

Finding a Distributor

A guide to help consumer goods entrepreneurs bring their products to market.



Things to Know



Distributors serve as connectors between packaged goods brand owners and retailers.



A distributor purchases products directly from the brand owner and in turn sells to their retailer customers.



Distributors manage storage and delivery to the retailer's warehouse or direct to stores.



A full service distributor will offer sales support and may replace the need to hire a sales broker.



Many distributors specialize by region and/or product category to focus on their target retail sales channels.



It is important for brand owners to find the right distributor partner for their stage, product and goals.

Getting Started

Plan Ahead

Review the wholesale price you will need to charge a distributor with the value of the services offered.

Research Options

Explore distributors with different service levels, category specializations, retailer accounts and operating areas.

Focus The Search

Look for distributors that can show how they will support your brand growth goals.

Be Prepared

Have your product samples and sell sheet ready so distributors can review against their own listing criteria.

Protect Your Business

Gather references from other brand owners and put a business contract in place that is reviewed by your legal advisors.

Questions to Ask

These questions will help get you started.
Continue to research to find the right match for your business.

- What level of services and support do they offer?
- Will brand owners still need to hire a sales broker?
- What geographical regions do they operate within?
- Which retailers do they currently have accounts with?
- Do they specialize in certain product categories?
- What is the typical price strategy (margin) they use for setting price to retailers?
- What retailer fees and charges do they cover?
- What policies do they have for brand owners to follow?
- What is the process to be accepted to their portfolio?
- What is in their typical contract and is it flexible?

Places To Look

click the links below



Packaged Goods Distributors

[Tree of Life](#)

[KeHE](#)

[Planet Foods](#)

[LGG Foods](#)

[Summit Specialty Foods](#)

[Jonluca Neal](#)

[World Wise](#)

[Canadian Artisan Foods](#)

[Neal Brothers](#)

[PSC Natural Foods](#)

[Pure Source](#)

[Mike and Mikes Organics](#)

[Summit Specialty Foods](#)

[CJR Wholesale](#)

[LCG Food Distribution](#)

[Peak Performance Products](#)

[Ontario Natural Food Company](#)

[Horizon Grocery and Wellness](#)

Places To Look

Packaged Goods Distributors

[Horizon Nature](#)

[Dovetale Collections](#)

[Satau](#)

[Dot Foods](#)

[Sysco Foods](#)

[Gordon Food Services](#)

[Pak National Foods](#)

[UNFI Canada](#)

[Greenline Distributors](#)

[CTS Foods](#)

[Purity Life](#)

[Fine Food Stop](#)

[Left Coast Naturals](#)

[Nationwide Natural Foods](#)

[Harlans](#)

[FoodCo Directory](#)

These industry leads will help get you started.
Continue to research to find the right match for your business.

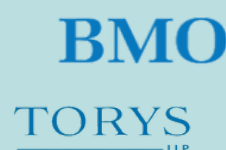


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