
Markets Division are available to meet with you  
by appointment to help you develop or review your  
marketing plan. To schedule a meeting with one or more of  
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# Contents

I.	Introduction—How to use this guide.....	3
II.	Situational Analysis.....	4
A.	Company Analysis.....	5
1.	Mission Statement.....	5
2.	Brief History.....	5
3.	Product Analysis.....	6
4.	Pricing Analysis.....	7
5.	Distribution Analysis.....	8
6.	Promotion Analysis.....	9
7.	Sales Analysis.....	10
B.	Competitive Analysis.....	11
C.	Customer Analysis.....	12
D.	Environmental Analysis.....	13
III.	Marketing Goals.....	14
IV.	Sales Goals/Projections.....	15
V.	Strategies to Meet Marketing Goals: The Action Plan.....	16
VI.	Annual Planning Calendar.....	17
VII.	Marketing Budget.....	18
VIII.	Evaluation/Controls.....	19
IX.	Appendix-Marketing Resources.....	20
A.	Major Food Trade Shows.....	21
B.	National Food Trade Publications.....	27
C.	Colorado Food Media List.....	28
D.	News Release Checklist.....	29
E.	Accessing the Local Media.....	30
F.	Buyer Presentation Checklist.....	32
G.	Colorado Grocery Buyer List.....	33

## Introduction – How to Use This Guide

Developing an effective marketing plan is one of the most important things a company can do to ensure its success as a business. A marketing plan will help you determine the basis for all of your marketing efforts and provide you with a blueprint for accomplishing your goals and objectives.

This guide was developed by the Markets Division of the Colorado Department of Agriculture to help you write a marketing plan for your food or agricultural product(s). Markets Division staff members, who have expertise in the areas of marketing, business development, public relations, promotions, exporting and consumer issues, will be glad to meet with your company to help you develop or review your marketing plan.

The marketing planning process begins with a *Situational Analysis*, which is an in-depth examination of your own company, your competitors and your customers. This part of the process is critical because it helps you identify your company's relative strengths and weaknesses, uncovers opportunities in the marketplace and, ultimately, is the basis for all your marketing decisions.

Once you have completed the *Situational Analysis*, the next step is to set *Marketing Goals* for your product. For each goal, you will then formulate a *Marketing Strategy* and an *Action Plan* for achieving it. This section is the meat of your marketing plan; it becomes your marketing "Bible" for the entire year.

After completing the *Action Plan*, it is easy to create an *Annual Planning Calendar* and an *Annual Budget*. The only step remaining is to come up with a program for *Evaluation and Control* of your marketing plan. *Evaluation and Controls* help you monitor your progress and keep your marketing program on track.

The worksheets on the following pages will lead you through the creation of a marketing plan. You may then prepare a formal, written plan by following this outline:

- I. Executive Summary (one or two pages summarizing the marketing plan)
- II. Situational Analysis
  - A. Company Analysis
  - B. Competitive Analysis
  - C. Customer (Market) Analysis
  - D. Outside Environment Analysis
- III. Marketing Goals
- IV. Strategies to Meet Marketing Goals: The Action Plan
- V. Planning Calendar
- VI. Marketing Budget
- VII. Evaluation/Controls

