

How we go to market...

We believe that “if we manage the operator ... we control the supplier’s interests.” Our go-to-market approach is simple:

- We identify, quantify, and qualify the interests of suppliers’ target accounts ... and match them with supplier strengths.
- Most operators are serviced by retail grocery distributors, broad line distributors, or customized distribution firms. As the proprietary product needs of operators have expanded, suppliers have also expanded direct solicitation of those product needs. Most multi-unit operators and store brand operators today “hard spec” their item needs, and engage distributor partners to stock the products they use.