

GoodNow

EMPOWERING THE NEXT GENERATION OF BRANDS

Your partner for sales management & retail growth.

Reach Further with Us

GoodNow CPG

EMPOWERING THE
NEXT GENERATION
OF BRANDS

Contact Us

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Connect With Us


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GoodNow is a 6-year-old sales agency founded by 20-year industry veterans and other experienced food sales staff.

Our team has deep backgrounds in food manufacturing, distribution, retail buying, retail store support, and senior level sales roles (Sprouts, Bristol Farms, Whole Foods, and more).

Our perspective on all stages of the sales process helps us align with you and ensure we properly set and then meet your expectations.

GoodNow

Your dedicated sales team.

Not a brokerage

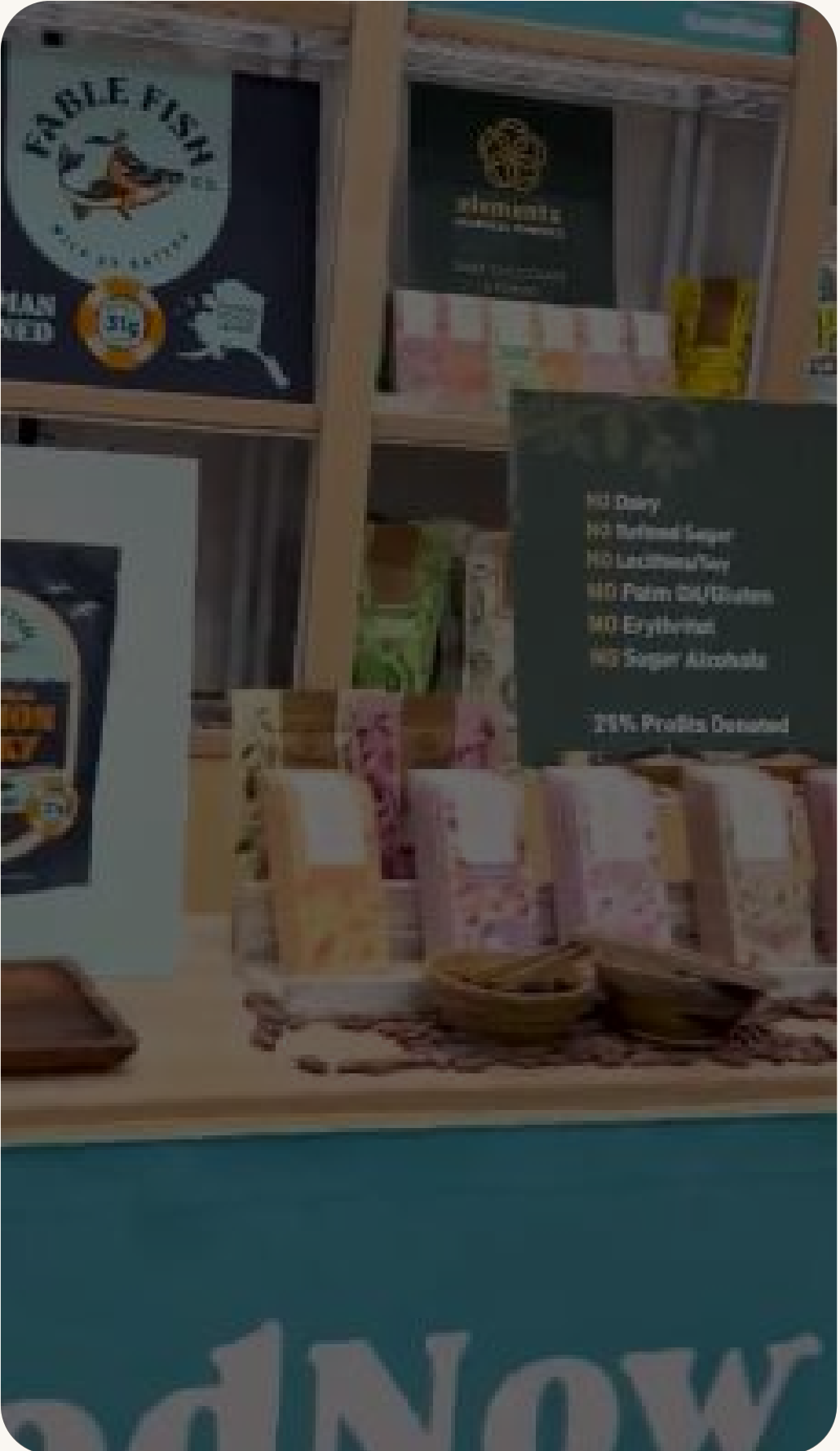
We represent your brand authentically and enthusiastically-telling your story exactly like a dedicated sales team.

Telling your unique story

We meet you where you're at—you have unique goals and history, and we want to learn those.

