

# Getting into Retail – Meeting the Buyer

Norwood Inn

Thursday, June 12, 2025

1:00 pm – 4:00 pm

Do you have a new or innovative food product that is retail ready or near retail ready? If so, Manitoba's chain retailers Save-On Foods, Red River Co-op, Sobeys, Safeway, and No Frills want to hear from you.

Selected companies will be invited to our in-person retailer pitching event taking place the afternoon of Thursday June 12, 2025 in Winnipeg, following Food and Beverage Manitoba's Annual General Meeting (AGM).

To be eligible, the following requirements are necessary:

- Package and labelling as per CFIA requirements, including Nutrition Facts Table (NFT)
- Prepared in a permitted kitchen
- Safe Foods for Canadians Registration (SFCR)
- UPC bar code
- Be aware stores may have requirements in addition to what is listed above

To help you make your best impression and get selected to pitch to retailers, **Manitoba Agriculture's Value Added Branch** is providing a series of five free webinars, presented as the "Getting into Retail Webinar Series". In addition to the valuable information, you will learn at each of these webinars, many also provide easy to use templates you can follow such as for making a sell sheet and promotion plan to present your products to retailers.

The "**Getting Into Retail Webinar Series**" includes the following topics. To register to attend these webinars, click [here](#). Videos will be uploaded as they become available, so for those that have already been presented, you can watch the recording by clicking [here](#).

<b>Tues., May 13, 2025:</b>	11 Things You Need to Sell Your Food Products to Grocery Stores
<b>Wed., May 14, 2025</b>	Insider Secrets to Setting Retail and Wholesale Prices for Selling to Grocery Stores
<b>Thurs. May 15, 2025</b>	How to Make a Sell Sheet for pitching Your Food Products to Grocery Stores
<b>Tues, May 27, 2025:</b>	What is a Promotion Plan and How You can Use This to Get Listings and Build Sales
<b>Wed. May 28, 2025</b>	What to say when a food buyer tells you 'no' and other tips to make a successful sales pitch

Manitoba Agriculture's Value Added Branch has additional resources available to help prepare you to be ready for retail:

- [Validating Your Market. What it Means to Your Food Business](#) (PDF, 164.96 KB) \*
- [Craft your Elevator Pitch, Make Crucial Connections](#), Webinar
- [Food Labelling for Industry Tool](#) (HTML)
- [Food Labelling Requirements](#) (PDF, 1.01 MB) \*
- [Introduction to Canadian Food Labelling Requirements](#) (YouTube)
- [How to Make Buyers Notice Your Product - Creating an Effective Sell Sheet](#) (PDF, 1.59 MB) \*
- These, and other resources can be found at [Province of Manitoba | agriculture - Resources](#)

**See the Application for Getting Into Retail: Meeting the Buyer on the next page**

## Getting into Retail – Meeting the Buyer

### Application for Pitching Your Product – Thursday June 12

**Spaces are limited**, so if you are interested, please fill out the questionnaire below. If selected, a representative from the Value Added Branch will reach out to you. **Deadline to apply: Friday, May 30, 2025**

1.	Your Name:	
2.	Business Name:	
3.	Phone Number:	
4.	Email:	
5.	Number of Years in Business:	
6.	Please list your product(s) with corresponding sizes	Use the chart below. Suggest you list your most popular items for listing consideration.
7.	Is your product packaged and labelled according to CFIA requirements?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> In Progress

Product	Sizes available

1. Indicate the number of stores for each retailer you are currently in:

	<a href="#">Sobeys</a>		<a href="#">Safeway</a>
	<a href="#">Co-op Red River</a>		<a href="#">Co-op Other Locations</a>
	<a href="#">Save-On Foods</a>		<a href="#">Superstore</a>
	<a href="#">No Frills</a>		Other

If Other, location, please indicate: \_\_\_\_\_

2. Retailers you would like an opportunity to get into:

	<a href="#">Sobeys</a>		<a href="#">Safeway</a>
	<a href="#">Co-op Red River</a>		<a href="#">Co-op Other Locations</a>
	<a href="#">Save-On Foods</a>		<a href="#">Superstore</a>
	<a href="#">No Frills</a>		Other

If Other, please indicate: \_\_\_\_\_

If you have any questions or comments please note them here:

\_\_\_\_\_

- ➡ Please submit your completed application to [MBAgrifood@gov.mb.ca](mailto:MBAgrifood@gov.mb.ca), by **Friday, May 30, 2025**.
- ➡ *Successful applicants will be contacted and will receive further details for the pitch(es)*