2024 NSSC: Role-Play Round 1
Eastland Foods

Perdue's innovative products and focus on quality—plus your dedication to serving the retailers of the Mid-Atlantic region—has allowed you to meet your sales goals year-over-year by offering products that consumers enjoy. Perdue's development of innovative products to meet growing demands for alternative forms of protein, like Chicken Plus Tender and Tots, has allowed you to successfully reach your sales goals in the region.

Sales managers have recently set a target to gain incremental distribution in the frozen, fully cooked category in existing markets by end of Q2 2024. Your first thought is to reach out to your current customers, specifically Jamie Williams, the buyer for the frozen, fully cooked meat category, at Eastland Foods. Eastland Foods continues to be one of your largest accounts and is one of the largest regional grocery chains in the Mid-Atlantic region with over 200 stores. Maintaining a good relationship with Jamie has allowed you to provide needed service for the grocer and to keep front-of-mind when shelf space becomes available for the grocer. During your conversation, Jamie mentioned that they are not looking to make any changes in the frozen section at the moment, but their delis may benefit from offering Chicken Plus Tots.

The deli department currently offers prepared foods like chicken wings, chicken strips and several side dishes. Jamie thinks that Chicken Plus Tots would be a great offer for their hot food takeout bar and encouraged you to reach out to the deli department. You decide to email Jay Carter, the deli buyer for Eastland Foods, to request an in-person meeting to discuss Chicken Plus Tots. Jay agreed to a short meeting during an upcoming retail site-visits to an Eastland Foods in Prince George's County in the DC Metro area.

Your task:

- Gain commitment from Jay to place Chicken Plus Tots on the menu.
- Get the Perdue brand displayed on the in-store deli menu board and on their app.
- Get point-of-sale information on Chicken Plus Tots displayed on the deli case adjacent to the product as well as on the deli app so that customers can learn about the product they are ordering.

Note: You have 12 minutes to make a case for your product.