Strategies built around you

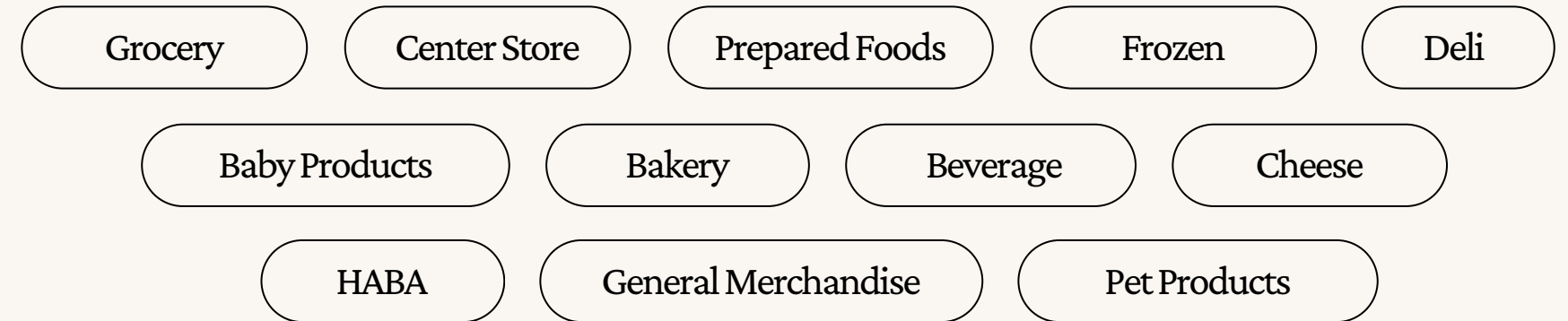
Custom sales and marketing strategies based on your business growth and goals.



We intentionally limit our portfolio to ensure dedicated focus and tailored strategies for every brand we represent.

Rather than a large catalogue of brands, we focus on high-touchpoint, high interaction engagements with brands that have long-term growth potential, building trusting partnerships.

Our Focus



Expanding opportunities across diverse categories

We partner with brands across a diverse range of channels, including grocery, frozen, deli, baby products, beverages, pet products, and more, ensuring tailored support for every category we serve.



Meet your sales team

A team ready to grow with you every step of the way. Always reachable and eager to help in every stage.



James
Vice President /
Founder



Anna
Regional Sales Manager
- Intermountain Region



Beth
Director of Sales -
NorCal & PNW



Levi
Director of Business
and Partnership
Development



DJ
Regional Sales
Manager- Pacific
Northwest



Brittany
Regional Sales
Manager - Midwest



Juan
Regional Sales
Manager - Los Angeles



Howard
Regional Director of
Sales – Mid Atlantic



Talon
Regional Sales
Manager - East



Patti
Regional Sales
Manager - San Diego
and Orange County



Rene
inside Sales Account
Manager



Jeanne
Inside Sales Account
Manager



Henry
Inside Sales Account
Manager

 206.250.7722

 all@goodnowfoods.com

 goodnowcpg.com



Meet your demo team



Juan

Demo Support
Manager



DJ

Brand Ambassador -
Tacoma/Olympia, WA



Eric

Brand Ambassador -
Portland



Aya

Brand Ambassador
- Los Angeles, CA



Venny

Brand Ambassador -
Dallas, TX



Carla

Brand Ambassador
- Colorado

Data & Administration



Carmen

Brand Support
Specialist



Terra

Form Submissions
Manager - West Accounts



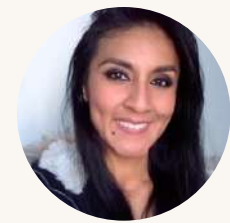
Ashley

Forms and Submissions
Manager - East Accounts



Claire

Data Specialist



Claudia

Data Specialist

Brand & Marketing



Rachel

Director of Marketing &
Product Development



Rothanio

Creative Developer



Pearce

Data & Systems
Developer

A vertically integrated sales agency.



Good Now distinguishes itself by providing an extensive array of services that surpass those offered by any other broker in the industry.

Brand Consulting

Our brand strategy guides will help define and manage your stance in the market.

Graphic Design

On staff graphic designer to assist with key marketing materials for your brand.

Promotional Management

Guided promotional setup from our team.

Packaging & Ingredient Advice

Expert advising from former high volume natural chain buyers.

Getting products onto the shelf is only the beginning. Post-placement growth, promotional support, navigating chargebacks, distribution alignment, brand strategy, and support integrating other services are our other specialties.

Distribution Set Up & Management

Our team manages distributions set up on your behalf.

Retailer Meetings and Placement

Our expert sales team coordinates key retailer meetings.

Retailer Paperwork

Our experienced sales team is ready to handle necessary paperwork on your behalf.

Account Reporting

Deal activity tracking posted right on your portal for real time account updates.



