



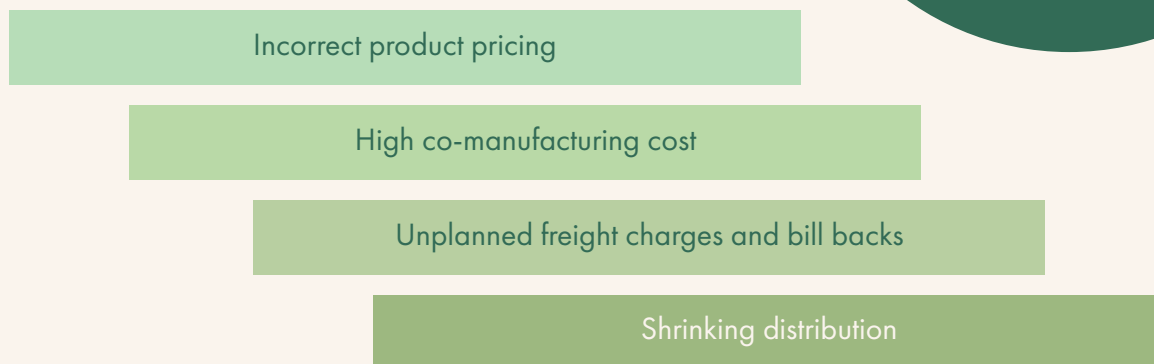
How a regional cheese dip brand became profitable through strategic negotiations

CONTEXT

Veteran-owned brand was launched in 100 stores of a national retailer but was losing money and risking closure if they did not become profitable in 90 days.

CHALLENGES

Negative gross margin (GM) due to...



THE SOLUTION



NEXT STEPS Focus on top-line growth by building a weekly sales tracking system to drive accountability