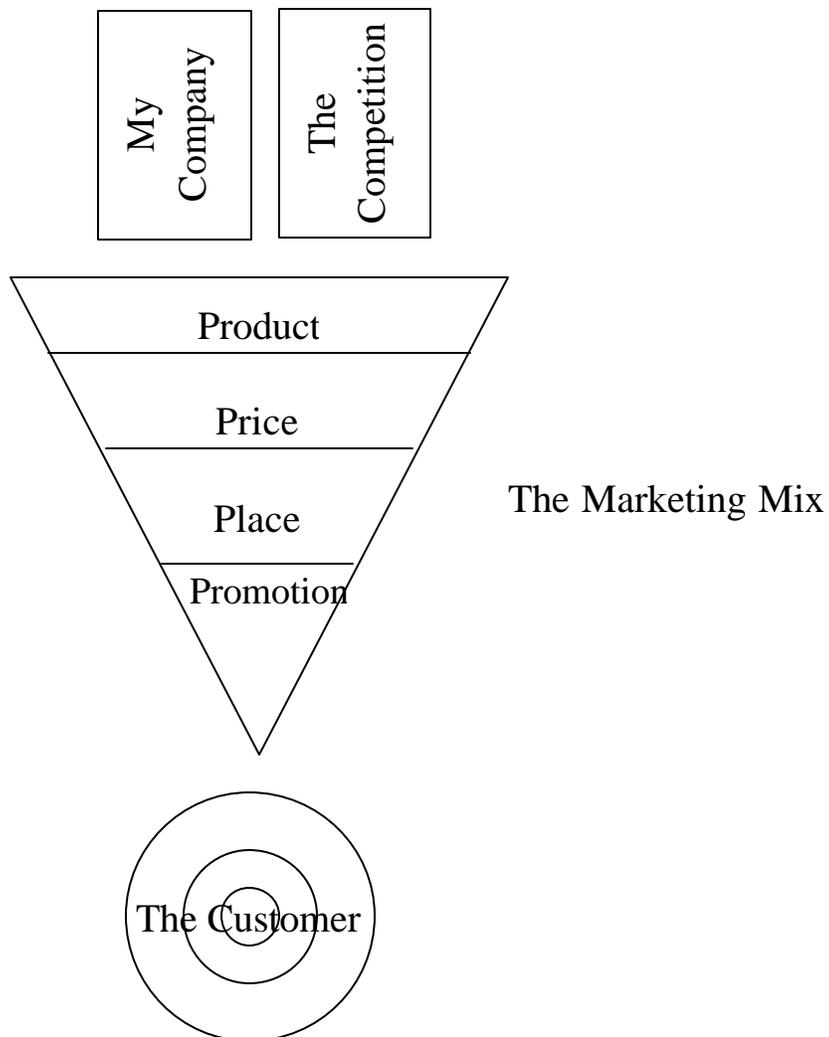
**Remember...marketing plans can change as your business changes.**

## Situational Analysis

The first step in developing a marketing plan is to take a look at where your company is now. Be as objective as possible in analyzing your company, your competitors and your customers for each product you sell. Compared to your competitors, what are your company's strengths and weaknesses in each area of the marketing mix: product, price, place (distribution) and promotion.

Who are your customers? Who purchases your product directly from you? Who is the end consumer, and how does your product get from your company to that person? The marketing planning process will help you define your target market (the customer you are trying to reach) and determine other possible markets or uses for your products.

The worksheets on the following pages will guide you through the situational analysis, which, in turn, will help you define your marketing goals and formulate strategies to reach them. As you complete the worksheets, make a note of new marketing ideas as they occur to you in the "idea box" or margins. You should review all of your worksheets and notes before you begin the goals and strategy sections.



## Company Analysis

### Mission Statement

A Mission Statement conveys the kind of business you are in, the purpose of the business, the needs satisfied by the business, how those needs are being satisfied and your business philosophy. The Mission Statement should be simple and brief, but broad enough that it doesn't limit your company's future direction.

What is your company's Mission Statement?

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### Company History

Give a brief overview of your company's history. \_\_\_\_\_

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List the products in your product line and give a brief description of each.

Product

Description

<u>Product</u>	<u>Description</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

For which product is this plan being developed? \_\_\_\_\_

## Product Analysis

Product Name \_\_\_\_\_

Describe the product for which this plan is being written. \_\_\_\_\_

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Is this a retail or bulk product? \_\_\_\_\_

Describe the packaging.

Sizes: \_\_\_\_\_

Technology: \_\_\_\_\_

Artistic Factors: \_\_\_\_\_

Is there any type of service or support that is sold as part of the product package?

Describe. \_\_\_\_\_

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What is the product's unique selling point? \_\_\_\_\_

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What is your product's greatest strength? \_\_\_\_\_

What is your product's greatest weakness? \_\_\_\_\_



Idea Box

## Pricing Analysis

What is the *retail* price of your product, and how does it compare to the competition?  
(complete the table below)

<u>Your Product (size)</u>	<u>Total Price</u>	<u>Unit Price</u>	<u>Unit Price of Competing Products</u>		
			A	B	C

What is your current pricing policy?

\_\_\_ Cost/Plus Pricing. Figure the unit cost to produce and market your product (break-even price) and add on a percentage for profit.

\_\_\_ Competitive Market Pricing. Base your price on what the competition charges for similar products and what your target market is willing to pay.

\_\_\_ Other (explain). \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Follow these steps to compute your break-even price.