Shared Booth Programs

Expo West, Fancy Food, Newtopia Now and other select distributor shows at reduced cost.

Demo Support

A dedicated team of brand ambassadors eager to help represent your brand.



SOS Program

Phone sales support reaching targeted accounts on your behalf for validation and placement.



Our locations:

Southern California

San Fernando Valley / Los Angeles

Orange County / San Diego

Northern California:

Oakland / San Francisco / Berkley

Washington

Tacoma / Seattle / Spokane

Oregon

Portland / Eugene

Arizona

Phoenix

Texas:

Dallas

Illinois

Chicago

Missouri

St. Louis

GoodNow^{DEMOS}

Build unforgettable in-person experiences for your brand.

Program Inclusions

Scheduling

Staffing & Training

Demo Preparation

Setup & Take Down

Store & Distribution Outreach

Reporting



RETAILER
Erewhon

STORE ADDRESS
7660 Beverly Blvd

CITY
Los Angeles

STATE
CA

HOW BUSY WAS THE STORE?
★★★★

PRICE ON SHELF
\$14.99

TOTAL UNITS BEFORE DEMO
20.0

TOTAL UNITS AFTER DEMO
13.0

DEMO FEEDBACK
Lots of positive feedback on flavor. People really savored it. The only negative feedback was a couple people that outright said, "i don't like..."

DEMO IMAGES

RETAILER
Erewhon

STORE ADDRESS
2800 Wilshire Blvd

CITY
Santa Monica

STATE
CA

HOW BUSY WAS THE STORE?
★★★★

PRICE ON SHELF
\$14.99

TOTAL UNITS BEFORE DEMO
21.0

TOTAL UNITS AFTER DEMO
13.0

DEMO FEEDBACK
Great demo! Sold all ashwiganda save two, and 8 in total! One woman bought two of the three, hoping it would alleviate her daughter's ...

DEMO IMAGES



Learn more about us!

goodnowcpg.com/demos



Juan Perez | Demo Support Manager

demos@goodnowfoods.com

GoodNow SOS SALES

From grocery stores to gift shops, our SOS program helps you reach untapped markets and grow your brand's presence rapidly. Let us handle the outreach while you focus on your business.

CUSTOMER NAME	CUSTOMER ADDRESS	PHONE	EMAIL	CONNECT	NOTES
NATIVE SUN NAT FD 3 DELI INFRA	1585 3RD ST N, JACKSONVILLE, FL	222-222-2222	AMY@NATIVESUN.COM	Y	EMAIL SENT TO MANAGER SHE REPLIED AND WANTS THE FREE FILL. KEHE #361393
LOVEY'S NATURAL INFRA	122 MAIN ST, WILMINGTON, NC	333-333-3333	LOVEYS@BELLSOUTH.NET	Y	SPOKE WITH CLARENCE AND MARIE. THEY ARE INTERESTED AND I HAVE SENT THEM AN EMAIL
WEST VILLAGE MKT & DELI INFRA	771 HAYWOOD RD, ASHEVILLE, NC	444-444-4444	INFO@VILLIAGEMKT.COM	Y	THEY WOULD LOVE SAMPLES. SHE WANTS AN EMAIL AS WELL AND THINK THESE WOULD BE A GREAT FIT
NASSAU HEALTH INFRA	833 TJ COURSON RD, FERNANDINA BEACH, FL	555-555-5555	JIM@NASSAU.COM	Y	SPOKE WITH ALISON, PLACED AN ORDER OVER THE PHONE.
ROSEWOOD MARKET INFRA	2803 ROSEWOOD DR, COLUMBIA, SC	666-666-6666	INFO@ROSEWOOD.COM	Y	SPOKE WITH DAWN. SEEMS INTERESTED AND SENT HER AN EMAIL
HARMONY FARMS INFRA	5653 CREEDMOOR RD, RALEIGH, NC	777-777-7777	LISA@HARMONYFARMS.COM	Y	SHE IS REALLY INTERESTED. 50% OFF PLACEMENT DEAL. ORDER PLACED OVER PHONE.

Top 100 Natural Customers by DC

TESTIMONIAL

“The Good Now Foods team has gone above and beyond in not only securing more distribution than we expected, but also being straightforward and easy to work with. Rick and his team are very communicative and results oriented. Thank you GNF team!” - Karyn Lindell; *Harmless Harvest*



Program Capabilities

Store Validation

Independent Store Placement

Non-Traditional Accounts

Store Optional Placement

Detailed reporting and form submissions included

Our program can reach far flung independents or target accounts that extend beyond grocery stores.

