




## HOW TO CREATE YOUR SELL SHEET

Your fact sheet (sell sheet) is an informational sheet that is a standard in the food and beverage industry and will be given to your distributors, wholesalers and retailers. It should be on one page (printed on both sides if needed) and can have more than one product but each product has to have the information listed below. The sheet must look professional (though it is not an end-consumer marketing vehicle) and easily read. You can attach fancy promo material to the buyer fact sheet – just make sure the fact (sell) sheet is on top. Your sheet has to have the following elements:

### Company information:

- Your business name (who do they make the checks out to)
- Mailing address, phone number and email address
- Web page, Facebook and other Social Media links to your product
- Logo
- Your liability policy # and insurer
- Your EIN/federal tax ID #
- Shipping or delivery method



Product information (again, if you have more than one product each has to have the following):

- Product name(s)
- Photo(s)
- Grocery department - i.e. perishable, shelf stable, deli etc.
- Shelf life
- Facts on packaging – volume or weight of individual container
- Number of containers per case
- Wholesale price
- Suggested retail price
- UPC/BAR CODE - you can paste the code or type out the full number for EACH product (remember that if you have more than one size of each product, it must have its own UPC)
- A BRIEF description of (each) product – include selling points i.e. local, organic, etc.



Main Landing Page