

2021 NSSC: Role-Play Round 2
Fresh Springs

You have had a successful first year as a Regional Sales Account Manager with Perdue Farms. During those first twelve months, your focus was on building relationships with large traditional retailers, like *Shop Value*. Accounts like these were very profitable because once you gained agreement from the category buyer your product could be offered at multiple locations. Traditional grocers, like *Shop Value*, cater to value-driven customers looking for a variety of products at bargain prices. On the other hand, natural and organic grocers cater to quality-seeking consumers willing to pay a premium for higher quality products. Although the Southwest region has had several niche natural and organic grocers for some time now, there hasn't been any large natural and organic chains established in the region. However, *Fresh Springs* just announced that they are expanding into the Southwest.

Fresh Springs was founded in 1988 and is now the largest and fastest growing natural and organic grocery chain in the US, with approximately 250 locations across the Northeast and Midwest states.

Alex Michaels was recently promoted as the buyer for *Fresh Springs* and s/he shares the company's passion regarding healthy eating and superior food quality standards. Alex is proud to offer innovative, premium, niche brands to *Fresh Springs*' shoppers. You recently met Alex at the National Grocers Industry virtual trade show. Alex agreed to meet briefly with you later that evening in a virtual meeting after the events of the trade show. In the meantime, you discover on Alex's LinkedIn profile that s/he spent several years in a marketing position for a large farm-to-table restaurant group before joining *Fresh Springs* as Manager of Retail Innovation for their upstate New York locations.

Your task

- Gain his/her agreement to accept both SKU's of chicken plus
- Gain Alex's agreement to meet with you in his/her office so you can formally present Chicken Plus

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