

BRAND POSITIONING IN THIS NEW FOOD WORLD ORDER IS CRITICAL AS TO HOW YOU SHAPE YOUR GO-TO-MARKET STRATEGY TO AVOID AN IDENTITY CRISIS.

With the continued evolution of the Retail FoodService channel, it is more important than ever that your corporate brand identity and image stand tall amongst the crowded market of “foodservice at retail” companies and their respective products, where, for the most part have lost their brand identity once they get to the operator’s back of the house operations, and/or display cases. Today, manufacturers must work very hard for its fair share of “space identity.”

Brand identity requires a market fitness strategy that has to “jump” many branding hurdles to effectively provide both brand identity and “ROI” for those now immersed in this newly created and still evolving horizontally integrated channel.

No longer is the day when the brand, whether corporate and/or product brand, has its own unchallenged space or is automatically recognized for its brand value. This New Food World Order of brand identity in the operator’s space is valuable and has made their (operator) name the brand of choice in the consumer’s mind. Retail FoodService has changed the rules of “case and space” identity. Today menu development, product development in combination with consumer lifestyles ever changing; menu planning options, they now demand “advanced thinking” and “timely execution” to find relevant space.

If you see your corporate brand is not successfully navigating the many hurdles of identity, the signature of Retail FoodService, avoid the crisis and allow the Synergy Group to provide a market fitness “brand identity” diagnostic “SWOTT” test to see where you can improve your go-to-market presence.



Today, as a manufacturer, your corporate brand strategy and market relevance must be alert to the operator’s demands for quality and value while you as the manufacturer must rely on your corporate brand’s value to become the identity with the buyers and manufacturers to withstand the onslaught of both operator labels and manufacturer private label, to ensure winning the race for



brand share identity. Corporate branding must now find its way through the myriad of; supply chain buyers, brokers, merchandisers, and category managers before the product actually gets into the consumers “meal planning” purchase patterns and buying habits, as their mainstay in their daily meal planning.