



Naturally
BOULDER

**EDUCATION EVENT:
KEYS TO DRIVING DISTRIBUTION**

JAMIE FRYE - VICE PRESIDENT & GM, AMPLIFY SNACK BRANDS
HUNT KILLOUGH - CHIEF SALES OFFICER, ONE BRANDS
MIKE GRABOWSKI - DIRECTOR OF SALES, RIPPLE FOODS
ANDY JUDD - CHIEF MARKETING OFFICER



Jaime Frye, VP / GM Amplify Snacks

Family: Husband (Clark), Sons (Jackson & Griffith), Daughter (Harper)



Best way to get to know me: Grab a drink with me

Hobbies: Hiking, Reading, Visiting family & friends



WhiteWave



DANONE
WAVE
Public Benefit Corporation

Amplify
SNACK BRANDS



PAQUI

OATMEGA
grass-fed whey protein



KRAVE
JERKY

Customer Segmentation/Focus



- Relationships are key here - Founders should be on ALL calls while establishing the brands. The ability to have open and honest dialogue and receive feedback is paramount to success.
- Decide up front if your brand needs to incubate. If it does, stay true to that; once ready for conventional, **MUST** have a way to keep Natural Channel happy/relevant for your brand
- Alternatively: Vet with 1-2 strategic partners in each channel (Natural, Grocery, C-Store, Club). Be clear you're testing in multiple channels and quickly pivot when success is achieved in one channel

Customer Segmentation/Focus



- Club can be dangerous. If successful, and too much volume depends on Costco, margin erosion and volatility around big slugs of volume (MVM's, quarterly rotation, etc) can be very detrimental
- Walmart should be tested slowly in proper store clusters - a fast fail in Walmart is bad news for any brand
- eComm is a very easy way to test out brands, but breaking through the clutter can be difficult, and costly.
- DTC is a fantastic way to reach customers quickly, and gain quick input to be able to adjust product from learnings. Can also be costly due to inefficiencies in shipping and breaking through the online clutter is a challenge
- Leveraging field marketing/agencies to laser focus around brand activation is a huge enabler to early success.

Trends (these are all very obvious, but customers are asking)



- Paleo/Keto/focus on Protein
- Pea Protein/Plant Based
- Puffed everything
- Moving of “the absence of bad” to “the presence of good”
- CBD

Hunt Killough: Experience

- **Background:**

- Nearly 25 years in the food and beverage industry (15+ in Boulder)
- BA: St. Lawrence University
- MBA: University of Denver
- Live in Evergreen, CO

- **Work Experience:**

- 5 Years with Nantucket Nectars: Regional Sales Manager
 - Sales Manager on team that exited to Ocean Spray
- 3+ years with IZZE Beverage Co: VP- National Sales
 - Executive on team that exited to Pepsi
- 1+ year with Jones Soda: VP- National Sales
- 5+ years with Snikiddy, LLC: EVP- Sales
- 1+ year with Ancient Harvest: VP-Sales
- 2.5 years with Justin's: SVP- Sales
 - Executive on team that exited to Hormel
- 2+ years with ONE Brands, LLC: CSO
- Advisor to various food/beverage companies



YOU'VE FOUND THE ONE.



Customer Segmentation/Focus

- First understand:
 - Who your target consumer is
 - How/Where does your target consumer shop
- Right Team in the Right Boxes
- Don't Forget Where You Came From
- Wider vs Deeper Distribution
- Customers That Make Us Famous
 - Own Those Relationships
- Pricing and Distribution Strategy

YOU'VE FOUND THE ONE.



Looking Ahead

- Omni-Channel Strategy
- Data is driving decisions at retail/distributors/brokers at a much faster pace
- Mass is no longer the last piece to the puzzle
- Happy to help:
 - hkillough@comcast.net

YOU'VE FOUND THE ONE.



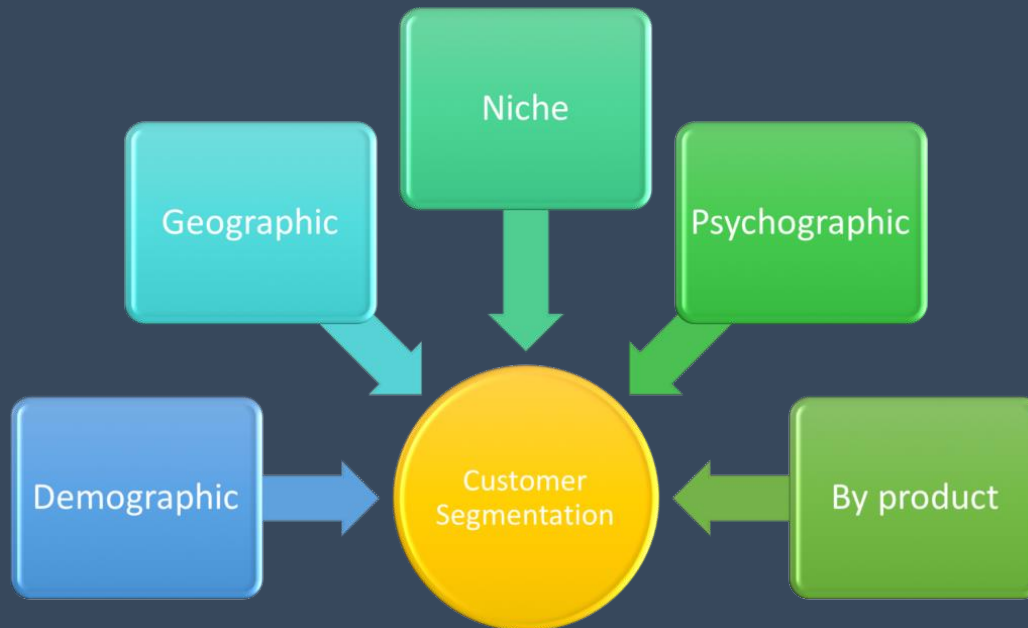
Mike Grabowski: Director of Sales, Ripple



+30 Years in Food



What is the Importance of Customer Segmentation?



You Need to know what is important to consumers and customers

Trends to Watch Which May Shift the Customer Landscape

Global is the “New Local”

Health drives more “Prepared Foods”

“Snacking” is a way of Life

Our lives are a “Grab & Go”

“Plant Based” is no longer a trend





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