1. Number of units you can sell over a certain length of time (six months or one year): \_\_\_\_\_ units
2. **Fixed Costs** for the same time period (costs that do not vary based on the volume of production or sales: rent/leasing, licenses, interest, administrative personnel costs, equipment, advertising, insurance, utilities, etc.) \$ \_\_\_\_\_
3. **Variable Costs** for the same time period (costs that vary directly with each unit produced or sold: materials, production labor, packaging, sales costs, delivery costs, etc.) \$ \_\_\_\_\_
4. Fixed Costs + Variable Costs = **Total Costs** \$ \_\_\_\_\_
5. **Break-Even Price** = Total Costs/Total Units (#1) \$ \_\_\_\_\_/unit

## Distribution Analysis (Place)

Using the list below as a starting point, mark all of the distribution methods your currently use and the ones that *might* be an option for your product. Add your own ideas to the list – be creative!

Method	Currently Use?	Maybe?	Comments
Retail			
Supermarkets			
Member Warehouses			
Convenience Stores			
Department Stores			
Specialty Stores			
Discount Stores			
Foodservice			
Restaurants			
Schools			
Federal Government			
State Government			
Hospitals			
Brokers/Distributors			
Direct to Consumer			
Mail Order			
Gift Shows			
Gift Catalogs			
Other			
Farmers' Markets			
Gift Basket Companies			
Vending Machines			
Non-profit Fundraisers			
Other Geographic Markets			

## Promotion Analysis

Check each activity that you spent money on last year, whether it was pre-planned or not. Decide if each one was effective, and which activities you really *want* to include in your promotional plan. After you have defined your Marketing Strategies and Action Plan, come back and fill in the “Projected Budget” column.

Promotional Activity	\$ Spent Last Year	Projected Budget
<input type="checkbox"/> Trade Shows		
1.		
2.		
3.		
4.		
5.		
<input type="checkbox"/> Coupons		
<input type="checkbox"/> Advertising		
<input type="checkbox"/> Newspaper		
<input type="checkbox"/> Radio		
<input type="checkbox"/> TV		
<input type="checkbox"/> Ad Supplements		
<input type="checkbox"/> Trade Publications		
<input type="checkbox"/> Yellow Pages		
<input type="checkbox"/> Other		
<input type="checkbox"/> Promotional (Giveaway) Items		
1.		
2.		
<input type="checkbox"/> Direct Marketing		
<input type="checkbox"/> Catalogs		
<input type="checkbox"/> Brochures		
<input type="checkbox"/> Mailings		
<input type="checkbox"/> Public Relations		
<input type="checkbox"/> News Releases		
<input type="checkbox"/> Feature Stories		
<input type="checkbox"/> Special Events		
<input type="checkbox"/> Collateral Materials		
1.		
2.		
<input type="checkbox"/> Sales Contests/Promotions		
<input type="checkbox"/> Miscellaneous		
<b>Total Promotion Budget</b>		



## Competitive Analysis

For each area listed below, mark the company (including yours) that holds the competitive advantage.

	Competitor A	Competitor B	Competitor C	My Company
	_____	_____	_____	
<b>Company Resources</b>				
Financial				
Human				
Production				
Quality				
Capacity				
<b>Overall Product</b>				
Product Quality				
Packaging				
Customer Service				
<b>Retail Price/Unit</b> (write in prices)				
<b>Distribution</b>				
<b>Promotion</b>				
Coupons				
Trade Shows				
Advertising				
Sales Force				
Sales Promos				

Your company's competitive strengths: <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>	Your company's competitive weaknesses: <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>
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## Customer Analysis

Defining your end-consumers and target market (the customers you are trying to reach) will help you in making marketing decisions down the road. For example, it will help you decide how and where you should advertise, and what the message should be.

Who, in general, is your end-consumer? Are you marketing to the masses or to a specific segment of the population? \_\_\_\_\_

Define your target market further, addressing demographic and psychographic characteristics.

**Demographic Characteristics** (age, gender, income level, geographic location, marital status, family size, stage in family life cycle, education level, occupation, religion, race, etc.):

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**Psychographic Characteristics** (social factors such as cultural values, social groups, shopping patterns, leisure activities, personality type, opinions, etc.):

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How does your target market **primarily** use your product (snack, meal, ingredient, etc.)?

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Are there other ways your product **might** be used, perhaps by a different target market?

