

11.1: In the Spotlight

Have you ever had a great idea for a new food product? If so, do you have any idea where you would sell it to reach your target customers? Unlike traditional grocery retailers, Whole Foods specializes in selling high-quality natural and organic foods. Getting the green light to sell through its stores requires manufacturers to follow strict quality standards, including adherence to Whole Foods' banned ingredient list.



Figure 11.1 Marketers need to determine distribution strategies that get their products into the hands of consumers, like the partnership between Whole Foods and Outstanding Foods. (credit: modification of work “Whole Foods Market Full Middle Eastern Food Shelves” by Raed Mansour/flickr, CC BY 2.0)

Founders Dave Anderson and Bill Glaser of Outstanding Foods and maker of PigOut, a vegan, bacon-flavored chip snack, recognized that to reach vegans and non-vegans with a plant-based, bacon-flavored chip, they need to retail at outlets that would attract such consumers (BeyondBrands, 2022).

After testing their product, they opted for a nationwide launch and distribution strategy. Using a broker network, they selected distribution channels aligned with both natural and mainstream grocery stores. This strategy would help secure the national target market coverage they sought. The product strategy of natural ingredients gave Outstanding Foods the green light it needed to meet Whole Foods' strict food standards. Through their partnership, Whole Foods and Outstanding Foods can create and deliver value to their vegan customer base, which appreciates access to tasty food products that bring delight.

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