



Predhomme

UNCORKING POTENTIAL

B2B, Marketing & Product Promotion

A Customizable Approach





About the Program

This program is designed in a customizable fashion, allowing you to choose the level of your involvement and investment in finding agency representation, the process required, as well as highlighting additional marketing services we discussed when we spoke.

Program Highlights:

- Work with you to build a profile that is inline with your business objectives in entering the Canadian market and that resonates with the right Agencies
- Thoroughly vet and match you with a select number of Agencies that show a keen interest in learning more about your products
- Host Agency representatives for virtual tastings & producer meet and greets
- Coach you through the process of Agency representation and working in each Province you select
- Additional marketing activities as required to build your brand and create awareness for your products entering the market

B2B Match-Making: The Predhomme Way

Tell your story, define business objectives for the Canadian market, differentiate your product(s), educate Agents, & drive interest



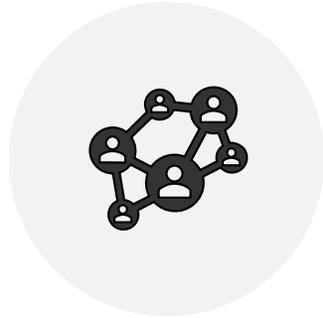
Our Approach

First and foremost, we get to know you, your product and your business goals. We leverage our relationships, database, and networks to understand these elements deeply and find a match that is in for the long-haul



Ontario Focus

The program can be designed & implemented to cover individual provinces or across Canada.



Agent Networks

We work with daily and know on a personal, and professional level across the country. From the small boutique importer to the large-scale national enterprise. We tap into our networks to source and find the perfect fit for you



Value

The program is completely customizable, streamlining and reducing both your time and financial costs - offloading most of the legwork into our well-honed and tested process.



Product Focus

We work with you to showcase your brand & tell your story in a way that resonates with agents in each market - pinpointing the elements that will drive interest and demand

Program Tiers: Side by Side

B2B Match – Tier 1	B2B Match – Tier 2	B2B Match – Tier 3	Additional Services*
<p>Key Features:</p> <ul style="list-style-type: none">• Get to know you, your business goals and background via a quick interview• Create a unique profile for your business and products that resonates with Ontario Agents• Match this with two agents in our system that have a predilection to your brand and products• Connect you with two agents via a group Zoom call	<p>Key Features:</p> <ul style="list-style-type: none">• Includes all features in Tier 1 plus:• Arranging product samples• Hosting virtual tastings & meetings between producer representative(s) and up to 3 shortlisted agencies• Coaching through process, and setting an efficient timeline for all parties• Follow-up services, templates and guide to working in the Ontario Market Place	<p>Key Features:</p> <ul style="list-style-type: none">• Includes all features in Tiers 1 & 2 plus:• Go-to-Market strategy• Product launch Event(s)• Media Engagements• Digital Promotions <p>*Note: This package is completely customizable and can combine all elements or focus on individual components</p>	<p>Additional Services*</p> <ul style="list-style-type: none">• Trade, Consumer & Media tastings• Small & Large Scale Events• In-Market Buyer Trips• On-going market analysis and reporting• Full Digital Ad Packages

Our Team

Predhomme Strategic Marketing is dedicated to the food & wine industries. We are purposeful & specific in our efforts & work to grow organically with our partners. We are as selective with our partners as they are with us. We wholly immerse ourselves into our clients' world & are dedicated for the long term. We work with those who share the same ethos & help them grow and expand into new territory. Our core team includes:



Will Predhomme
Managing Partner



Amanda Johnson
Operations Manager



Michael Howe
Marketing,
Communications &
Business
Development



Summary

Find the *right* Agent in your preferred market. One that is in it for the long-haul. Work with us to go beyond Agent matching and develop a winning strategy to create interest, demand and sales of your unique products.

- Showcase your story to a specially curated audience of agents who want to learn more – highlighting the unique quality product you have to offer
- Save your valuable time and resources through our effective and streamlined process
- Develop a deep understanding of your chosen market – where your products fit within it with the most vested agent in realizing your goals
- Educate and bring awareness to the consumer of your products entering the market, creating anticipation, hype, and demand
- Leverage consumer data, digital ad positioning, and re-targeting timed around your release for optimal success

Thank You



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