Market Channel Tip Sheet

Restaurants

Pro	Con
Easy first sale	Small order size / frequent delivery
High margin	Picky – requires top quality
Buys by the carton	Slow pay
Can buy a little or a lot	Requires personal attention
Good market intelligence	High turnover of buyers
Local	Must have a harvest schedule way ahead
Someone probably speaks Spanish	Requires specific time window for deliveries. (9:00 – 11:00)
Reliable customer	
Does not require a standard pack	

Tips

- Sell with samples to the Executive Chef, but build a relationship with the Souse Chef for when the Executive moves on.

- Make sales calls between 9:00 AM and 11:00 AM, and 2:00 and 5:00

- Give the chef a schedule of what you will harvest and when, then keep them informed of variations and upcoming new products.

- Ask constantly about their needs including pack, size, variety, post harvest and new items.

- Take orders by FAX, but also use the phone.

- NEVER miss a delivery.

- Don't change your price often

- Try to always have something to sell them so that you never break the pattern of delivery. Always bring in something new for the chef to taste.

- Figure out what your minimum average order size is and decide how long you will give the customer to reach it.

- Use the Chef as your best source of market information. They will know what the next big thing is before you do.

- Know how the Chef is using your product, and be prepared to talk about other ways to use it especially if it is an ethnic crop.

- Make sure that your delivery person, you, your label, your prices, your pack, and your attitude are all telling the same story.