



Reach more customers

Sell more product

For less than £1 per day per product

Storage, Fulfilment, Delivery

All-in-One

www.GalleriaByGFG.uk



Niche & Speciality Food Markets 2016

“Due to the unique nature and the continuing development of online trends the chance has arisen for niche communities to thrive in a digital world. Often these communities would have little or no commercial viability in a physical or local environment; however, through the power of technology these communities can thrive as there is no geographical economic hinterland.

Brought together through the use of targeted advertising and /or ecommerce, a significant population primed for commercial development can be formed. It can be seen in the growth of online trends over the past few years that online communities are beginning to blossom, bringing like-minded people together to act as a meeting hub to share ideas and views. Successful online community – based brands encourage their members with more personal interactions such as blogs or through the effective use of social media and online forums.

These online interactions often become the first point of call for community news, advice and development, as such they generate a greater level of trust which can then drive brand loyalty and present fantastic revenue generating opportunities.

The Galleria by GFG presents a very unique opportunity for development in the niche market sectors, seen as **the revolution in the evolution of grocery sales, marketing and distribution**, with one delivery point supplying all potential food sectors in the market. The Galleria By GFG brings together a huge selection of unique / specialist foods all in one community through a multi-level sales and marketing platform selling a huge selection of quality specialist products to Consumer’s, Retail, Trade, Food Service and Wholesale.”

Martin Sturgess May 2016



The revolution in the evolution of grocery sales, marketing AND distribution!



The Problem

- Suppliers and producers of speciality, niche, gourmet, dietary & lifestyle foods have a difficult job to survive using traditional marketing and distribution and many fail for numerous reasons.
- Food products with a given shelf life immediately restrict the quantity a wholesaler or retailer can buy and sell before the best before is reached, however questionable the best before date role maybe.
- Wholesalers need to buy at wholesale prices and suppliers need to supply in commercially viable quantities. The two requirements are diametrically opposed.
- However.....**online food markets have no boundaries so...**



The Solution

- Your products can thrive in the Galleria By GFG as it overcomes this traditionally insurmountable problem.
- One delivery point supplying all potential food sectors: consumer, retail, trade, food service AND wholesale: at the relevant trade or wholesale price.
- All-in-one storage, fulfilment, delivery and marketing..
- Your revenue is based on the distribution channel/volume; wholesale base price increasing through to the 50%+ paid for goods sold retail..
- Cost? Less than £1 per day per product.
- Featured in 3 Category Shops, Trade Shop, Wholesale Shop and Landmark portal.
- Interested?
- Read on.....



The Galleria by GFG

A Shop for Every Need



Dietary

Free-From-Gluten Free-From-Nuts
Free-From-Lactose Allergen-Free
Free-From-Egg Free-From-Salt
Free-From-Dairy Sugar-Free
Free-From-Wheat Low-Calorie
Free-From-Yeast... Free-From-Soya
...and many more

Religious & Life-Style

Kosher Halal
Vegetarian Organic
Vegan Clean Eating

Category Shops

Chocolate
Truffle
Salt Plate
Cheese
Mead
Cognac
High Protein
Gifts
Off-Licence
Well-being

Gourmet Foods

Foods and ingredients from around the world that go towards making that special meal or occasion.

Many of these products are not easily found on the high street.

Food Packs

Ambient, Long Life Meals, Diet Plans, Ration Packs
Student Weekly Packs
Senior Citizens Weekly Packs
Emergency Food Packs

Your Own Branded Shop

Minimum 25 products – your own branded shop AND be in the relevant category shops, Trade, Wholesale and Landmark! What an opportunity..

National Shops

Each National Shop can have an information page and individual branded shops' products will also feature at no extra charge.

www.GalleriaByGFG.uk



The Concept



A multi-level sales & marketing platform selling quality, gourmet, dietary (inc Free-From Food), religious and ready to eat meals (esp. ambient) to Consumers, Retail, Trade, Food Service and Wholesale



www.GalleriaByGFG.uk



The Perfect Marketing & Distribution Solution



Four target markets

- **Consumer** (online, mail order, telephone)
- **Trade** - retail
- **Wholesale** (buying groups, independent, Cash 'n Carry)
- **Food Service & Industrial**

The Complete Fulfilment & Delivery Package

- **Storage** – ambient, chilled, frozen & alcohol
- **Fulfilment** – packed & dispatched
- **Delivery** – B2C & B2B
- **Tele Sales** – bi-lingual available
- **Product compliance**
- **Drop Ship**
- **AdWords Campaigns**
- **Website Copy**

