



How to get into high end retailers

Meenesh Mistry | co-founder

Healthy doesn't have to be boring

The idea came from a frustration of working in a corporate office where the 3pm slump is greeted by a bombardment of sugary and empty calorie treats - donuts, cakes, biscuits and chocolates.

The alternative 'healthy' snacks weren't any better, claiming to be healthy but packed with sneaky sugars, full of nasties and empty calories.





What sets Wholey Moly apart?

100%
Natural

50% Less
Sugar*

Vegan

Source of
Protein

No Refined
Sugar

High in
Fibre

We've ripped up the baking manual and started from scratch, you won't find any of the usual suspects in our cookies... no butter, refined sugars, empty calories or guilt, just **honestly good cookies**



*Less than an average snack bar



Made in
the UK



Progress to date



We launched into Selfridges in July 2018, followed by Sourced Market

We quickly got listed into Whole foods and As Nature Intended in September 2018 .



Will be stocked in Eat17, Daylesford Farm and a bunch of independents by the end of this month

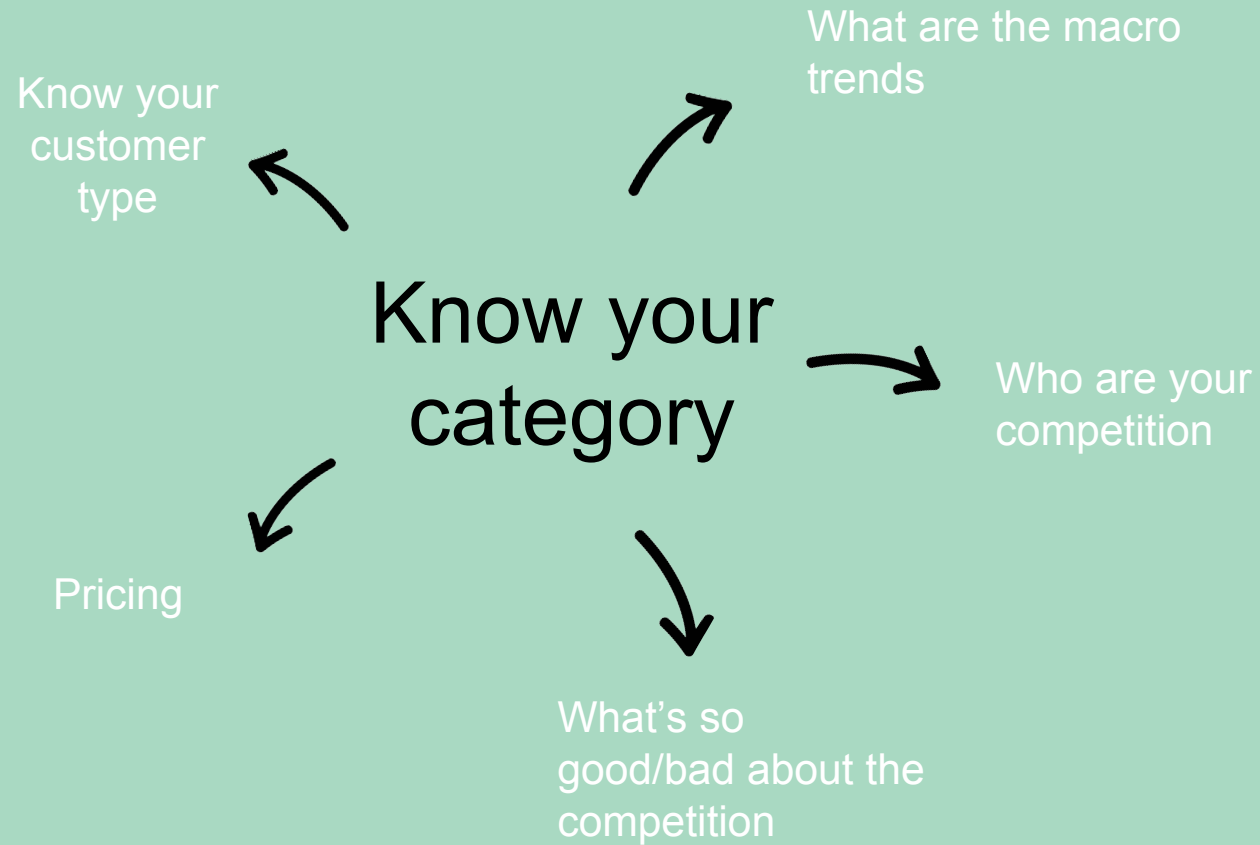


