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# Driving Profitable Growth

## for the Food & Beverage Industry



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

# Our Services

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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

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**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

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

IBM, Andersen, Ernst & Young, PWC, 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

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### Lawrence Johnson

**Expertise:** Strategy. Sales. Marketing & Distribution.

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



### 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

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## 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.

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### Stanton Associates LLC

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