For less than £1.00 per day per product

www.GalleriaByGFG.uk



Consumer Benefits

A wide range of specialty shops under one roof

Including : “Free-From” Foods e.g. Free-of-Gluten; Vegan, Halal, Salt Plates, National Shops e.g. Danish

Specialist products not generally found in supermarkets

One checkout irrespective of number of purchases or stores visited within Galleria

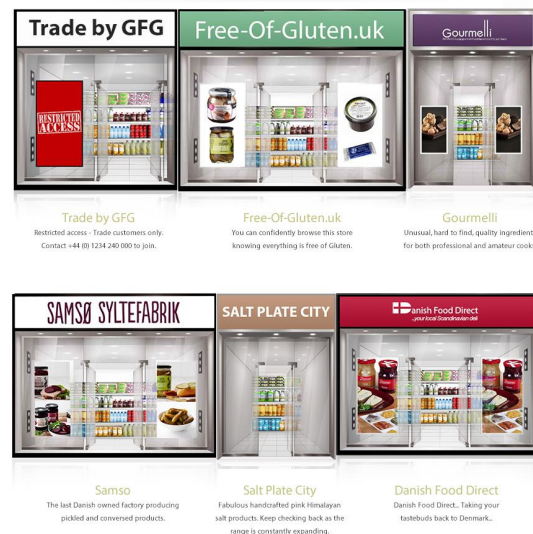
Tracked courier delivery

One delivery charge regardless of number of purchases or stores visited, subject to availability*

Loyalty programmes

Exciting promotional activity

SHOP DIRECTORY



*Items can be delivered direct from the manufacturer and the consumer will be charged delivery. This will be evident at time of purchase.



The Galleria by GFG



Trade / Wholesale / Brokerage

Secure gateway for independent wholesalers, wholesale buying groups, trade and volume buyers with their own wholesale/trade price lists visible only to registered trade / wholesale companies.

Flexibility - Companies that have short life product and only want to sell volume can display their products in the Trade & volume buyers only shop and / or the Wholesale by GFG shop

Storage and logistics can be utilised for wholesale distribution giving our clients the total capability of supplying retail, trade and consumer

Minimum order quantities can be specified and the enquiries dealt with by either GFG, or by the manufacturer, main distributor.



www.GalleriaByGFG.uk

Benefits for the supplier

Each product will have the option to be included for GFG Trade shop and GFG Wholesale shop. Orders / enquiries can be dealt with by either The Good Food & Gift Company or by you

All GFG Wholesale products will be available for selection by a major Wholesale buying group (68 wholesalers / £3 billion turnover pa) for possible inclusion in their GFG Galleria shop for their members only.

GFG Galleria – Trade & volume sales only “shop”

Can only be accessed by authorized registered trade visitors. Trade prices will be shown and requests can be made for volume prices.

Trade prices are usually excluding delivery which will be charged at cost

SHOP DIRECTORY



Trade by GFG

Restricted access - Trade customers only.
Contact +44 (0) 1234 240 000 to join.

Free-Of-Gluten.uk

You can confidently browse this store knowing everything is free of Gluten.

Gourmelli

Unusual, hard to find, quality ingredients for both professional and amateur cooks.



Samsø

The last Danish owned factory producing pickled and conversed products.

Salt Plate City

Fabulous handcrafted pink Himalayan salt products. Keep checking back as the range is constantly expanding.

Danish Food Direct

Danish Food Direct... Taking your tastebuds back to Denmark...

Designed for Your Customers

Consumers, especially those that require something more specialist, can shop according to diet, religious need and health constraints.

More than 40 shops consisting of a wide range of independent food and “category” shops all individually located within one website

WITH JUST ONE CHECKOUT!

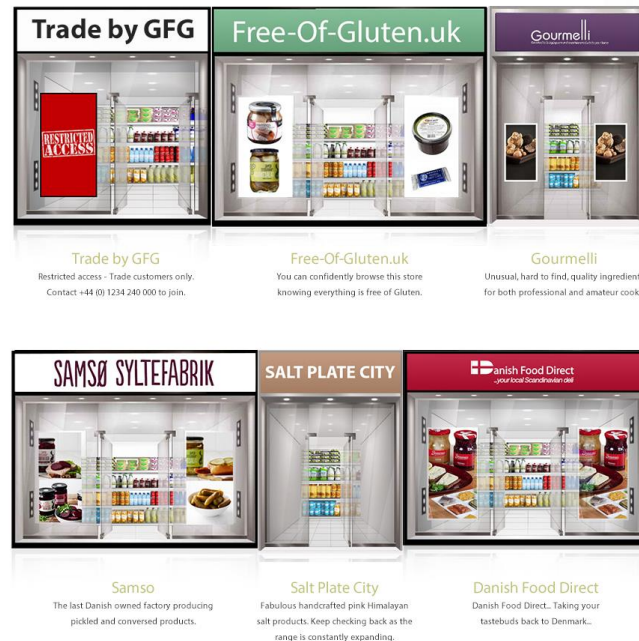
A single resource for niche, specialist, international food and gift companies