How to get into retailers





1. Know your category





2. Know your USP

Product



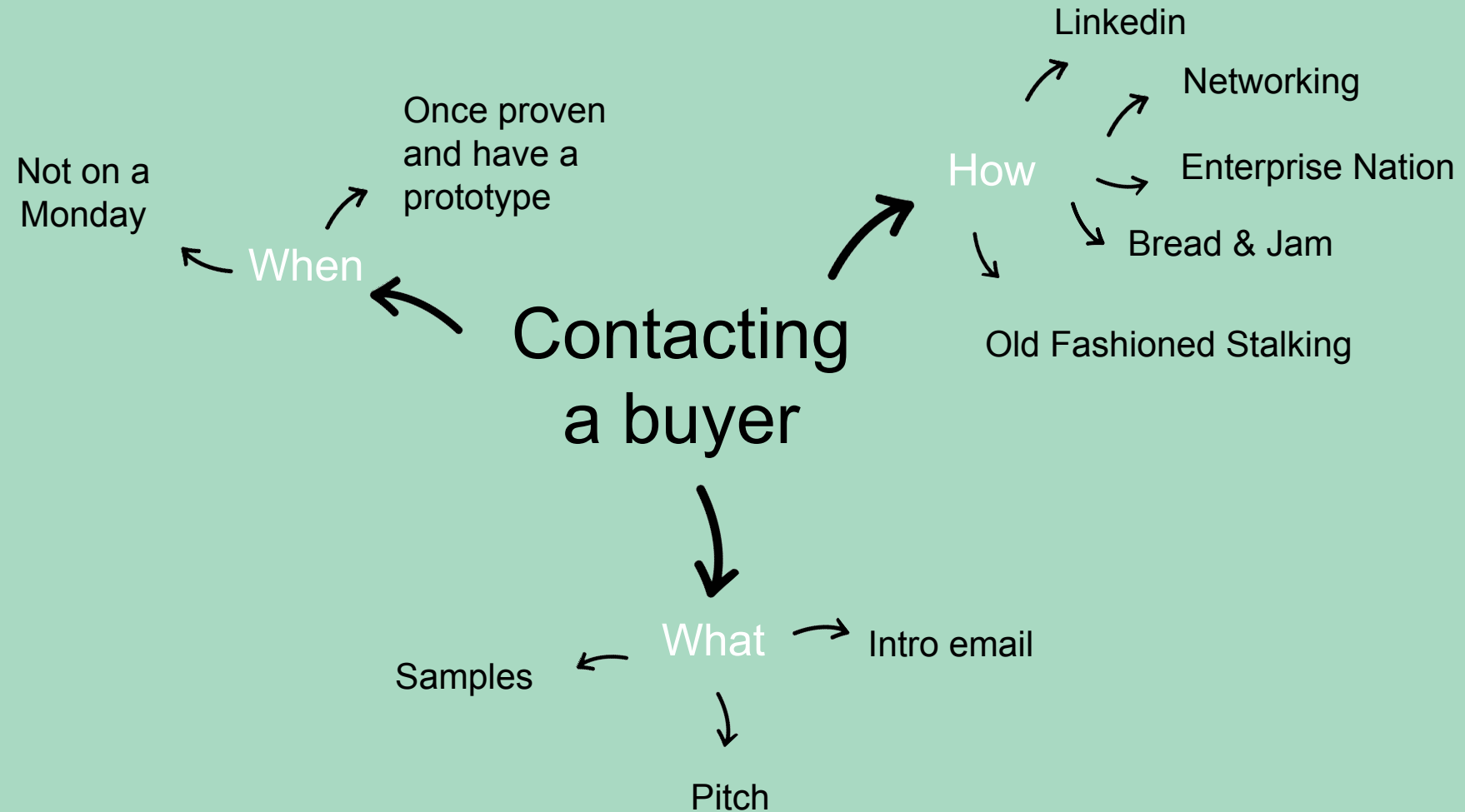
Know your
USP

Branding





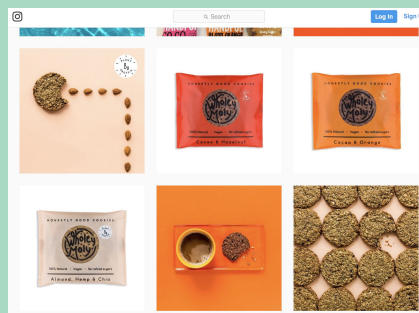
3. Contacting a buyer





4. Show momentum

Social Media



Show
momentum

Other
retailers

PR



Sales

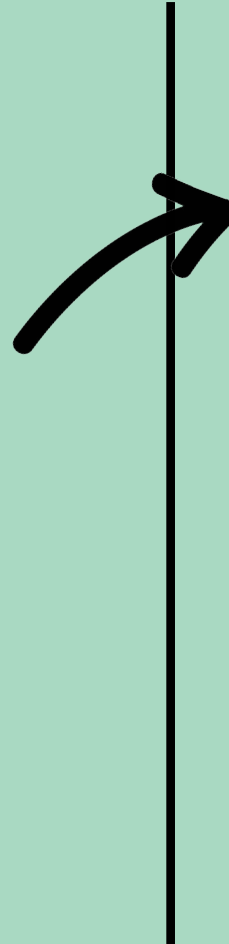




5. Know your commercials

Know your commercials:

- Know your cost price
- Know the margin breakdowns
- Always price higher
- But don't price yourself out
- Build in promotions
- Don't expect great margins to start with



RRP £ 10.00

Retailer Margin 50% £ 5.00

Retailer buy in price £ 5.00

Wholesaler margin 25% £ 1.25

Your sale price £ 3.75

Your cost price £ 2.00

Your profit £ 1.75



47% Margin



6. Supply Chain





Be Persistent without being annoying

Remember you're the little man

Get comfortable with rejection

Take on feedback

Make their life easy

Fake till you make it

Enjoy it!

Thanks!



**FEED THE CRAVING
WITHOUT MISBEHAVING**

Instagram: @wholey.moly
Facebook: @wholey.moly.cookies
Email: hello@wholeymoly.co.uk
Website: www.wholeymoly.co.uk