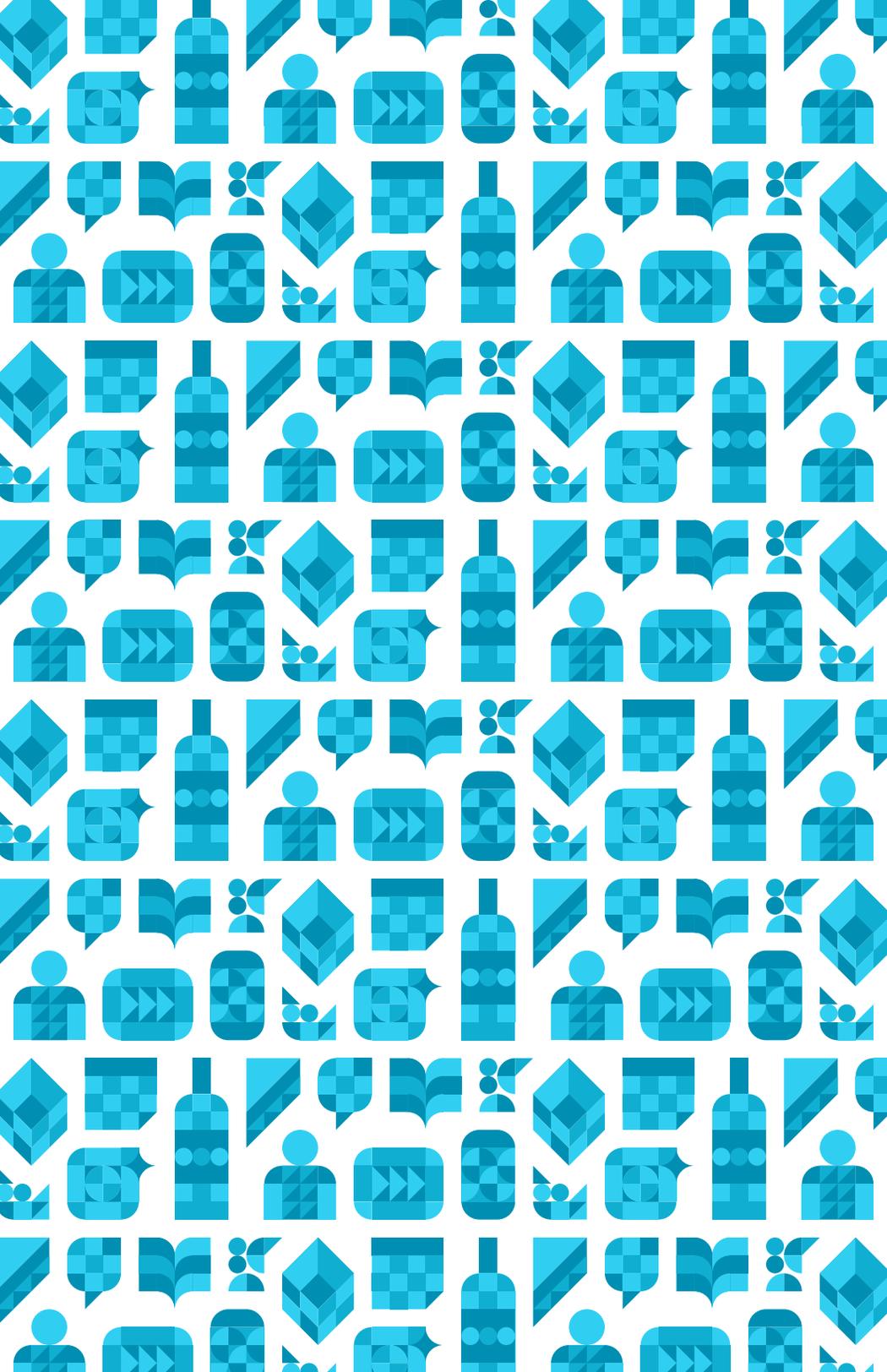




GORILLA

FOOD & BEVERAGE  
ECOMMERCE  
COOKBOOK



With sales of \$600 billion per year, the food & beverage category represents the largest retail category in the United States, and one of the biggest areas of untapped opportunity in ecommerce, with less than 1% of the market's sales currently occurring online.

However, with a predicted five year growth rate of 21% annually according to Business Insider, online grocery sales will not remain a scarcity for much longer and are expected to reach \$18 billion in the next three years. This vacancy and inflection point in the market presents a great deal of opportunity for food & beverage retailers and brands looking to expand their footprint online, and those that do not are missing a lucrative opportunity.

As large food & beverage manufacturers like General Mills and Pepsi take steps to incorporate direct to consumer ecommerce into their sales and investment strategies, and based on our breadth of experience working with clients over the years, we've prepared a wide-ranging collection of insights and best practices, which we've presented here alongside original analysis.

We hope this recipe book will function as a handy resource to inspire and assist with future food & beverage ecommerce growth initiatives.

# Educate your customers with supplemental, informative content

Agri Beef



Offering content alongside your ecommerce channel is now almost a requirement for a full commerce solution.

