

# RECRUITMENT NOTICE



**EFFICIENT COLLABORATIVE RETAIL MARKETING**



Food and Beverage Atlantic, in partnership with the Government of Canada and the four Atlantic provinces is leading a project for food and beverage companies in Atlantic Canada to expand their reach into international markets.

The ECRM program is a proven program which has the sole purpose of putting suppliers in front of qualified and vetted buyers or distributors. There are countless programs in various sectors with a large selection in food/beverage.

The ECRM programs touch every category of food and beverage and offer opportunities for companies to get in front of qualified and interested buyers. ECRM's website is found [here](#).

**Is this  
program  
for you?**

To qualify you must be an export-ready company who can deliver to the U.S. with established distribution. You must have capacity to produce and deliver on an order.

This matchmaking process results in a schedule of 10-minute meetings with Buyers. It requires preparation, a solid sales pitch, and capacity to deliver on an order.

## Project objectives and expectations

Program participants are expected to commit to preparation and post-event follow up. Preparatory webinars will be made available and mandatory to attend.

### PREPARATION

Participants will be given access to a preparation site, which is an online portal with all pertinent information for the Program. Here they can also clearly and quickly review all of their appointments, including information about the buyers they will be meeting with. They will be able to view expectations so they can properly prepare for meetings.

Companies are also required to sign up to the RangeMe platform as part of the ECRM program. This allows them to build robust social-network-like profile pages with all the key information about their products. Over 5,000 buyers in this system have the capability to search this categorized platform when in the product discovery phase. If a buyer is interested in your product, they can communicate with you directly through the platform, or invite you to attend upcoming Programs, either virtually or in-person, that they may be taking part in.

### RangeMe

### ECRM Connect

Participants will be asked to use the ECRM Connect app, a unique mobile and desktop online software application. This application is free and is known for its simplicity, allowing you to video conference directly with potential clients and take notes during each meeting that get uploaded instantly to the cloud and imported into our follow-up site. You can access information on who you will be meeting with and what their specific criteria are at the push of a button.

## Buyer Follow-up

Connected seamlessly to the preparation site, the follow-up site houses all the notes from your initial meetings and provides benchmark notifications to remind you of which contacts you need to follow up with and when.

Participants will be asked to schedule a meeting with a Coach who will be assigned to them. During this meeting an assessment of the pitch will be conducted so they are well positioned for a successful pitch.

Participants will be required to complete a post-event survey and share results with the funders of the program.

Only companies accepted into the Program will be charged a fee. The fee for this program has been subsidized for Atlantic Canada companies. Your fee to participate is \$800 per program, payable to Food & Beverage Atlantic. (regular rates through ECRM range from \$5500-\$6500).

## Fees, requirements, and how to apply

Participating companies should already be exporting outside of Canada and will be asked to submit a Profile, outlining their reasons for participating and their export goals.

To participate in this project, please register [here](#). Programs are listed by date and registration will close for each program 30 days before the date. The registration will stay open as long as funding is available.

Applicants' selection will be done in consultation with the organizing committee to ensure the most qualified, well-prepared, and engaged companies are included in the initiative.

Participating companies are required to complete a post-project survey to summarize their experience and outline the results that came of it.

To apply for one of these programs, visit  
[www.atlanticfood.ca/events](http://www.atlanticfood.ca/events)

# PROGRAM OFFERINGS 2021



## EFFICIENT COLLABORATIVE RETAIL MARKETING



### Diversity & Minority Owned Foodservice Program

This session is designed to introduce foodservice operators, such as restaurants, hotels, distributors, universities and more to food and beverage brands that are diversity qualified or minority owned. Certifications to include but not limited to: Ethnic Minority Owned- Disadvantaged Business Enterprise- Gay, Lesbian, Bi-Sexual or Transgender Owned- Veteran Owned-Disability Owned-Woman Owned Business.

**09/14/2021-09/25/2021**

### CBD & Hemp Food & Beverage Program

Food and Beverage suppliers of CBD (Hemp Derived Cannabidiol) products will present new products and programs in this trending category to buyers across retail and foodservice channels.

**10/19/2021-10/21/2021**

### Plant-Based Food & Beverage Program

Suppliers of Plant-Based Foods as well as Vegan Foods will present to foodservice operators and retail buyers across all channels looking to capitalize on this growing trend. Categories include Snack, Beverage, Shelf Stable Grocery, Baked Goods, Frozen Foods, Refrigerated Items found in Dairy or Deli, as well as Meat Alternatives.

**10/25/2021-10/28/2021**

### Keto Food & Beverage Program

Suppliers of keto foods and beverages will present to buyers across all channels looking to capitalize on this growing trend. Categories include Snack, Confectionery, Beverage, Shelf Stable Grocery, Baked Goods, Frozen Foods, and Refrigerated Items found in Dairy or Deli.

**10/26/2021-10/28/2021**

### Meat Program

Buyers across all retail and foodservice channels are looking for fresh and frozen Meat products. Conventional and Natural & Organic items are being considered. Products being reviewed include but not limited to:

**10/27/2021-10/28/2021**

Beef | Pork | Turkey | Sausage | Bacon | Lamb/Veal  
| Chicken

### **Commercial Foodservice Program**

Manufacturers and suppliers of food, beverages, supplies and equipment items have the opportunity to present to restaurants, hotels, distributors and other foodservice operators.

