



Moving Your Brand Up the Food Chain: Marketing Strategies to Grow Local Regional Food Brands (Paperback)

By Patrick Nycz

Dog Ear Publishing, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. MOVING YOUR BRAND UP THE FOOD CHAIN The food industry is on the verge of a revolution, with smaller, local and regional food brands finding big potential for growth. The increasing influence of millennials on consumer tastes, the desire for products produced locally, and mistrust of big food companies open opportunities to small and medium-sized food companies. An experienced consumer packages goods marketer and his team have created a book to help navigate the looming volatility in the food industry. For instance, the U.S. Department of Agriculture predicts that the sales of locally produced foods, which reached \$12 billion in 2014, will soar to \$20 billion by 2019. A 2015 study by the Food Marketing Institute and the Grocery Manufacturers Association found that smaller and private food brand manufacturers grew 4 percent vs. the 25 biggest U.S. food and beverage manufacturers, who grew 1 percent between 2009 and 2013. Moving Your Brand Up the Food Chain offers practical tips to help local, small and emerging food brands compete against the big brands to grow their market share. Interviews and survey answers from...



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