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## Environmental Analysis

1. Describe the financial environment and the overall economy; how do these factors affect your situation? \_\_\_\_\_

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2. Describe the governmental environment. Is current legislative or regulatory action likely to affect your company? \_\_\_\_\_

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3. Describe any current media activity that may affect your product sales. \_\_\_\_\_

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4. Describe the special interest environment. Are any influential groups likely to affect your plans? \_\_\_\_\_

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5. Describe the technological environment. Are there high-tech advances on the forefront that could impact your product or the way you market it? \_\_\_\_\_

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## Marketing Goals

Based on the Situational Analysis, what are your company's greatest challenges?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What are your company's greatest opportunities?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

List your company's marketing goals for the next 12 months. Goals should be measurable and specify a time by which they will be completed.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

Examples of marketing goals:

"To increase sales by \_\_\_\_\_ (amount) by \_\_\_\_\_ (date)."

"To gain entry to Chain \_\_\_\_\_ by \_\_\_\_\_ (date)."

"To increase awareness of my product among the retail trade within \_\_\_\_\_ (timeframe)."

"To increase my market share from \_\_\_\_\_% to \_\_\_\_\_% by \_\_\_\_\_ (date)."

"To enter the gift market and generate sales of \$ \_\_\_\_\_ in the first 12 months."

For each of your goals, use the worksheet on the following page to develop a strategy and an action plan to implement it. If your goal is sales-related, also complete the sales projection chart. Once you have completed an action plan for achieving each marketing goal, combine all of the marketing tasks in the *Annual Planning Calendar* and use it as a master schedule.







## Marketing Budget

Working from the *Marketing Strategy* worksheets, summarize all of your marketing costs in this annual budget.

	<u>Budgeted</u>	<u>Actual</u>
<b>Goal #</b> _____:		
Activities:		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
<b>Total:</b>	_____	_____
 <b>Goal #</b> _____:		
Activities:		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
<b>Total:</b>	_____	_____
 <b>Goal #</b> _____:		
Activities:		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
<b>Total:</b>	_____	_____
 <b>GRAND TOTAL:</b>	_____	_____

*Duplicate this page as necessary.*

## Evaluation/Controls

How will you evaluate the effectiveness of this plan in meeting your marketing goals?

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

At what intervals will you evaluate your progress toward meeting your marketing goals?  
(Include evaluations in the annual planning calendar.)

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What actions will you take if performance falls short of meeting marketing goals?

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**Suggestion:** Use the *Sales Projections* graph to plot each month's actual sales vs. projected sales. This will help you monitor your success in meeting sales goals at regular, ongoing intervals.

**Appendix**  
**Marketing Resources**

**MAJOR FOOD TRADE SHOWS IN UNITED STATES**  
(Listed in Chronological Order)

**ROCKY MOUNTAIN REGIONAL FOODSERVICE & RESTAURANT SHOW,  
WESTEX**

Colorado Restaurant Association  
430 E. 7<sup>th</sup> Ave.  
Denver, CO 80203  
Ph. 303-830-2972  
[www.coloradorestaurant.com](http://www.coloradorestaurant.com)

- Those attending include restaurants, hotels/motels and suppliers to those industries.
- Over 11,000 attendees with 500 booths.
- Show is held once a year usually in **January**.
- Booth rentals start at \$1095 for a 10' x 10' booth.

**SNACK FOOD ASSOCIATION – SNAXPO**

Snack Food Association  
1711 King St., Suite 1  
Alexandria, VA 22314  
Ph. 703-836-4500 or 1-800-628-1334  
[www.sfa.org](http://www.sfa.org)

- Those attending include snack food manufacturers, suppliers, distributors, etc.
- Over 2,500 buyers with 200 booths.
- Show is held once a year, usually in **February** or **March**.
- Booth rentals start at \$3,200 for a 10' x 10' booth.

**NATIONAL FIERY FOODS SHOW**

Sunbelt Shows  
P.O. Box 4980  
Albuquerque, NM 87196  
Ph. 505-873-8680  
[www.fierce-foods.com](http://www.fierce-foods.com)

- Those attending include food brokers; owners of spicy food shops, gourmet shops; gift shops and mail order companies; buyers from supermarkets, groceries and restaurants; agronomists, food writers and the general public.
- Approximately 10,000 in attendance with 250 booths available.
- Show is held annually, usually in **February** or **March**.
- Exhibitor rates: row space \$695, corner space \$795, for a 10' x 10' booth.

