

# Manufacturing Your Product



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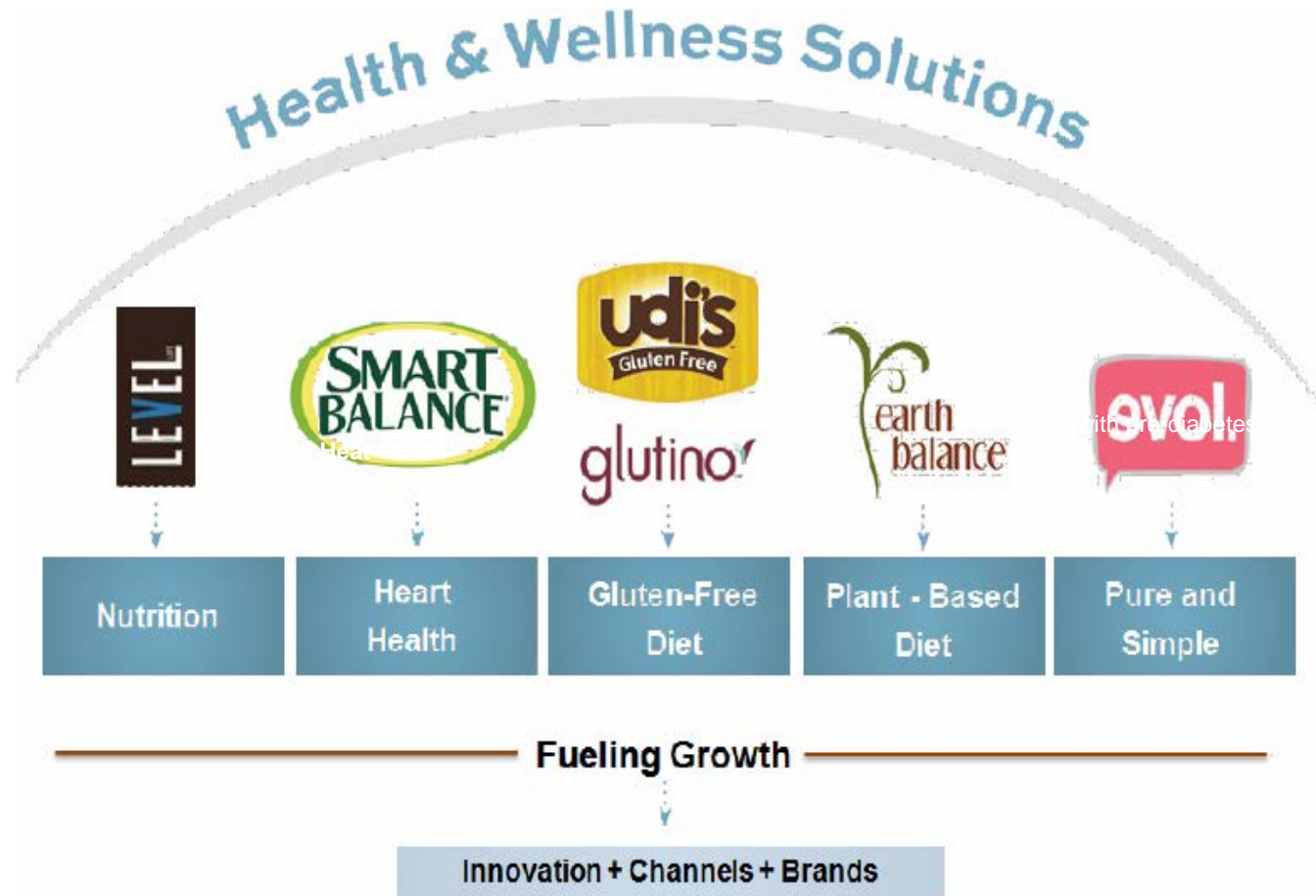
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# Boulder Brands Philosophy

- **Create a health & wellness innovation platform** that builds brands targeted at highly motivated consumer need states



- **Fuel growth** through innovation, new channels, and brands

A world map with a yellow-to-orange gradient background. Four callout boxes point to specific locations: Laval, Quebec, Canada; Boulder, CO; Denver, CO; and Hawarden, Wales, UK. Each callout box contains the location name and its square footage.

**Laval, Quebec,  
Canada**

65,000 square feet

**Boulder, CO**

20,000 square feet

**Denver, CO**

240,000 square feet

**Hawarden,  
Wales, UK**

18,500 square feet

**LARGEST DEDICATED GLUTEN FREE  
MANUFACTURER IN THE WORLD**

# *Manufacturing Pitfall #1: PLANNING*

- **Forecasting is King**
  - Frequent updates essential
  - Schedule Forecast updates for entire calendar year
    - LE1, LE2, LE3
  - Analytical strength as foundation
    - (ACV, SPP... Hard and Quantifiable Details)



# *Manufacturing Pitfall #1: PLANNING*

- **OOS Management**

- Communication to Sales prior to OOS
- Communication to Customer prior to shipment
- Strategic Allocations – Sales and Operations collaboration



# *Manufacturing Pitfall #1: PLANNING*

- **Value of Product Charter**

- Nutritionals – Fiber and Protein Content, Omega 3 (Good Source? Excellent Source?)
- Attributes – Fair Trade, Non GMO, Gluten Free
- Ingredients – Preservatives that are allowable, What to Embrace, What to Avoid



# *Manufacturing Pitfall #2: MARGIN*

- **Understand Your Commodities**

- Identify Top 5 Ingredients from Annual Cost perspective
- Analyze historical trends of these ingredients to understand where risk lies
- Get help on forward contracting... consider joint purchasing with another manufacturer
- Stay ahead of commodity increases with Price Increases



## *Manufacturing Pitfall #2: MARGIN*

- **Implement Margin Improvement in Planning Process**
  - IETF (Innovation Efficiency Task Force)
  - Set schedule for monthly review
  - Focus on High Volume SKUs
  - Price Increases... Have Long Lead Times





## *Manufacturing Pitfall #3: PARTNER SELECTION*

- **Overseas Suppliers – A lot to manage, tough to stay in stock**
- **High MOQ Co-packers vs. Smaller batch production Co-packers**
- **Uniqueness in product and formulation**
- **Own Your Formulation**

