

**GROW
NORTH**
MN

FOUR STEPS TO PRODUCT PRICING SUCCESS

Fate **LABROSSE**
COACHING & CONSULTING

Experience & Mission

- Over 13 Years Experience in CPG
 - I've worked as a buyer, a broker and a brand
- 3 years ago, I started my own coaching & consulting business for emerging brands
- I'm deeply passionate about helping more brands succeed – and more founders show up in powerful ways



Presence
PRESENCE MARKETING DYNAMIC PRESENCE
Natural, National, and Independently Owned



Agenda



How Most Brands Get Pricing Wrong

Category Market Evaluation

Pricing Survey

Cost of Goods & Margin Analysis

Completed Pricing Model

Missing the Mark: How Most Brands Get Pricing Wrong



Step #1 – Category Market Evaluation



•What problem is your product solving?

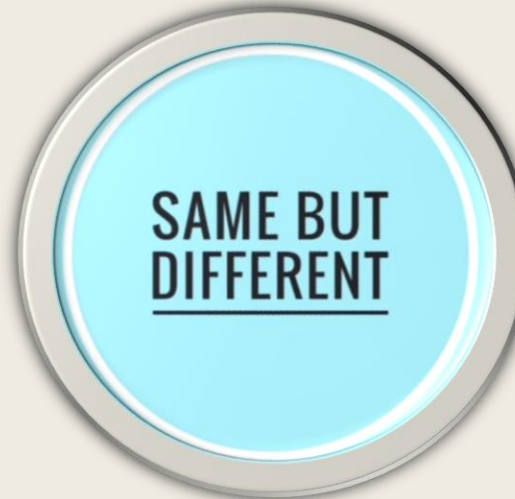


•How is your category trending?

•Who are your top 5 competitors?



•Who is your ideal customer?



How are you different from these competitors? How are you the same?

Step #2 – Complete a Pricing Survey



BRAND	CATEGORY	PRODUCT	SIZE	BRAND SRP	BRAND Price Per Oz	VITACOST	VITACOST Price Per SV	REGIONAL PICK	REGIONAL PICK Price Per SV	WHOLE FOODS	WHOLE FOODS Price Per SV	AMAZON	AMAZON Price Per SV
Competitor #1													
Competitor #2													
Competitor #3													
Competitor #4													
Competitor #5													
My Brand													

- Include the 5 competitors as determined from your Market Evaluation
- Don't forget to include your brand!
- If you cross multiple categories – do this for each category – as well as for size variances
- Price compare across 4 retailer groups
 - A prominent, national retailer like Whole Foods Market, Target, Kroger or Safeway Albertsons
 - Amazon
 - E-commerce, like Thrive Market, Vitacost or Walmart.com
 - A local or regional store (like a co-op – or for those of you familiar with MN retailers, Kowalski's or Lunds Byerlys)

Step #3 – COGS and Margin Analysis



- Base COGS = ingredients, inner packaging, manufacturing costs
- Additional Costs = outer packaging, shipping, tradespend, broker fees
- Account for direct vs distributor pricing models

- Center Store Grocery & Frozen = 30-40%
- Body Care = 40-50%
- Supplements = 45-55%
- Refrigerated = 25-35%

Step #4 – Final Analysis & Ongoing Price Strategy



- Think like a buyer
- Omni-Channel Pricing Strategy
 - MAP Policy
 - SKU Differentiation (value sizes/bundles, exclusive flavors)
- Promo Strategy
 - Yours
 - Retailers
 - Promo Effectiveness
- Price Changes

Contact:

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Interested in working with us in a 1:1 capacity? Schedule a free, no-obligation strategy call.

All our contracts are custom-built to fit your specific needs.

Looking for additional support but not ready to hire us for 1:1 work – then try our live workshop happening on 4/28; **Building Your Custom Retail Roadmap**

Local brands get a \$100 discount.

