

Food and Beverage Atlantic Presents

MASTERCLASS

SALES & MARKETING

The Food & Beverage Sales & Marketing MasterClass is designed for professionals with marketing and sales responsibilities. The course delves into all aspects of marketing and sales for food and beverage products. A comprehensive case study is employed to allow participants to collaborate, learn by discussing and solving problems together. Over the 6-week interactive course, participants will get to know their peers and build strong relationships that can be leveraged in their careers.

Templates, tools and calendars are provided to help each participant apply the learning in their own company. The sections covered include core analysis and adjacency mapping for growth, category and competitor analysis, customer segmentation, value proposition development, packaging and pricing best practices, trade and consumer marketing tactics, and how to hire and manage food brokers and distributors.

JANUARY 25 - MARCH 1, 2023

8:30AM - 12:30PM

Participants will attend virtually one morning per week for six weeks

WEEK 1



CORE ANALYSIS & STRATEGIC ALIGNMENT - WORKING ON THE RIGHT THINGS

WEEK 2



GATHERING CONSUMER AND CUSTOMER INSIGHTS.... LEARNING TO SEE

WEEK 3



DESIGNING WINNING VALUE PROPOSITIONS FOR CUSTOMERS & CONSUMERS

WEEK 4



CONSUMER MARKETING - GETTING YOUR PRODUCTS OFF THE SHELF

WEEK 5



TRADE MARKETING - GETTING YOUR PRODUCTS ON THE SHELF

WEEK 6



MANAGING DISTRIBUTORS & BROKERS - GETTING YOUR PRODUCTS TO THE SHELVES

*Masterclass will be presented in English only.

**SPACE
IS
LIMITED!**

Reserve your seat today!

ONLY 15 SPOTS AVAILABLE!

FBA Member: \$500 | Non Member: \$675

[Click here](#) to learn about potential provincial funding available.

LEARN FROM INDUSTRY EXPERTS

MASTERCLASS FACILITATORS



Alan Archibald
Archibald Analytics



Peter Chapman
SKU Foods



Norm Purdy
PCX Advisors

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