INDEPENDENTS

NCG

INFRA

GIFT SHOPS

RESTAURANTS

HOTELS + SPAS

SPORTING GOOD STORES

BOUTIQUES



Learn more about us!

goodnowcpg.com/sosprogram

EXPO WEST

FANCY FOOD WEST

FANCY FOOD EAST

NEWTOPIA NOW

SWEETS & SNACKS

CO+NVERGENCE

SUPERZOO

SELECT DISTRIBUTOR SHOWS

Booth Share Program

Shared booth access at reduced cost through GoodNow



Our Shared Booth Program provides brands access to trade shows at a reduced cost through GoodNow. With shared booth spaces, top visibility, and opportunities to engage with retail buyers, our team also supports you at distributor shows and regional events, helping set up meetings and drive business growth at key industry gatherings.

TESTIMONIAL

“The booth turned out amazing and stopped people in their tracks creating interest because of its enormity. It was a genius way to provide visibility for each participating brand and for us to speak to our products as you roped retailers in. It was great to meet everyone in person and learn more about you. I can tell that James has built an amazing authentic team that truly cares about the brands and helping us grow.” - **Brooke Fiscus; Industrial Revolution**



Accounts & Distribution

- KEHE
- UNFI
- GFI
- TONY'S FINE FOODS
- REGIONAL DISTRIBUTORS
- RAINFORREST
- RIVER VALLEY
- CHEX
- P10
- REGIONAL DSD PARTNERS
- POD FOODS

Just a few of the many retailers we help our brands sell into

Account Support

Our focus customers are regional chains, local chains, high-volume independents, online retailers, and key accounts.

Distribution Support

Our distribution support includes over 25 companies, including KeHE, UNFI, GFI, DPI, Tony's Fine Foods, and many regional distributors.



- REGIONAL CHAINS
- LOCAL CHAINS
- INDEPENDENTS
- ONLINE RETAILERS
- KEY ACCOUNTS

Why brands choose GoodNow

GoodNow VERSUS other brokerages



<input checked="" type="checkbox"/>	Limited total number of brands in portfolio	<input type="checkbox"/>	Dozens if not hundreds of brands, allowing for little personal attention
<input checked="" type="checkbox"/>	Customized sale approach, focused on you and your goals	<input type="checkbox"/>	One size fits all approach to market
<input checked="" type="checkbox"/>	Regular team meetings with leadership and actual sales people working on your behalf.	<input type="checkbox"/>	Limited meetings or only with a “brand manager” removing you from discussions with the actual team.
<input checked="" type="checkbox"/>	All paperwork included - promotions, retail and distribution setup	<input type="checkbox"/>	Setup and paperwork tasks are your responsibility
<input checked="" type="checkbox"/>	Your own dedicated sales team, an extension of you and your company	<input type="checkbox"/>	Limited involvement, often difficult to get ahold of reps or leadership
<input checked="" type="checkbox"/>	Price is the cost of a part time, minimum wage employee	<input type="checkbox"/>	Typically much higher expense
<input checked="" type="checkbox"/>	Demo support included at cost, allowing you to do more demos	<input type="checkbox"/>	Expensive or no demo support at all
<input checked="" type="checkbox"/>	Inside sales team support included monthly at no extra charge	<input type="checkbox"/>	Typically no inside sales teams working on your behalf

Testimonials

"I've been working with GNF for a handful of years now, and have always appreciated their honesty and transparency at every turn. Building a brand is a monumental effort, and they have a strong roster of pros who understand the landscape regardless of territory or market. The team at GNF will always be supportive of where, when, and how you as the brand owner want to go while keeping the work manageable and lucrative for the brand. They will serve as the counsel you need during each difficult step in your growth story" - **Ryan Demirjian; Kill Sauce**

"Working with James and his team at Good Now Foods has been a game-changer for us. Their expertise and dedication helped us secure prime placement in major retail chains and specialty stores across the nation. Their professionalism, reliability, and passion for what they do make them an invaluable partner to any food brand looking to thrive in today's competitive market. What really sets them apart is their genuine care for our success and their unwavering commitment to go above and beyond in supporting our brand." - **Janine Zacca Zenner; Zacca Hummus**

"James and the team at Good Now Foods are awesome! They have been instrumental in helping us to establish our brand in So Cal and in the PNW, helping us land Foundation Foods as an incredible distribution partner, and some key chains including Erewhon and PCC amongst others. We're very grateful for all the work they've done, and look forward to a strong partnership together moving forward for many years to come."

- **Jason Rodriguez; Bee Grateful Farm**

"We have worked with James and the Good Now Team since 2020 and have found them to be incredibly approachable and supportive. We just love the heck out of you!" - **Joni Kindwall-Moore; Snacktivist**





goodnowcpg.com

We look forward to working with you.

GoodNow Agency Questions?

James Pippin | james@goodnowcpg.com | 206.250.7722

SOS Program Questions?

James Pippin | james@goodnowcpg.com | 206.250.7722

Demo Support Questions?

Juan Perez | demos@goodnowfoods.com | 424.380.1160

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