

Getting Into Retail Webinar Series

Retail Ready: What You Need to Sell Your Food Product to Retail Six-Part Webinar Series



Join us, in advance of [Food and Beverage Manitoba's AGM](#), as Jeff Fidyk with Manitoba Agriculture Value Added Branch prepares you for conversations with retailers to get your food products listed. Denise Aminot-Gilchrist with Food and Beverage Manitoba will round out the series by explaining the 'new' front-of-package requirements and what it means to processors.

Eleven Things You Need to Sell Your Food Products to Grocery Stores

Tues., May 13, 2025

Get the detailed retailer-approved list of requirements you need to qualify your food product to be listed in grocery stores. Learn how and where to access the resources needed to meet these requirements.

Insider Secrets to Setting Retail And Wholesale Prices for Selling to Grocery Store

Wed., May 14, 2025

The grocery industry is one of the most difficult for suppliers to determine selling prices due to varied margin, upcharge, and program monies requirements. You will receive a simple Excel template that will allow you to quickly calculate your retail and wholesale selling prices.

How to Make a Sell Sheet For Pitching Your Food Products to Grocery Stores

Thurs., May 15, 2025

A sell sheet is "the" communication tool for getting your food products noticed by grocery retailers. Learn the difference between features and benefits and how to target your pitch to the appropriate customer. You will be provided an easy template to follow and direction on how to make your best impression.

What is a Promotion Plan and How You Can Use This to Get Listings and Build Your Sales

Tues., May 27, 2025

Show your potential retail customers that you understand it is your responsibility to get your product selling in their stores. You will learn pricing and promotion strategies, plus how to make and implement it.

What to Say When a Food Buyer Tells You 'No' and Tips to Make a Successful Sales Pitch

Wed., May 28, 2025

When a potential retail customer tells you 'no' it often just means 'you haven't sold me yet'. You will receive tips for approaching customers, strategies to use for making a successful pitch, and scripts for responding to objections.

New Front-of-Package Labelling Requirements in Canada – What You Need to Know

Tues., June 3, 2025

Learn how Canada's new food labelling rules affect prepackaged products high in sodium, sugars or saturated fat. This short webinar covers when front-of-package (FOP) symbols are required, which products are exempt and how to stay compliant.

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Tuesday, May 13 - Tues, June 3, 2025 - 11:00 am – 12 p.m.

To register for any or all of these webinars, visit [here](#).

For more information 204-821-5322 or email karen.walker-tibble@gov.mb.ca

If you require accommodation in order to fully participate in this event, please contact the address above.