---

#### What You'll Need:

- Preparation Guides
- Recipes
- Pairing Recommendations
- "Making of" Videos

Offering content alongside the ecommerce channel is now almost a requirement for a full commerce solution. For food & beverage retailers, this content could include preparation guides, recipes, pairing recommendations, and "making of" videos. For Snake River Farms, a division of Agri Beef, a family-owned ranching business that sells all-natural beef and pork products, providing customers with preparation guides was an essential component of their ecommerce strategy to alleviate customer concerns when investing in (and then having to self-prepare) a more expensive product, like a steak or roast.

# Allow your customers to select when they want to enjoy your products

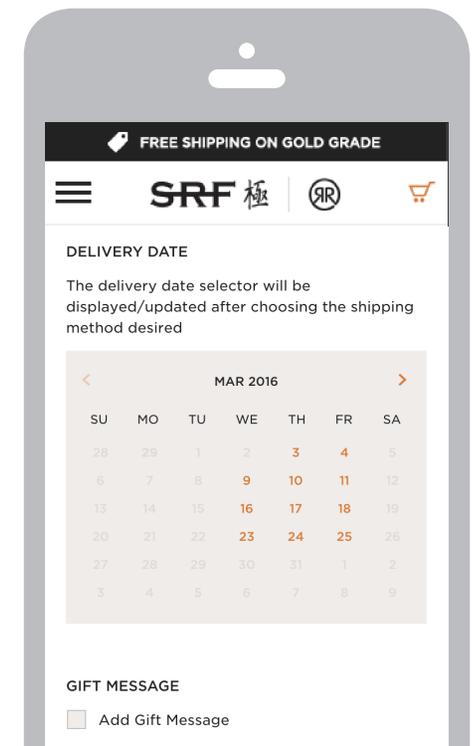
Agri Beef

## What You'll Need:

Interactive Calendar  
Cut-Off Date Notifications

Prominent & Transparent Shipping Policies  
Delivery Date Selector

Providing reliable information and managing customer expectations by being transparent about shipping and delivery dates is critical when selling perishable goods. Further, food & beverage purchases are often centered around special occasions and holidays when specific dishes are central to the celebration. Offering up-front and accurate timing and shipping information can make or break your reputation as a food & beverage brand, which is why providing your customers with a Delivery Date Selector tool, similar to what Agri Beef has done, is key for retailers selling goods with limited shelf lives. Along those lines, implementing and clearly communicating delivery cut-off dates and ordering countdowns can ultimately boost customer trust.



# Encourage membership and exclusive access to products

HALL Wines



With customer acquisition costs skyrocketing, implementing a curated monthly club or similar subscription model is an effective way of building a base of regular customers and recurring revenue.

---

#### What You'll Need:

- Preferred Pricing
- Exclusive Member Benefits
- Escalating Tenure Benefits
- In-Person Experiences (As Applicable)
- Sign-Up Incentives

Consumable products lend themselves well to subscription models as they continuously need to be refilled, replaced or replenished, which is why offering a membership or club is a great way to get your products in consumers' doors. HALL Wines created two membership options: Primary Colors and Collection, both of which leverage the concepts of exclusivity and anticipation through preferred pricing, tenure benefits, and in-person experiences.

# Provide easy gifting opportunities

Murray's Cheese

## Preparation Tip:

Segment Gifters and Gift Recipients for future marketing campaigns to simplify efforts and ensure accurate messaging. For Gifters, consider email reminders about the next season's collection. For Gift Recipients, promote discounts for becoming a customer, or even better, a Gifter.

Sharing a great meal or drink is a fundamentally social experience, which makes gifting opportunities through the ecommerce channel a natural extension and valuable opportunity. Retailers like Murray's Cheese have embraced gifting with enhancements and functionality like drag and drop 'Build Your Own Gift' tools. Murray's lets its customers assemble gifts to their exact specifications and preferences by dragging products into a virtual crate. Gifting tools not only mimic the in-store shopping experience of selecting specific items for an individual, but also help to encourage referrals and new customer acquisition.



# Offer opportunities for engagement, no matter where your customer is

Garrett Popcorn Shops



If your customers are satisfied with your product, they'll want to talk about it.

---

#### What You'll Need:

Influencer Engagement Strategy  
Defined Social Media Campaigns  
Exceptional Photography  
Sharing Prompts and Tools

If your customers are satisfied with your product, they'll want to talk about it. Provide them with opportunities to share and learn more through curated social networks. Nurture two-way conversations within those channels and take advantage of your most powerful marketing weapon, word of mouth. Repurpose tantalizing product photography developed for your ecommerce channel and don't ignore emerging social mediums like Snapchat. Specialty popcorn retailer, Garrett Popcorn Shops, has built thriving social networks by listening to and engaging with their happy customers on the platforms they use most.

Without the benefits of smell, touch and taste, selling food & beverage goods through the digital channel presents retailers with a host of challenges and has slowed the ecommerce adoption rate. In order to overcome customer concerns about shelf stability, product quality and shipping, retailers must take a human-centered approach to user experience and design, build trust and provide opportunities for customizations and engagement.

This recipe book includes just a sampling of recommended ingredients needed to build a thriving food & beverage ecommerce channel. Satisfy your appetite for success by closely analyzing your brand's needs and goals, then defining and implementing the right mix of form and function to fit your customer base and complement your sales channels.

