Driving Profitable Growth

for the Food & Beverage Industry

Companies that work with us typically see revenues increase 20% or more.

STANTON ASSOCIATES LLC
Management Consultants

Our Services

We bring deep industry expertise along with an extensive set of capabilities to help our clients grow the top line AND improve gross margins.

Our services range from working with your team on top-level strategy development to implementation of solutions across several key areas to drive profitable growth.

Sales & Distribution

Distribution Strategy & Development
Retail Implementation
Sales Performance Improvement

Marketing

Branding & Positioning
Lead Generation
Social Media Marketing
Direct Marketing Campaign
Trade Channel Marketing
Strategic Sales & Marketing

Strategy & Finance

Strategic Business Planning
Financial Advisory & Profitability Analytics
Pricing Analysis & Strategy
Product Conceptualization & Launch
Strategic Alliances – Assessment & Development

Who we are

Seasoned Professionals who have served on the executive side of the desk for both public and private companies.

Former positions held: CEO, COO, CFO, Head of Sales, Head of Marketing

Extensive Background at some of the world's greatest companies.

McKinsey, Andersen, Ernst & Young, KPMG, Price Waterhouse, Deloitte

Areas of Expertise

- Consumer packaged goods
- Specialty foods
- Beverages
- Natural, organic, vegan and gluten-free lines
- Commercial bakeries
- Food processors
- Food importers

Practice Leadership

Lawrence Johnson

Expertise: Strategy. Sales. Marketing & Distribution.

Experience: Founder and President of a specialty food products company.

Lisa Leight

Expertise: Marketing. Product Management. Strategy Development.

Experience: Former VP Marketing.

Lewis Stanton

Expertise: Business Strategy. General Management. Finance and Operations.

Experience: Several time CEO, as well as former COO and CFO of a public company.

Selected Recent Projects

Ingredients Manufacturer

Developed strategic marketing plan for a major Midwestern nutritional ingredients manufacturer.

Specialty Foods Sales and Marketing

Founded and Developed a Specialty Foods Sales and Marketing Company. Expanded revenues over 300% by enhancing product offerings and through persistent development of existing customer relationships by offering customized products and attentive customer service.

$50mm Commercial Bakery

Developed and executed restructuring plan across all departments. Implemented new pricing plan which increased gross margins in excess of 10%.

Rationalized production between plants.

Substantially improved EBITDA allowing company to reorganize post Chapter 11 and be sold to a strategic buyer.

Stanton Associates LLC
11271 Ventura Boulevard, #450
Studio City, CA 91604

www.stantonassoc.com
info@stantonassoc.com

818.752.6500