## **INTERNATIONAL FANCY FOOD & CONFECTIONERY SHOW**

Ph. 212-482-6440 ext. 250

[www.specialtyfood.com](http://www.specialtyfood.com)

- Those attending include retailers, caterers, manufacturers, distributors and importers/exporters.
- Over 20,000 buyers with 900 exhibitors.
- Show is held **three times** a year, usually in **January, May** and **July**.
- Booth rentals from \$15 per square foot for a 10' x 10' booth.

## **NATURAL PRODUCTS EXPO WEST/EAST**

Ph. 1-866-458-4935

[www.naturalproductexpo.com](http://www.naturalproductexpo.com)

- Those attending include organic growers, suppliers and marketers.
- Over 36,000 buyers with 1,500 exhibitors.
- Show is held **twice** a year, usually in **March** and **September**.
- Booth rentals start at \$1,645 for a 10' x 10' booth.

## **UNITED ANNUAL PRODUCE CONFERENCE & EXPO**

United Fresh Fruit & Vegetable Association

1901 Pennsylvania Ave. NW, Suite 1100

Washington, DC 20006

Ph. 202-303-3400

[www.uffva.org](http://www.uffva.org)

- Those attending include grower-packers, shippers, packing companies, business services, transportation, refrigeration, sanitation, temperature control and floral.
- Over 35,000 attendees with 300 exhibitors
- Show is held annually in **April/May**.
- Booth rentals start at \$28.00 per square foot for members, \$31.00 per square foot for non-members.

## **THE LAS VEGAS GOURMET HOUSEWARES SHOW**

George Little Management

888 South Figueroa Street, Suite 600

Los Angeles, CA 90017

Ph. 213-430-2356

[www.thegourmetshow.com](http://www.thegourmetshow.com)

- The products represented include gourmet products, foods and beverages, and unique housewares and décor accessories.
- Over 6,000 buyer attendees with 700 exhibitors.
- Show is held once a year, usually in **May**.
- Booth rentals start at \$17.95 per square foot for a 10' x 10' booth.

### **FMI SUPERMARKET SHOW**

Food Marketing Institute  
655 15<sup>th</sup> St. N.W., Suite 700  
Washington, DC 20005  
Ph. 202- 452-8444  
[www.fmi.org](http://www.fmi.org)

- Those attending include supermarket suppliers, retailers, wholesalers and distributors.
- Over 11,000 in attendance with 1,000 exhibits.
- Show is held once a year, usually in **May**.
- Booth rental is \$31.00 per square foot (minimum 100 sq. ft.).

### **NATIONAL RESTAURANT ASSOCIATION, RESTAURANT, HOTEL-MOTEL SHOW**

National Restaurant Association  
150 N. Michigan Ave., Suite 2000  
Chicago, IL 60601  
Ph. 312-853-2525  
[www.restaurant.org](http://www.restaurant.org)

- Products concerning restaurants, fast foods and hotels/motels.
- Over 70,000 in attendance with 2,000 exhibits.
- Show is held once a year, usually in **May**.
- Booth rentals start at \$25.50 per square foot.

### **ALL CANDY EXPO**

National Confectioners Association  
8320 Old Courthouse Road, Ste 300  
Vienna, VA 22182 |  
Ph. (703) 790-5750  
[www.allcandyexpo.com](http://www.allcandyexpo.com)

- Those attending include candy buyers and sellers.
- Approximately 19,000 in attendance with 480 exhibitors.
- Show is held annually, usually in **June**.
- Booth costs are \$2,500 for members, \$2,800 for non-members for a 10'x10' booth.

### **GIFT BASKET JUBILEE**

JUBILEE! Conventions & Trade Shows

815 Haines Street

Jacksonville, FL 32206

Ph. 800-729-6338

[www.giftbasketjubilee.com](http://www.giftbasketjubilee.com)

- Products include gift basket items such as fancy foods, candy, candles and bath & body products.
- Approximately 7,500 buyers with 600 exhibitors.
- Show is usually in **September**.
- Booth rentals start at \$14.50 per square foot.

### **IFT FOOD EXPOSITION**

Institute of Food Technologies

525 W. Van Buren St., Suite 100

Chicago, IL 60607

Ph. 312-782-8424 or 1-800-438-3663

[www.ift.org](http://www.ift.org)

- Includes people from product development, production, packaging, quality control, consulting and marketing.
- Approximately 12,000 buyers with 800 exhibits.
- Show is held once a year, usually in **June/July**.
- Booth rentals are \$2,650 for a 10' x 10' booth.

