



door to door
organics
#joydelivered

Working With Grocery E-commerce Retailers

November 12, 2015

About DTDO

- Innovative online grocery delivery, founded in 1997
- Our mission is to **empower people to eat Good Food**
- Our goal is to be a leading healthy food lifestyle brand where consumers rediscover the joy of food



- Currently selling in 16 states
- 20K weekly orders, 1K new customers weekly
- Warehouses in CO, MI, PA, IL, OH, MO
- Over 120 organic produce, 1,500 all-natural grocery (20%+ local)

E-commerce Challenges

- Quality Expectations
- Product consistency & size
- Product Shortages
- Intangible Experience
- No Emotional Buys – end-caps



#1 Help Tell Your Story

DRINKS

Back



Dairy-Free Gluten-Free Vegan

Ingredients »

Fruitera

Kale Kicker Smoothie Cubes ★★★★★



\$7.99 2-Pack

✓ In stock

🚚 Ships frozen



Come back next Friday to shop!

Fruitera has a totally genius gluten-free, vegan smoothie solution. They pack nutrient-rich organic kale, pineapple, and banana into frozen cubes. Just add water, your favorite milk, or coconut water, and blend. Each pack makes two smoothies.

Rated!

♥ Add to Restock

Origin: US

Comments

0 Comments

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Add a comment...

Also post on Facebook



Post



Alex Rumman · Colorado Marketing Specialist at Door to Door Organics - Colorado

Mmmm.... I love this stuff!

Like · Reply · Just now

Recipes to make with this



See All

Super Simple Strawberry and Spinach Smoothie



Product Pages

- Descriptions
- Recipes
- Photography



#1 Help Tell Your Story



What Makes Organic Chicken Better?

We know you care how your food is raised & processed. That's why we only deliver organic chicken from trusted partners like Smart Chicken. Their birds are raised on Midwestern farms according to Certified Humane & certified-organic practices. Even better: Since Smart Chicken is air-chilled with no added water or chemicals, it's more flavorful & tender than chicken you find at the supermarket. Stock up for weeknight dinners & save 20% before the sale ends.

SHOP NOW >



Bruschetta Chicken



Chicken & Apricot Skewers with Coconut, Peanut, Lime, & Cilantro



Chicken & Walnut Stir-Fry



Fresh, Artisan Loaves Direct From Bread Box & Bakery



Cinnamon Raisin Bread
Reg: \$6.99 | Sale: \$5.49



French White Bread
Reg: \$6.99 | Sale: \$5.49



Country Wheat Round Bread
Reg: \$6.99 | Sale: \$5.49



Deli Rye Bread
Reg: \$6.99 | Sale: \$5.49



Sourdough Bread
Reg: \$6.99 | Sale: \$5.49

SHOP NOW >



Meet Bread Box & Bakery

Hyman Maxwell is helping build a sustainable, local food culture at the Bread Box & Bakery in Perkasie, Pennsylvania, by sourcing local ingredients & baking each loaf with passion. Get fresh-baked news on this artisan on the Good Food Bag.

- Emails
- Home Page
- Banner Assets
- Social Media

#2 Help Solve for the Intangible



- Product Samples
- Customer Comments & Ratings
- Nutritionals

Fruitera

Kale Kicker Smoothie Cubes ★★★★★



Jeff Ludwin · Works at Door to Door Organics - Colorado

So easy to make! The Kale Kicker is my favorite.

Like · Reply · 33 mins

#3 Know How to Sell Smart

- **Review Current Assortments**
 - Is there something missing from our pre-existing assortment?
 - If the item is a duplicate, what makes yours better (pricing, quality, etc)?
- **Promotional Support & Product Introduction**
 - How will the customer know about the new product we are launching?
 - What type of promotional discounts can you offer to introduce and feature the item?
 - Do you have a promotional calendar to feature the product on a regular basis?
- **Product Exclusivity**
 - Can we launch your product first and get an exclusive for 3 months?
 - Is there a flavor we can have exclusively made just for DTDO?
- **Cost and Retail Transparency**
 - What is your suggested retail price and cost?
 - What margin structure do you need to work on to run your business, and how does that align with our business margins?