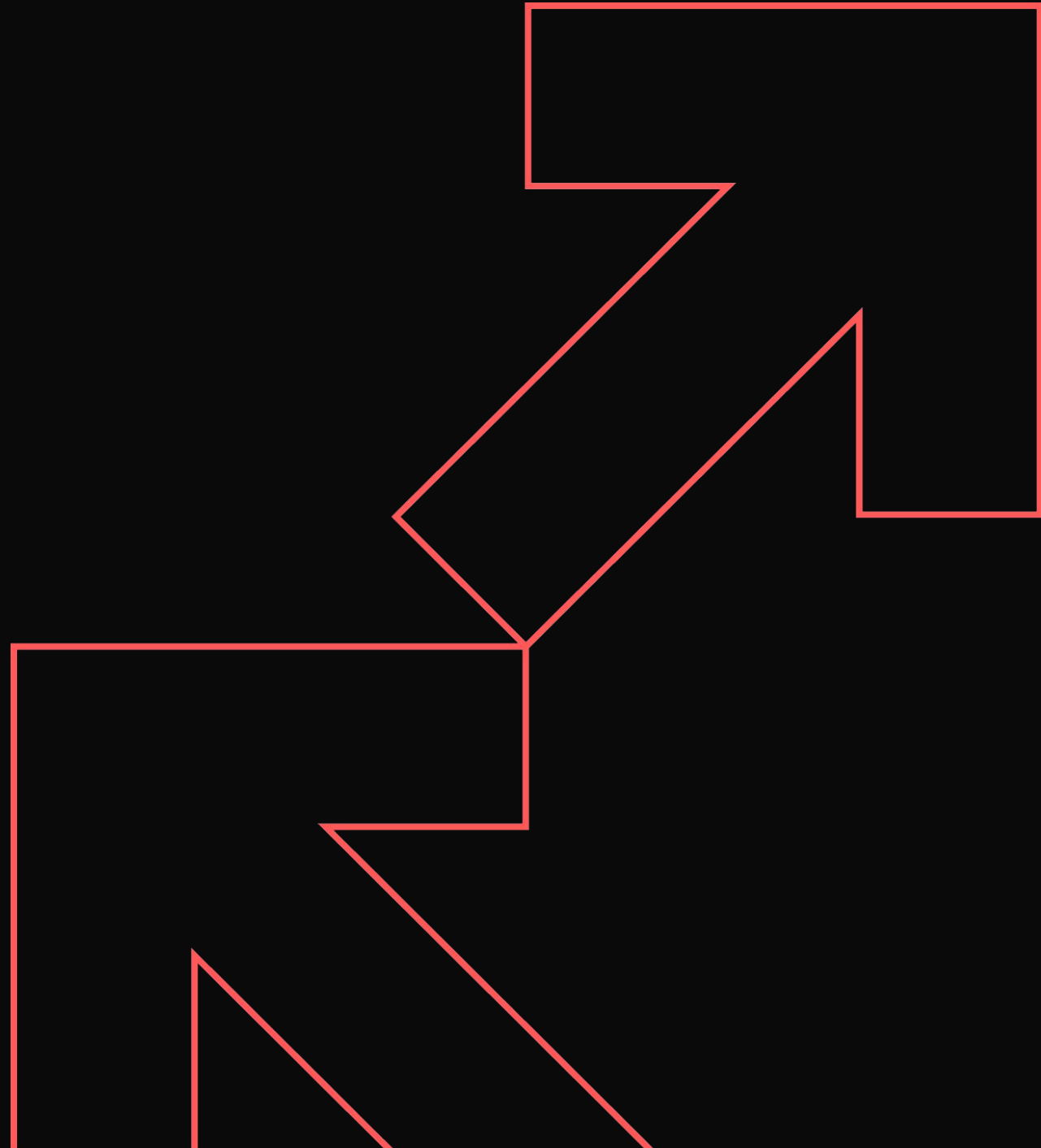


STARTUP CPG · NCSFA SUMMER SERIES FINALE

Community, Trade Shows & Trends

Patricia Menegoto
VP of Marketing & Events, Startup CPG



WHO WE ARE

We do big things for the small guys

Startup CPG is the world's largest free CPG community — 38,000+ founders, operators, buyers, brokers and investors.

- ➔ **The Slack is the heartbeat:** real answers within minutes
- ➔ **It's all free:** the podcast, the newsletter (30k+), webinars how-to and newswire
- ➔ **We root for everyone:** no gatekeeping, every founder belongs here
- ➔ **We know what you're up against:** we've worked CPG from the brand and agency side, so we build for what you actually deal with

Two ways we get emerging brands noticed

➔ ON THE FLOOR

The Startup CPG Section

- You're never alone — we help you from pre to during show
- Buyer traffic a small brand can't pull on its own
- Make friends and build real connections with other founders

➔ ON THE RECORD

The Shelfie Awards

- 6 years in — 2,000+ products tasted, 46 winners this year
- The kind of credibility and press that gets a buyer to email us to connect with brands
- Real prizes too — retail credits, analytics, PR & production support

Grocery Runs

Grocery Run is a national event series connecting relevant retailers to emerging brands

- ➔ **Nationwide and in person:** we put emerging brands in the same room as the buyers and they usually pick the brands they want to see at the show
- ➔ **The rooms are real:** UNFI, KeHE, Whole Foods Market, Albertsons, Walmart, Thrive Market, The Fresh Thyme and more
- ➔ **Low lift, real results:** one afternoon can do what months of cold emails can't

TEXT HERE

Tradeshows that matter

The booth is the easy part. The outreach before and the follow-up after are where deals actually happen

- ➔ **Start with your goal:** are you there for buyer meetings, awareness, or your community?
- ➔ **Book your meetings before you go:** hoping to get discovered on the floor isn't a plan
- ➔ **Brand swag:** wear your brand from the show floor to the afterparty. Pick one memorable signature (a hat, a color) so buyers/founders can place you instantly
- ➔ **Coming up:** Newtopia Now (Denver), Winter Fancy Food (Vegas, Jan), Expo West (Anaheim, Mar 2–5), Summer Fancy Food (NYC)

The trends worth building around right now



Functional soda, round two

Prebiotic soda (Olipop, Poppi) was a hit. The next wave is coffee and matcha soda.



Fiber + protein

Protein's not done — and now fiber's the new protein, thanks to TikTok. Both are the first thing shoppers scan for.



Cottage cheese everything

The protein darling — think dips, pancakes, even ice cream.



Dates are back

A real comeback — date syrup, date snacks, in soda, even sour dates!



Bone broth goes mainstream

Loaded with benefits and popping up everywhere, protein bars, tomato sauce, matcha.



Women's health

Real conversations, cycle & periods, perimenopause & menopause, and fertility.

What I'd do right now to be ready for Q4

- ➔ **Pitch media this week:** editors cover trends, not one flavor, so tie yourself to a bigger moment and send samples.
Holiday gift guides are planned months ahead. If you want in, you're already a little late — so start today.
- ➔ **Film everything:** capture your real day once, then batch a month of content from it
- ➔ **Set up your email & SMS flows:** welcome, abandoned cart, replenish, win-back; they sell while you sleep
- ➔ **Lean on community and creators:** a warm audience beats cold ad spend, and small creators convert
- ➔ **Make it giftable now:** bundles, gift sets, retail-ready, so a Q4 shopper can say yes fast

Thank you

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