

Finding Distribution Partners



FOOD AND BEVERAGE
CBBC CASE STUDY: THE KIDS FOOD COMPANY

The Kids Food Company, a producer of healthy children’s food, sought to find distribution partners in China

Kids Food produces a range of healthy and natural toddler food under its brand ‘Kiddylicious’. The Amersham based company was founded mother-of-two Sally Preston, an experienced food scientist who worked at Marks & Spencer for over 11 years.

After launching ‘Kiddylicious’ in the USA in 2013, Kids Food approached CBBC with an aim to commence exports to China in 2014.

Kids Food commissioned CBBC to identify and arrange meetings with suitable distributors in the Shanghai and Beijing regions. These distributors had to meet strategic criteria as specified during the consultation with CBBC.

CBBC’s Research & Consulting team in Shanghai identified and approached eight potential partners which resulted in six valuable face-to-face meetings for Kids Food in China.

CBBC organised a meeting schedule for Kids Food’s, and prior to the meetings, CBBC provided a report which included initial feedback from interviewed distributors and advice and recommendations for next steps. A CBBC project consultant accompanied them to the meetings to provide support and insights.

The meetings between Kids Food and the Chinese distributors proved very fruitful. They received positive feedback on the overall attractiveness of their products, their pricing and growth potential as well as vital advice on a suitable name for their brand in China. It concluded with several Chinese distributors expressing a serious interest in Kids Food’s products with a desire to sign distribution agreements.

After reviewing the feedback, and recommendations in CBBC’s report, Kids Food decided to go with one exclusive distributor. They signed a five-year distribution contract in March with one of the companies introduced to them.

Kids Food Director Sally Preston said: ‘CBBC are able to access these quality distributors and can fully understand the selling strategies they wish to adopt since they understand the local market and have the relevant contacts. I cannot recommend more highly the services of CBBC’.



Fast Facts

Company: The Kids food Company
Location: Amersham, Buckinghamshire
Sector: Food and Beverage
Website: www.kiddylicious.co.uk