GOVERNMENT, NGO & TRADE COUNCIL CAPABILITY STATEMENT

SPECIALTY FOOD CONSULTING

Jeffrey Landsman, Principal Consultant · Specialty & ethnic food market-entry advisory

CONSULTANTS WHO ARE STILL SELLING FOOD.

CORE COMPETENCIES

- US specialty food retail market-entry strategy for US and foreign producers and trade delegations
- Regulatory and certification readiness review (FDA, USDA, state authorities; SQF, BRC, HACCP, ISO gap assessment)
- Product, label and nomenclature localization for the American consumer
- Co-packer and contract manufacturer sourcing, vetting and introduction
- Supply chain, warehousing, and distributor/broker network setup
- Brand, packaging and sell-sheet development; planogram and merchandising planning
- Trade show, delegation and buyer-matchmaking program support
- Pricing strategy, category review timing, and competitive/IRI market research

DIFFERENTIATORS

- Three generations in the food industry; principal active since 1981 in production, distribution, importing and sales
- Still selling food today through SFC products and sister company Specialty Food Sales
- Track record bringing US and non-US producers and delegations through US retail qualification, from certification review to first shelf placement
- Independent associate network of food technologists, packaging designers and CPG sales specialists (30+ years each), engaged project by project
- Dual consulting-and-execution model: we plan the strategy and can execute go-to-market, distribution and brokerage

REPRESENTATIVE ENGAGEMENTS

- US market-entry strategy and structuring for an international specialty food producer: company formation, lead-product selection, supply chain, marketing education
- Full brand, packaging and go-to-market program for a specialty food/hospitality client, including UPC administration, co-packer research and distributor setup

COMPANY DATA

ENTITY
Jeffrey Landsman, DBA Specialty Food Consulting

TYPE
Sole proprietorship; small business; independently owned

ESTABLISHED
1989 (principal active since 1981)

NAICS
541618 Other Management Consulting
541614 Process, Physical Distribution & Logistics Consulting
561920 Convention & Trade Show Organizers

UEI / CAGE
Pending SAM.gov registration

GEOGRAPHIC REACH
Primary: Northeast & Mid-Atlantic. Active reach into CA, Pacific Northwest, TX, FL, the Southeast and major Midwest markets.

AFFILIATIONS
Advisor, MDA CAIC program. Volunteer & mentor, Specialty Food Association Membership Committee.

POINT OF CONTACT

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