### **INTERNATIONAL DAIRY DELI BAKE**

International Dairy and Deli Association

P.O. Box 5528

Madison, WI 53705-0528

Ph. 608-238-7908

[www.iddba.org](http://www.iddba.org)

- Supermarket conference and exhibition for dairy and deli industry, including directors, buyers and merchandisers (not including small retailers)
- Over 6,500 attendees with more than 1,100 booths.
- Show is held annually in **June**.
- Booth rentals start at \$2,575 for members and \$3,300 for non-members.

## **WESTERN FOODSERVICE & HOSPITALITY EXPO**

Ph. 203-840-5410

[www.westernfoodexpo.com](http://www.westernfoodexpo.com)

- Those attending include all foodservice industries and their affiliates, including service equipment, hotels, schools, bars, etc.
- Over 19,000 attendees with 1,100 booths.
- Usually held in **August**.
- Booth rentals start at \$3,391 for a 10' x 10' booth.

## **PRODUCE MARKETING ASSOCIATION SHOW**

1500 Casho Mill Road

P.O. Box 6036

Newark, DE 19714

Ph. 302-738-7100 ext. 3040

[www.pma.com](http://www.pma.com)

- Includes produce growers, packaging services, floral growers, management, transportation services and computer software/hardware dealers.
- Approximately 17,000 attendees with 750 booths.
- Show is held once a year, usually in **October**.
- Booth rentals start at \$24.50 per square foot for members and \$36.75 for non-members.

## **INTERNATIONAL ZESTY FOOD SHOW**

Chile Pepper Magazine

1701 River Run, Suite 702

Fort Worth, TX 76107

Ph. 1-888-774-2946

[www.izfs.com](http://www.izfs.com)

- Includes specialty food manufacturers, foodservice distributors and the gourmet market.
- Over 10,000 attendees with 250 booths.
- Show is held annually in **October**.
- Booth rentals start at \$795 for a 10' x 10' booth.

## National Food Trade Publications

### **Bakery Production & Marketing**

Triangle Plaza  
8750 W. Bryn Mawr Ave.  
Chicago, IL 60631  
Ph. 312-693-3200  
Fax 312-693-0528

### **Beverage Industry**

Edgell Communications  
7500 Old Oak Blvd.  
Cleveland, OH 44130  
Ph. 216-826-2839  
Fax 216-891-2726

### **Fancy Food**

Talcott Communications Corp.  
20 N. Wacker Dr., Suite 3230  
Chicago, IL 60606  
Ph. 312-849-2220  
Fax 312-849-2184

### **Food & Beverage Marketing**

Charleson Publishing  
505 8<sup>th</sup> Ave., Suite 1403  
New York, NY 10018  
Ph. 212-695-0704

### **Food Distribution Magazine**

National Food Distr. Network  
P.O. Box 10378  
Clearwater, FL 34617-0378  
Ph. 813-443-2723  
Fax 813-446-1750

### **The Food Institute Report**

28-12 Broadway  
Fair Lawn, NJ 07410  
Ph. 201-791-5570  
Fax 201-791-5222

### **Food Processing/Food Business**

301 E. Erie St.  
Chicago, IL 60611  
Ph. 312-644-2020

(Note: Food Business is published within Food Processing; free subscription to food manufacturers)

### **Griffin Report of Food Marketing**

1099 Hingham St., Box 521  
Rockland, MA 02370  
Ph. 617-878-5300  
Fax 617-871-4721  
(Also publish Chef, Giftware News, Pizza & Pasta)

### **Hospitality News**

Brenda Carlos  
P.O. Box 21027  
Salem, OR 97307  
Ph. 800-685-1932  
Fax 503-390-8344

### **Nation's Restaurant News**

Lebhar-Friedman Inc.  
425 Park Ave.  
New York, NY 10022  
Ph. 212-371-9400

### **The Packer**

Vance Publishing Group  
7950 College Blvd.  
Overland Park, KS 66210  
Ph. 913-451-2200

### **Produce Business**

P.O. Box 810425  
Boca Raton, FL 33481  
Ph. 407-241-4333  
Fax 407-241-4486

### **Restaurant News**

Hani Publications  
P.O. Box 580  
Coronado, CA 92118

### **Supermarket News**

7 W. 34<sup>th</sup> St.  
New York, NY 10001  
Ph. 212-630-3770  
Fax 212-630-3768

## Colorado Food Media List

### **Boulder Daily Camera**

Cindy Sutter, Food Editor  
P.O. Box 591  
Boulder, CO 80306  
Ph. 303-473-1335  
sutterc@dailycamera.com

