



Getting **Match Fit** for Retail

What brands need to get right, and keep right,
to win and hold space in UK retail.

Your Fero Speakers

The Retailer Side

Barry Dick MW

-  **12 years in UK major multiples**
Buying, sourcing and own-label teams - online range builds, strategic UK packaging and sustainability.
-  **13 years in wine & drinks brands**
Chief commercial winemaker for a global top-ten wine company, making wine across regions, styles and quality tiers.
-  **Master of Wine**
Passed 2013 - one of around 400 in the world.



WAITROSE
& PARTNERS

Sainsbury's



Your Fero Speakers

The Supplier Side

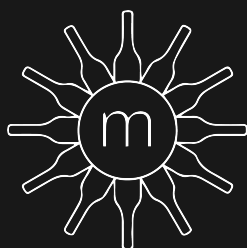
Helen Barugh

 **20 years in drinks**
Diageo, PLB, González Byass, Liberty Wines, Amber Beverages.

 **Channel Director**
Led the grocery channel at Mangrove

 **The accounts**
Tesco, Waitrose, Sainsbury's, Ocado, Morrisons, Co-op, Asda & convenience.

DIAGEO



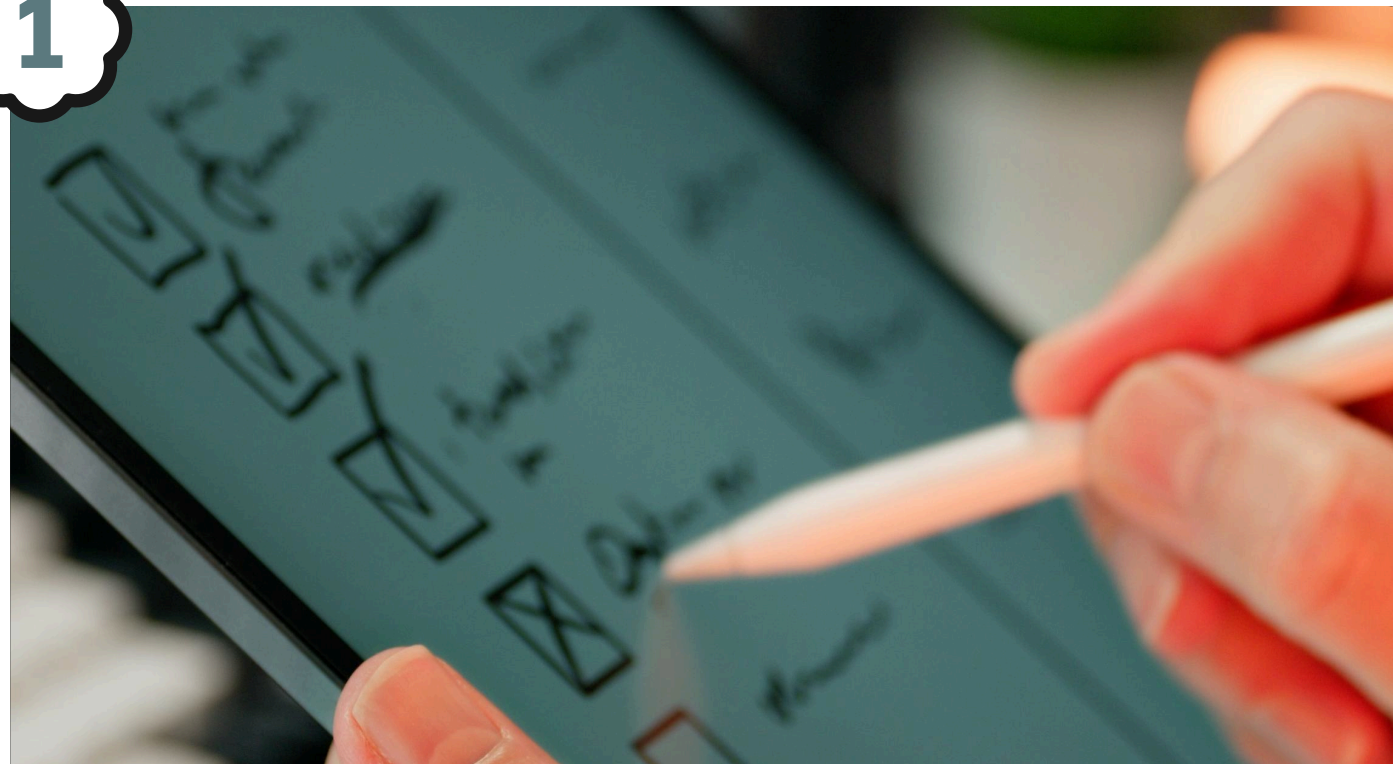
 **AMBER**
BEVERAGE GROUP

LIBERTY WINES



What you'll take away from the next thirty minutes

1



What buyers judge before you pitch

The basics that kill a proposal before the liquid's even tasted

2



What the buyer actually expects

The category case you need to make - from someone who sat in the chair

3



How brands stay in range

Why most listings die at the first range review, and what the survivors do differently

The Framework

Seven pillars of retail readiness

Score your brand against each one as we go

Do the basics well

1

Admin, compliance, samples, retailer literacy

Understand the category

2

Range, data, competitive set, trends

Product proposition

3

USPs, pricing, pack, consumer pull

Consumer & market plan

4

Shopper, campaigns, demand, route to market

Keeping on shelf

5

The retailer-led plan that protects ROS

Operational readiness

6

Supply chain, systems, accreditation, people

Does retail work for you?