**11/1/2021-11/4/2021**

### **Campus Foodservice Program**

Vendors with food, beverage, supplies and equipment items have the opportunity to present to Colleges & Universities.

**11/2/2021-11/4/2021**

### **Foodservice at Retail Program**

Vendors with food, beverage, supplies and equipment items have the opportunity to present to Colleges & Universities.

**11/3/2021-11/4/2021**

### **Candy Planning: Halloween Program**

Confectionery suppliers will present programs for the 2022 Halloween holiday season to retailers across all channels.

**12/7/2021-12/9/2021**

## **PROGRAM OFFERINGS 2022**

### **Convenience Program**

Consumable Grocery, Snack, Beverage, Candy, Frozen, Dairy, General Merchandise, Consumer Tech Accessories, Hand Sanitizers, Fashion Gaiters, Mask, CBD, Health and Beauty Care suppliers will present new programs to retailers and distributors from the convenience channel.

**1/24/2022-1/27/2022**

### **Impulse, Front-End & Checklane Program**

The Impulse, Front-End & Checklane Program brings together a curated cross-channel lineup of today's leading retailers looking to source new suppliers, discover innovation and learn how to succeed in meaningful category growth. Explore basket building opportunities within General Merchandise, Health & Beauty Care and Grocery. Categories include Confectionery, Snacks, Beverage, Health & Beauty, Pet, Consumer Technology Accessories, Hand Sanitizers, Fashion Gaiters & Masks, Sundries, Seasonal Demands

**1/25/2022-1/28/2022**

### **Coffee, Tea & Cocoa, Winter Program**

At this sourcing and planning review suppliers of Coffee, Tea and Cocoa will present new items and promotional opportunities to buyers from across all retail channels. Items being reviewed include but not limited to:  
Roasted Coffee | K-Cups/ Pods | Instant Coffee | Shelf Stable- Coffee Concentrates & Creamers | Tea Bags | Tea Mix | Loose Leaf Tea | Matcha | Hot Cocoa

**2/7/2022-2/9/2022**

### **Beverage, Winter Program**

At this sourcing and planning review suppliers of both Shelf-Stable and Refrigerated Beverages, including Sports/Nutritional Drinks, Water, Carbonated Soft Drinks, Kombucha, Juice, RTD Coffee/Tea & Functional and Natural/Organic Beverages will present new items and promotional opportunities to buyers from across all retail channels.

**2/8/2022-2/10/2022**

### **Center Store Grocery, Winter Program**

At this sourcing and planning review suppliers of Canned Foods, Breakfast, Baking, Condiments & Dressings, Dry & Boxed Foods, Sauces & Spreads, Gift Sets, and Natural, Organic items will present new items and promotional opportunities to buyers from across all retail channels for everyday planning and 2021 Winter Holidays.

**2/15/2022-2/17/2022**

### **Candy Planning: Christmas & Halloween Program**

Confectionery suppliers will present new items and programs for the 2022 Christmas and Halloween Holiday Seasons to buyers from retailers across all channels.

**2/16/2022-2/24/2022**

### **Snack, Winter Program**

At this sourcing and planning review suppliers of Snacks including Cookies, Chips, Pretzels, Popcorn, Crackers, Biscuits, Meat Snacks, Nutritional Snacks, Fruit Snacks, Nuts & Seeds, Snack Bars and Natural/Organic Snacks will present new items and promotional opportunities to buyers from across all retail channels for everyday and the 2021 Winter Holidays including Back to School, Thanksgiving and Christmas.

**2/22/2022-2/24/2022**

### **On & Off Premises Adult Beverage Program**

Wine, beer, spirit, pre-made cocktail/mixer producers, non-alcoholic beverages, importers, distributors and exporters from around the world will present products to buyers from both on and off-premise chains, as well as distributors and importers.

**3/1/2022-3/3/2022**

### **Foodservice Program**

**3/21/2022-3/24/2022**

Food suppliers have the opportunity to present to foodservice operators from both commercial and non-commercial sectors.

### **Foodservice Beverage Program**

**3/22/2022-3/23/2022**

Suppliers of ready to drink and dispensed beverages including Water, Carbonated Soft Drinks, Juice, Coffee and Tea have the opportunity to present to restaurants, hotels, distributors and other foodservice operators.

To apply for one of these programs, visit  
[www.atlanticfood.ca/events](http://www.atlanticfood.ca/events)

For additional information or inquiries, contact Sara Robinson at Food & Beverage Atlantic by email at [sara@atlanticfood.ca](mailto:sara@atlanticfood.ca) or by phone (506) 857-4254.

For information on any government support available, please contact:

New Brunswick – Roxane Plaisance [Roxane.Plaisance@gnb.ca](mailto:Roxane.Plaisance@gnb.ca)

Nova Scotia - Omaira Ospino [oospino@nsbi.ca](mailto:oospino@nsbi.ca)

Newfoundland – Kevin Pomroy [KevinPomroy@gov.nl.ca](mailto:KevinPomroy@gov.nl.ca)

Prince Edward Island - Jamie Blanchard [jrblanchard@gov.pe.ca](mailto:jrblanchard@gov.pe.ca)

ACOA – Marie-Andrée Ouellet [Marie-Andree.Ouellet@ACOA-APECA.GC.CA](mailto:Marie-Andree.Ouellet@ACOA-APECA.GC.CA)