One delivery charge regardless of number of purchases or stores visited, subject to availability*

Tracked courier delivery

*Items can be delivered direct from the manufacturer and the consumer will be charged delivery. This will be evident at time of purchase.

SHOP DIRECTORY



www.GalleriaByGFG.uk



National Shops

GFG Galleria National Shops – a unique way to introduce your countries National foods in to the UK
Contact your countries Trade Department for assistance

Ex-Pats and national restaurants can source the home-countries national products from shops within each countries National Shop. Each manufacturer/shop will retain their own brand identity yet their products will also automatically (optional) be found in the appropriate category shop, Dietary, Religious, RTE or Gourmet

Our 3rd party fulfilment, storage and logistics partner can be utilised for B2C and all B2B distribution giving our clients the total capability of supplying retail, trade, wholesale and consumer



Storage and Distribution Benefits

Distribution by courier on a daily basis of any size consignment

Courier consignment with tracking facility

All goods packed to customer requirement i.e. logos on packaging materials if required at cost.

All goods stored and remain the property of the “client” until sold

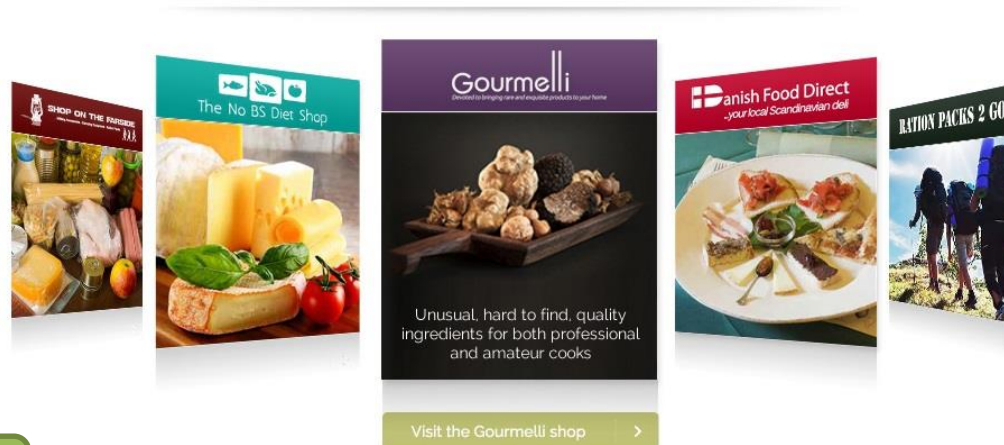
In-house contract packing and re-working facilities available

Chilled & ambient couriers B2C and B2B

Alcohol licensed warehouse

Stock control, rotation and sales reporting

THE SHOPPING MALL FEATURED SHOPS



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Our Marketing

Complete or partial marketing programmes available, choose from any of the following:

Monthly e-Newsletter

Promo e-shots

Distribution of samples

AdWords campaigns

Analytics & SEO management

Multi-lingual telesales with UK phone number

Telesales UK number direct
to supplier if required

EBay/Amazon sales

PPC

Roadshows – Landmark food service

Bespoke promotional items

Design of online adverts

Design, print & distribution of flyers

Loyalty bonus scheme

Videos

PR to consumer and trade publications

Social media management

Online advertising

Introducing the “Just-A-Penny”
shop ask us about it!



The Fees



£30 per product (inc 3 sku's) set-up costs
£30 per product (inc 3 sku's) per month maintenance
Reduced fees for small and artisan producers
Set-up and three months maintenance required as deposit
Reduced fees for more than 10 products
Own brand shop for more than 25 products
Each product eligible for 3 Category shops + trade and volume buyers + wholesale
Extra Category shops £5 per category.
Each product - up to 3 SKU's

Less than £1 per product per day

We agree a base delivered price (BCP) into our fulfilment centre (Loughborough LE11 5JF) on consignment for goods sold to wholesalers
We agree to pay a higher price for trade (TCP) and an agreed top price for goods sold to consumers (RCP).

