



☀ Number	Questionnaire ?	☑ Checklist
01	What are the 8 tentacles of food service channels?	
02	Does my product fit into one of eight tentacles/channels?	
03	Which tentacle(s) does my product fit into and why?	
04	How do I price my product so it is competitively and appropriately for the tentacle/channel?	
05	What makes my product different, unique, stand-out from the other products?	
06	Why should a buyer/chef/category manager have any interest in my product?	
07	Whats the process to get my product into a specific tentacle/channel? How does this work?	
08	What are the different types of distributors?	
09	Which distributor would be best fit for my product? Broadliner?	
10	What kind of margins should I offer for the distributors?	
11	What should I know about the distributors vs delivering directly to the account?	
12	Who are the main re-distributors and how do I get product into their warehouses?	
13	What are GPOS? Do I need them to get into the foodservice tentacles/channels?	
14	How do I support my accounts with marketing and promotions? How much \$ allocation for marketing?	
15	What are my social media channels and do I have a plan to post daily?	
16	What are my projections for year 1, 2 and 3? Goals and roadmap?	
17	Do I need brokers? If so how do I find the appropriate ones that fit my product? Do I pay a retainer/stipend?	
18	Do I need to exhibit at tradeshow? If so which ones?	
19	When should I introduce another product/sku?	
20	What are my realistic expectations and now what?	