



SHELF MASTERY: How Food Manufacturers Stay on the Retail Shelf

Food innovation is hot--and competitive. In recent years, the sector has attracted more attention and more participation from start-ups, media, investors and industry giants alike. New food entrepreneurs are attracted to and enter into food production because they are passionate about what they make and want to launch more natural, healthier and better-for-you products. Unfortunately, many entrepreneurs may not be prepared for the realities of entering this market.

That's why we created Shelf Mastery-- a unique course designed to help small businesses better understand and navigate the unique aspects of the retail supply chain. The curriculum is based on in-depth, field research and introduces a framework intended to help entrepreneurs examine and choose between strategies, opportunities, business models, and operational plans-at every stage of growth within their business.

Workshop Structure:

The workshop curriculum combines conceptual presentations, group discussion and interactive exercises to fully engage participants and create a rich, educational experience. In each of four modules, one each week for four consecutive weeks, we will focus on the following subjects.

- Module 1 - market players, supply chain and trade relations
- Module 2 - operations and financial concepts
- Module 3 - trade promotion, consumer promotion and marketing plans
- Module 4 - carrying the vision

Who will benefit from attending this course:

- graduates of the Texas State SBDC "Get Shelf Made" class
- early-stage & growing packaged food businesses selling in retail outlets beyond the Farmers' Market
- other CPG companies that sell via 3rd party retail

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