Goods remain the property of the supplier until sold

GFG pay all appropriate* storage costs (2 weeks average sales + replenishment time), fulfilment and delivery costs.

E.G. £29.31 BCP per case
£37.66 TCP per case
£43.79 RCP per case

Subject to RSP, cube, weight etc



Our Partner Requirements

Minimum 6 month contract, continuing to a rolling contract

Compliant in selling food (Registration number (EU) no. 1169/2011 reg. (EC) no. 1924/2006)

All products to specifications to be supplied in English

English label over stickers to be applied or supplied if required

Agree to:

- Our payment terms (end of month following sale)
- Our delivery terms, delivered fully paid to 3rd party logistics company (unless order delivered direct to customer, “drop ship”)
- Our credit card terms
- Cross promotion of products
- To be agreed, minimum stock levels to be maintained at the fulfilment center to ensure zero out of stocks.



Summary

One delivery point - Consignment stock into fulfilment house Loughborough, initially one case per line minimum, then 2 weeks stock plus replenishment time. This is to eliminate out of stocks to consumers.

GFG store, fulfil and deliver at trade and wholesale prices!

All products checked and advice given to comply with UK Trading Standards

EAN barcode acquired if necessary and English labels arranged.

Base cost price (BCP) delivered Loughborough agreed for wholesale sales.

Trade Cost Price (TCP) what we pay you for trade sales (Trade Price to be agreed)

Retail cost price (RCP) what we pay you for goods sold retail (RSP to be agreed)

Consignment goods paid for on reconciled receipt by GFG

Secure on-line payment services provided by GFG

Trade account Credit control through GFG with CPA (The Credit Protection Association Plc)

Stock replenishment by GFG Partner, minimum 2 weeks stock plus lead time to replenish.

Sales and Marketing packages billed monthly.

Initial cost – set-up fees and consignment stock

Trade, Wholesale & Volume-Only portals available

Non-exclusive. Integration with existing sales and distribution network

Each product, 3 category shops plus Trade Shop and Wholesale shop if required

GFG store, pack, fulfil and deliver

Promote the Galleria By GFG and **YOUR** products.



Contact Information



To discuss becoming a part of The Good Food & Gifts ultimate online shopping experience contact:

Stephen, Martin or Debbie

galleria@goodfoodandgifts.co.uk

Telephone: +44 (0) 1234 240666

The Good Food & Gift Company Ltd.

Lacey House,

High Street,

Lavendon,

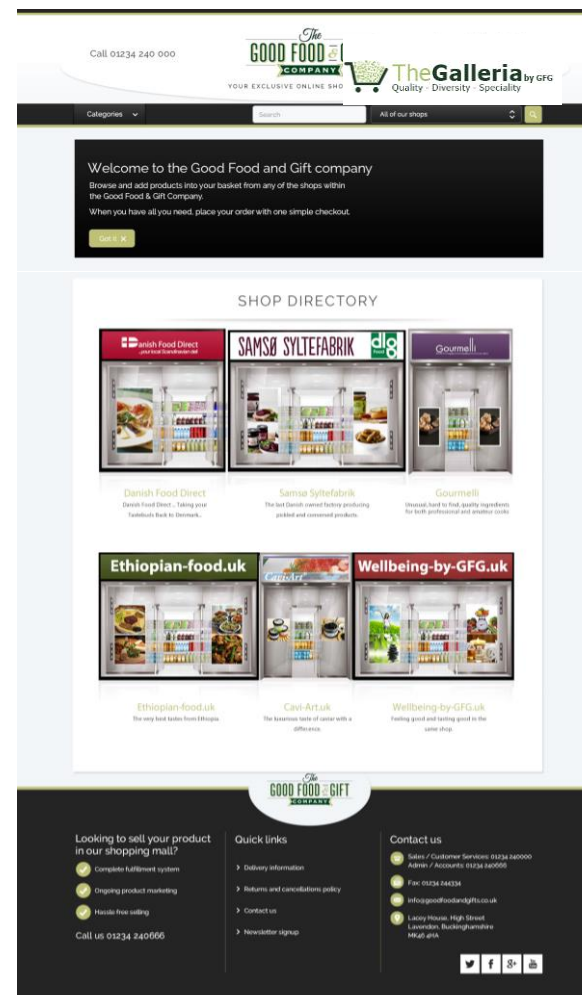
Bucks.

MK46 4HA

England

VAT Number: GB 140 6238 40

Company Registration Number: 03753750



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