FROM STRATEGY TO SHELF

Helping innovative brands grow at retail.

National sales representation and business development for better-for-you and eco-friendly consumer brands.

FOUNDER-LED

Brian Rubenstein

Retail strategist.
Broker. Advisor.
CPG investor.

$500M+

Annual gross sales*

Nearly 20 years

Industry experience

National reach

Local broker expertise

*Company-reported figure published on brandexpansiongroup.com/about/.

A SALES PARTNER BUILT FOR GROWTH

The right strategy. The right relationships.

We work as an extension of your team, combining direct buyer relationships with experienced broker partners across major retail channels.

01 Plan the opportunity

Prioritize retailers and channels that fit your brand, category, pricing and stage of growth.

02 Open the conversation

Coordinate buyer outreach, presentations, samples and retailer submissions through our network.

03 Support the launch

Help navigate account setup and onboarding, aligning brand teams and retailer requirements.

04 Manage for growth

Coordinate ongoing account support, promotions and broker execution as distribution expands.

BRANDED + PRIVATE LABEL / RETAIL SALES ADVISORY / SELECT EARLY-STAGE INVESTMENTS

PRIVATE LABEL PROGRAM DEVELOPMENT & MANAGEMENT

Connecting manufacturers with major retailers.

We help manufacturers pursue, win and manage private label programs with major retailers - from the first buyer conversation and competitive bid through launch and ongoing growth.

01 Identify the right opportunities

Match manufacturing capabilities, capacity and product strengths with retailer needs; coordinate buyer introductions and product presentations.

02 Navigate the bidding process

Support RFPs, RFQs and retailer submissions; coordinate specifications, samples, timelines and follow-up throughout the bid process.

03 Build the commercial proposal

Help develop pricing and program economics, aligning pack sizes, minimum orders, lead times and commercial terms with retailer expectations.

04 Develop sales & volume projections

Build sales and unit forecasts using distribution, expected velocity and rollout timing to inform production, inventory and capacity planning.

05 Coordinate program launch

Help manage onboarding, item setup, packaging milestones and launch schedules, keeping manufacturer teams and retailer requirements aligned.

06 Oversee the ongoing program

Serve as an ongoing sales and account partner; monitor performance, update projections and coordinate replenishment, issue resolution and growth opportunities.

FROM RETAILER OPPORTUNITY TO A WELL-MANAGED PRIVATE LABEL PROGRAM

PRIVATE LABEL PORTFOLIO

Selected private-label programs

WALMART / BETTERGOODS

Prebiotic & postbiotic soda



WALMART / BETTERGOODS

Hot honey



KROGER

Private-label suncare



KROGER / PRIVATE SELECTION

Sparkling mineral water



Representative product images

NATIONAL REACH. PERSONAL COMMITMENT.

Built to connect brands with opportunity.

Coverage across mass, club, grocery, natural, drug, specialty and TV shopping.

SELECT RETAIL EXPERIENCE & NETWORK COVERAGE

Costco	**Target**	**Walmart**
Sprouts	**Albertsons**	**Kroger**
Walgreens	**HEB**	**QVC / HSN**
CVS	**Publix**	**Meijer**

Retailer opportunities and representation are tailored to each brand.

CATEGORY FIT

Food & beverage

Wellness & supplements

Beauty & personal care

Experience supporting emerging brands and nationally distributed CPG businesses.

Let’s discuss where your brand can grow next.

Brian Rubenstein | Founder

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BRANDED RETAIL PORTFOLIO

Selected brands we've represented at retail



MaryRuth's Organics

Liquid multivitamin



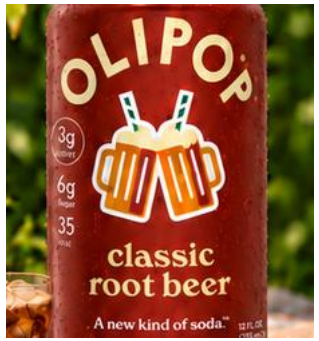
Hume Supernatural

Deodorant



Three Wishes

Fruity cereal



OLIPOP

Classic Root Beer



The Honey Pot

Foaming wash



The Coconut Cult

Probiotic coconut yogurt