### **Coloradoan**

Bob Mook, Business Columnist  
P.O. Box 1577  
Fort Collins, CO 80522  
BobMook@Coloradoan.com

### **Colorado Chefs Association**

Joan Brewster  
7150 Montview Blvd.  
Denver, CO 80220  
Ph. 303-264-3005  
Fax 303-264-3007  
jbrewster@jwu.edu

### **Colorado Springs Gazette**

Teresa Farney, Food Editor  
P.O. Box 1779  
Colorado Springs, CO 80901  
Ph. 719-636-0271  
tfarney@gazette.com

### **Daily Sentinel**

Todd Powell, Features Editor  
P.O. Box 668  
Grand Junction, CO 81502  
tpowell@gjds.com

### **Denver Business Journal**

Cathy Proctor  
1700 Broadway, Suite 515  
Denver, CO 80290  
Ph. 303-837-3521  
Fax 303-837-3535  
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### **Greeley Tribune**

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### **KCNC-Channel 4**

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### **Lamar Daily News**

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### **9News**

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### **Pueblo Chieftain**

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### **Restaurant News of the Rockies**

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### **Rocky Mountain News**

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Denver, CO 80204  
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meitusm@RockyMountainNews.com

### **Sterling Journal-Advocate**

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Sterling, CO 80751  
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## News Release Checklist

Press releases can be a way to promote your company and products without spending a fortune on advertising. There are two types of releases: news and media. A news release contains information that is newsworthy to the public (i.e. a new company or new product on the market). A media release is for promoting a company or product that has been in existence for longer than 6 months.

### Format:

1. Leave space at the top of the first page for the editor to write instructions.
2. Double-space the body of the release or double-space between paragraphs to allow room for editing.
3. The news release form (or letterhead) should include the company's name, address, phone number and fax number. Begin the release with two dates: the current date and the date the news release is cleared for use. If the release can be used at any time, write "For Immediate Release." Also, list the contact person for further information and his/her telephone number.
4. The first paragraph begins with a dateline, the city where the story originates in CAPITAL LETTERS followed by two dashes. If the city is not well known, it should be followed by the state where it is located. Abbreviate the state according to the rules of a standard stylebook (Associated Press, for example).
5. At the end of the release, center "-30-" or "###" at the bottom of the page. If the release is continued past the first page, center "-More-" at the bottom of each page.

### Content:

1. Make sure a news release is newsworthy; otherwise, don't write it or release it.
2. The lead (first paragraph) should be direct and to the point. At the same time, it should be interesting and contain the most important information.
3. Emphasize the local angle.
4. Answer the who, what, when, where and why questions early in the release.
5. Try to keep most sentences and paragraphs short and concise.
6. Quotes should be placed in quotation marks and correctly attributed. Quotations should sound natural.
7. Follow the rules of a standard stylebook (Associated Press, for example).
8. Make sure there are no spelling, grammar or punctuation errors.
9. Double-check all factual statements and names for accuracy.

## Accessing the Local Media

Once you've written a good media release or feature story, the next trick is to get the media to run it. The first step in gaining access to any kind of media is to get acquainted **first**. Before you contact a reporter or editor, do your research.

Read their newspaper or watch their station's news programs regularly so you know who does what type of story. Make a note of the editors and/or reporters who might have an interest in your product or company. Before you send anything to a media contact, make sure you have spelled his or her name correctly.

Develop a media list that is customized for your particular company and product, using the outline below as a guide.

### I. Publications

#### A. Publication Name

1. Address
2. Telephone
3. Fax
4. E-mail address

#### B. Food Section

1. When is it published?
2. Editor
3. Reporters
4. Special features or columns

#### C. Business Section

1. When is it published?
2. Editor
3. Reporters
4. Special features or columns

#### D. Other Special Sections or Features That Might be Appropriate

### II. TV Stations

#### A. Station Name

1. Address
2. Telephone
3. Fax
4. E-mail address

#### B. Specialty Reporters

1. Business
2. Consumer
3. Food

- C. News Program (repeat for each news show)
  - 1. Air time
  - 2. Producer
  - 3. Anchors
  - 4. Special segments related to your product
    - a. Who does the segment?
    - b. When does it air?

