

# Strategies for Growing a Successful Brand

## Panel Discussion

Presented by



June 22, 2023

Go TEXAN EXPO, Dallas Market Hall

<https://www.dfwcpg.com/join-us/>



## WHO WE ARE:

**The *ONLY* CPG-focused  
Community in DFW**

Building a community since 2019

Fostering connections and networking

Providing informative speakers and educational content

Volunteer-led

Free membership – *Join today at [dfwcpg.com](http://dfwcpg.com)*

## Why Our Members Join:

- ✓ A community that cares about your success
- ✓ Learn best practices from industry experts – online/virtual and live events
- ✓ Opportunities to leverage this community to help drive your brands' growth
- ✓ *Insider* Newsletter, networking, advice
- ✓ Publicity for your brands via our events, newsletter, and social channels
- ✓ Resources – check out our website resources page for past event presentations and recordings and other industry information

## Who are the members?:

Members and sponsors include brand founders, suppliers, packaging firms, retailers, brokers, consultants, investors, advisors, entrepreneurs, agencies, partners, and other CPG organizations.

# Recent Events – Opportunities to learn, connect and network

DFW CPG PRESENTS

## From Starting to Exiting & Starting Again



**Scott Jensen**  
Co-Founder & CEO of Rhythm Superfoods

Come to DFW CPG's next in-person event to hear first-hand about the journey of founding a company, building it, successfully exiting, and then doing it all over again!

DFW CPG PRESENTS

## Angel Investing – What you need to know & how to pitch them



**PANELISTS:**  
Katie Dunn, Partner at Power To Pitch  
Ellen Smoak, Founder of The Society of Women Entrepreneurs

Moderator: Kat Weaver, Founder of Power To Pitch



DFW CPG HUDDLE

## The Big 3: Sales Channels + Distributors + Your Own Departments



## DFW CPG HUDDLE

### LEGAL BITES | KEY CONSIDERATIONS FOR YOUR CPG BRAND



**ARTHUR SWANSON**  
Senior Counsel at Vela Wood

Curious about key legal and regulatory issues in developing and marketing your brand and product? Or the contractual and other legal issues involved in producing, selling, and distributing your product?

With over 20 years of food & beverage CPG experience representing over 50 iconic brands such as Keurig, Dr Pepper, Snapple, and many others, Arthur Swanson, Senior of Counsel at Vela Wood, will be sharing his thoughts on some of the key legal and business issues to consider across your CPG business.

Upcoming July 2023 Events: Register online [dfwcpug.com/events](https://dfwcpug.com/events)

In-  
Person

Virtual



**DFW CPG**  
**DFW CPG PRESENTS**  
**Mastering Multichannel:  
Strategies for Success in CPG**



**PANELISTS:**  
**Leah Lopez, Founder of Better Bites Bakery**  
**Adam Franks, Director of Vault Private Brands and Emerging Brands, 7-Eleven**  
**Moderator: Richard Riccardi**

**WEDNESDAY, JULY 12TH AT 6:00 PM**  
**NEW LOCATION**  
**Smurfit Kappa - 125 E. John Carpenter Fwy.**  
**Suite 1500, Irving**