7

The upside against the real cost of entry

Do the basics well

|||| Trading fundamentals

Barcodes, product images and trading admin accurate, complete and submitted on time.



Legal & compliance

Packaging regulations and legal compliance requirements met before you approach a buyer.



Sample standards

Right sample, right time, right place, right person — clearly labelled in a busy samples room.



Retailer Knowledge

Understand the retailer's business and language, buying team structure, and ranging windows.



Standards expected

Sustainability and technical standards the retailer requires, not just the ones you'd default to.



Relevance & cadence

Right balance of contact & communication style. Is your product genuinely relevant to this retailer yet?

From the buyer's chair

How basic is basic?

"You've no idea how many times samples arrived with **no labels**. Not just unlabelled bottles, unlabelled boxes. Nobody knows if they're samples, which tasting they're for, or who to call if we actually want to buy some."

Barry Dick MW

On 12 years of receiving samples

Make the buyer's case for them

Buyers don't range products they like - they range products that solve a category problem. Your job is to walk in already knowing what that problem is.

Tasks	Description	Done?
1. Range & gap analysis	Where the category has white space — and where it's already crowded.	☐
2. Data, not gut feel	EPOS, panel and category data used to make the case.	☐
3. Competitive set	What competitors are doing and, specifically, what's working for them.	☐
4. Liquid benchmarking	Product tested head-to-head against the category, not in isolation.	☐
5. Trends & signals	On- and off-premise trends, plus global signals that predict UK shelf.	☐

Product Proposition

**10
Seconds**

That's roughly how long your pack gets in front of a shopper. Everything about your proposition is tested in that window.



A real USP

One clearly articulated point of difference — not a list of nice-to-haves.



Pricing that fits

A price point that matches the brand story and the category's reality.



Evidence pull

A robust case for consumer demand, built to survive buyer scrutiny.



Brand visibility

Instant visibility on shelf, designed to catch the shopper's eye.

Demand is built before the listing

1

Define the shopper

Who your customers are - and how they align to the retailer's own shopper.

2

Build awareness early

Above-the-line activity that lands ahead of and alongside the listing.

3

One voice, every channel

Consistent messaging across every category touchpoint.

4

Demonstrate demand

Evidence that demand exists - not a forecast of what you hope will happen.

5

A defined route to market

On or off trade, direct or distributor - a sales strategy built for wide distribution.



The retailer-led plan

Winning the listing is the easy part. Keeping it is a retailer-led, ongoing plan.

Tasks	Owner
Shopper engagement	Launch plans, and continued engagement at point of purchase, sustained long after launch week.
Rate of sale	Maintain strong ROS - the number that determines whether you stay listed.
Trade marketing investment	£ commitment to retail trade marketing, and space investment where it earns its keep.
The right promo plan	Price remains one of the strongest single drivers of ROS - plan promotions deliberately.
Buyer partnership	Match the buyer's KPIs and needs to your own - QBRs or annual check-ins, at the right time.
Admin, on time	JBPs and retailer admin done correctly and on time, every cycle - not just at launch.

Where good brands stumble after the “Yes”

1

Supply chain

Can you hit OTIF at national volumes - not just at pilot scale?



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2

Maintaining Margin architecture

Retailer margins, listing fees, rebates and terms understood before you agree a price.

3

Systems & data

EDI/ASN capability and fluency in retailer portals and category tools.



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4

Accreditation

BRC/SALSA, Sedex and product liability in place - not in progress.

5

Dedicated resource

A named NAM backed by supply chain, finance and marketing.

Does retail work for you?

Retail isn't a milestone - it's a channel decision

Is it right for you?

The upside

- ✓ Volume and scale of distribution
- ✓ Visibility to a mass audience
- ✓ Prestige and third-party endorsement
- ✓ Meaningful profit potential

The real cost

- ✗ Significant investment required to compete
- ✗ Pulls focus from other channels, like on-trade
- ✗ Price can dominate — a race to the bottom
- ✗ Less control over RRP in market
- ✗ Financial instability if you over-extend

 **FERO** - We help business overcome these challenges

Q&A Session

No question too basic. As we've established, basic is where most brands fall down.

Key takeaway

Match fitness isn't a single project.

It's getting the basics, category, proposition, plan and partnership right... and **keeping them right**.

Want help getting match fit?

Fero funds, moves and trades stock for drinks brands - talk to us about your route to retail at ferodrinks.com