### III. Radio Stations

- A. In general, it is difficult to get news coverage for a specific product on a music format radio station. However, DJs often respond positively (and vocally) to food samples that are delivered to them while they are on-air. Likewise, you may be able to gain airtime by offering product to be used for prizes in listener contests or promotions.

All media whether radio, television or print enjoy samples, however, keep in mind that they should be sample size as reporters may have rules about accepting gifts.

Whether you are looking for free publicity or buying ad time, select radio stations with audiences that match the demographics of your target market. (You can determine this by looking at the Arbitron Ratings, which are available in the business department of the public library.)

- B. Radio Station
  - 1. Name/call letters
    - a. Address
    - b. Phone
    - c. Fax
  - 2. On-air personality(ies) during desired time slot
  - 3. News Director/Reporter

## Buyer Presentation Checklist

Buyers frequently ask the following questions when considering new items for authorization. You should review this list before making your presentation.

1. What is the product's sales potential?
2. Will the product have repeat sales?
3. Will the product enlarge the market?
4. Will the product return a fair dollar profit in terms of potential volume for the shelf space it will occupy?
5. Does the product represent a good value for the consumer?
6. Does the product perform a new service or give a new taste thrill?
7. Is the product a better value than the brand presently stocked?
8. Is the brand of better quality?
9. Is the product competitively priced?
10. Is the product a duplication of another item?
11. Will the product have wide consumer acceptance?
12. Will the product replace a competitive product?
13. Will the product return more dollars per shelf foot than the product it replaces?
14. Will the product give the retailer a better markup?
15. What is the estimated rate of inventory turnover in this category?
16. Are there advertising, promotional and/or display allowances available?
17. How will the product be advertised and promoted?
18. Is the product introduction timely—in season?
19. Was the product test marketed? If so, what were the results?
20. Is the product sensibly packaged?
21. Is the vendor/manufacturer reliable?
22. Does the product contribute to the pollution of our air or water?
23. Does stocking the item conflict with existing company policy?
24. Does the competition have this product?
25. Will this product help bring new customer traffic to our retail operators' stores?



**Preparation is the key to success!**

## **Grocery Buyer List**

### **Albertsons**

2780 N. Tower Rd.  
Aurora, CO 80011  
Ph. 303-360-4200  
Fax 303-360-4274

Advertising Manager:	Amy Kirby
Dairy Manager:	Don Murphy
Deli Manager:	Dave Smith
Dry Grocery Manager:	Harvey Fujimoto
Meat Manager:	Terry Waller
Produce Manager:	Scott Evans
Public Relations Manager:	Becky Edwards

### **City Market/King Soopers**

65 Tejon St.  
Denver, CO 80223  
Ph. 303-778-3100  
Fax 303-744-8351

Dairy Manager:	Chris Albi
Dry Grocery Manager:	Mike Schulten
Meat Manager:	Mark Bourne
Produce Manager:	Jeff Ryg
Public Relations Manager:	Steve DiCroce

### **Nobel-Sysco Food Services Co.**

P.O. Box 5566  
Denver, CO 80217  
Ph. 303-458-4000  
Fax 303-480-3994

Dairy Manager:	Don Fletchinger
Meat Manager:	Leonard Salazar
Producer Buyer:	Dan Locricchio
Public Relations Manager:	Cindy Trost

**Safeway**

6900 S. Yosemite St.  
Centennial, CO 80112  
P.O. Box 5927  
Denver, CO 80217  
Ph. 303-843-7600  
Fax 303-320-8908

Meat Manager: Jim Ford  
Produce Manager: Steve Solita  
Public Relations Manager: Jeff Stroh

**Whole Foods Market**

2905 Pearl St.  
Boulder, CO 80301  
Ph. 303-545-6611  
Fax 303-545-6633

Dairy Manager: Dirk Couley  
Dry Grocery Manager: Ed Winkler  
Meat Manager: Bruce Green  
Produce Team Leader: Kenny Meyer  
Public Relations Manager: Kelly Bottenfield

**Wild Oats Markets**

3375 Mitchell Lane  
Boulder, CO 80301  
Ph. 303-440-5220  
Fax 303-440-3477

Dairy/Dry Grocery Manager: Brad Johnson  
Meat Manager: Mike Cummings  
Produce Buyer: Marlin Engelking  
Public Relations Manager: Terry Maloy