**DFW CPG**  
**DFW CPG HUDDLE**  
**7-Eleven Emerging Brands Program:  
7-Emerging.com"**



**THURSDAY,  
JULY 20, 2023  
12:00 PM CST**

**REGISTER TODAY**

**Antonio Lopez**  
Business Development  
Manager at 7- Eleven



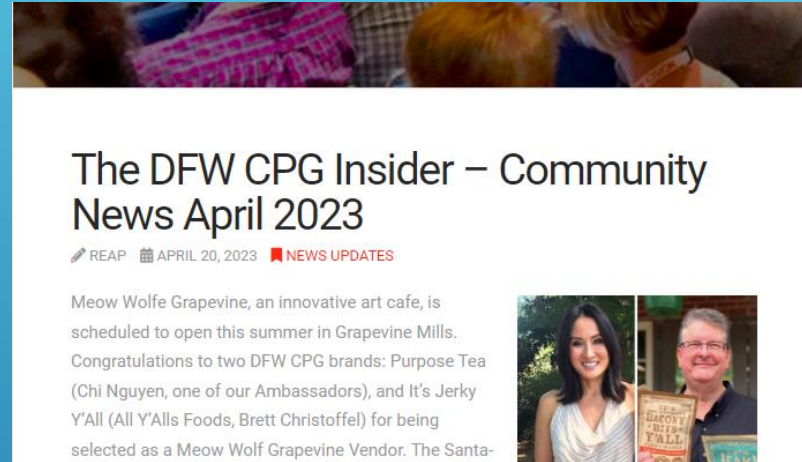
Get DFW CPG's **The Insider** Newsletter – for news & opportunities twice/month



**DFW CPG** **THE INSIDER**  
June 15, 2023


**HAPPY 4<sup>TH</sup> OF JULY**

*Upcoming Events!*



**The DFW CPG Insider – Community News April 2023**  
REAP APRIL 20, 2023 NEWS UPDATES

Meow Wolfe Grapevine, an innovative art cafe, is scheduled to open this summer in Grapevine Mills. Congratulations to two DFW CPG brands: Purpose Tea (Chi Nguyen, one of our Ambassadors), and It's Jerky Y'All (All Y'Alls Foods, Brett Christoffel) for being selected as a Meow Wolf Grapevine Vendor. The Santa-



**REMINDER**

**SPECIALTY FOOD ASSOCIATION:**  
The Summer Fancy Food Show returning to the Javits Center in NYC, **June 25-27**. The show will focus on everything from supply chain remedies to



**Brand Profile: Bella Bars**  
REAP JUNE 29, 2022 NEWS UPDATES



Upon speaking with Nicole Ingram, Bella Bars' do it all founder and CEO, the word "inspirational" immediately comes to mind. She launched **Bella Bars** in January 2020, at the start of the COVID-



**Brand Profile: Barmalade**  
REAP OCTOBER 1, 2021 NEWS UPDATES



If you've ever been to an elegant restaurant or bar, there's no doubt that a micrologist crafted your

# Today's Presentation:

## Strategies for Growing a Successful Brand



Presented by DFW CPG Executive Committee Members

Richard Riccardi, Co-Founder, Investor and CPG Advisor

Tim Prager, CEO of Capstone Consulting

Mindy Robbins, CEO and Founder of Happy Sprinkles Treats

Genevieve Poirier-Richards, President, The Marketing Spectrum - Moderator



## Panel – Key Points Summary:

- Find mentors, advisors and experts ,and other brand founders to help guide you and provide insights and advice – there is a lot to learn and know about the CPG industry. Visit our Resource page on the website to see some other CPG industry groups and partners.
- Develop the financial knowledge you need about your products, costs to produce, and cost to sell by channel. Critical to understand this and to be able to forecast how it will evolve over the coming years. Investors will also ask about this. Consider hiring a skilled book keeper and as you grow – a Fractional CFO if needed.
- There is a lot of complexity to selling in various retail channels – think about your product, your consumer, and the channels and develop your growth strategy before you start presenting. Be strategic and find a way to win in limited channels before expanding.
- Velocity (how fast your product sells on the shelf) is a key metric! Once you get in-store, ensuring you have ‘pull through’ is key to success. Programs and sales promotions to drive sales will need to be planned and funded. Try to find out what the average velocity is for products in your category (by retailer) – it’s often expressed as Units/Store/Week or can be Dollars/Store/Week.
- Know your consumer – research can be expensive but other options include: talk to your shoppers at sampling events, demos, farmers markets, or other. Review social media comments and online reviews. Consider low cost testing to get insights on products, brand image, and other elements. (1Q.com is one potential online research tool). You will make better product, brand, marketing and business decisions when you have detailed consumer insights. And, you’ll make better and more persuasive presentations!



Thanks for Joining Us Today at Go TEXAN Expo!



We are DFW's *only*  
community for  
**CPG Leaders**  
and Enthusiasts. . .

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And your success  
is our mission.