

Get Listed:

TOP 10

TIPS

**for Getting Your Veggie
or Vegan Brand into
Major Retailers**



Your Roadmap to Retail Success

Getting stocked by a major retailer is one of the biggest milestones a veggie or vegan business can achieve. It brings visibility, credibility, and the potential for significant revenue growth. But how do you stand out in a crowded market and get buyers to take notice?

In this guide, we break down 10 practical, easy-to-follow tips designed to help your brand get retail-ready, pitch effectively, and ultimately land that all-important listing with a major supermarket or high street retailer.



This UK Brand:

Jealous Sweets, for example, started with a mission to create guilt-free, plant-based treats and went on to secure listings with major retailers including WHSmith, Ocado, and Amazon. Their bold branding and clear vegan positioning helped them grow rapidly and expand internationally.



Or take **Berry's Black Pudding**: a traditional product that successfully launched a vegetarian version, securing shelf space in major retailers including Tesco and Booths. The innovation not only expanded their customer base but also strengthened their brand relevance in a changing market.



1

Polish Your Packaging

Retail shelves are busy and competitive. Your packaging needs to pop while also being clear, informative, and aligned with your brand's values. Buyers look for products that appeal to their customers quickly. Make sure your plant-based credentials are easy to spot, and that your design feels professional and retail-ready.

Here are three ways to improve packaging for retail:

- **Make it shelf-ready:** Ensure your packaging stands upright, is easy to stack, and fits on standard shelving.
- **Prioritise clarity and claims:** Lead with your USPs—like vegan certification, nutritional benefits, or sustainability—clearly and confidently.
- **Don't skimp on quality:** Use materials and finishes that feel premium and reflect the value of your product.

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2

Prove the Demand

Retailers want to see evidence that people already love your product. That could include strong direct-to-consumer sales, glowing online reviews, social media buzz, or support from influencers. If you've got positive testimonials or existing retail partners, include those in your pitch.

Not quite there yet?

Here's how to build early demand:

- **Sell direct via your website** using platforms like Shopify or Squarespace with a simple checkout.
- **Test demand at local markets, food fairs, or vegan festivals**—great for feedback and visibility.
- **Offer limited-time online promotions** or product drops via Instagram, TikTok, or email to drive urgency and boost sales directly from your most engaged audience. From early customers or samplers—these can carry weight with buyers and show real-world appreciation.



3

Sort Your Supply Chain

Can you handle a surge in demand? Are your shelf-life, packaging, and logistics ready for a supermarket's pace? Retailers want reassurance that you can deliver on time, in full, without quality issues.

Here are three ways to strengthen your supply chain:

- **Secure reliable manufacturing partners:** Ensure your co-packer or facility can scale production without compromising on quality or compliance.
- **Optimise logistics and warehousing:** Work with third-party logistics (3PL) providers that have experience with retail delivery schedules and requirements.
- **Get your paperwork in order:** Be retail-ready with barcodes, batch codes, shelf-life documentation, and clear labelling that meets retailer specs.

Line up your operations to scale confidently.

4

Tailor Your Pitch to Each Retailer

(and Use the Platforms They Trust)

Don't send the same generic pitch to every supermarket or health store. Take time to understand what each retailer is looking for—whether it's budget-friendly family food (think ASDA), innovative convenience options (like Boots), or premium sustainable lifestyle products (such as Planet Organic).

Research their values, customer base, and gaps in their current range. Then, position your product as the solution to a specific problem they're trying to solve.

Use buyer-facing platforms like RangeMe to help get your product in front of the right people. ASDA, for example, actively uses RangeMe to discover new suppliers. Make sure your profile is polished, up to date, and highlights:

- Your plant-based credentials
- Packaging appeal
- MOQ, shelf-life, and pricing info
- Any third-party certifications (like the Vegetarian Society Approved trademarks)



5

Use the Right Language

Retail buyers think in terms of margins, shopper missions, and category performance. If you want to grab their attention, speak in their terms and align with their objectives.

Here's how to sharpen your message:

- **Focus on commercial impact:** Show how your product will improve their category—whether by increasing average basket value, bringing in new shoppers, or boosting frequency of purchase.
- **Lead with data, not adjectives:** Say “We’ve grown 150% YoY and have a loyal following in the 25–40 flexitarian segment,” instead of “Customers love our brand.”
- **Talk solutions, not features:** Frame your offer around the buyer’s problems. For example: “Shoppers are asking for more grab-and-go vegan options—our 2-pack chickpea wraps fill that gap.”

Speaking their language helps you stand out as a serious supplier, not just another hopeful brand.



6

Certifications Open Doors

Certifications like the Vegetarian Society’s Vegetarian, Vegan Trademark and Plant-Based Certification give buyers confidence. They offer third-party validation and help build trust with customers, too. If you’re certified, highlight it. If you’re not, consider the process—it could be a game-changer.



7 Network with Purpose

Industry events, LinkedIn, buyer meetings, and trade shows are golden opportunities. But don't just turn up—be prepared. Know who you want to talk to, have samples ready, and follow up with a short, sharp pitch and a link to more info.

Not sure where to start? Here's how to find the right opportunities:

- **Attend trade shows like Natural & Organic Products Europe, IFE, or Plant Based World Expo**—great places to meet buyers, suppliers, and industry insiders.
- **Use LinkedIn strategically:** Search for category buyers at your target retailers, follow their updates, and engage with relevant content before connecting.
- **Join industry groups and newsletters:** Sign up for bulletins from The Grocer, Speciality Food Magazine, or Vegan Business Tribe—they often highlight events, awards, and opportunities to connect.

8 Be a Category Enhancer, Not a Me-Too Brand

Retailers don't want copycats—they want growth. Show how your brand adds something new to their range: a flavour, format, or target audience they're missing. Your job is to enhance their offering, not just blend in.

9

Tell a Compelling Brand Story

People buy stories as much as products. Retailers know this. Share your journey—why you started, your mission, and the impact you're making. If your story aligns with consumer values (health, sustainability, ethics), even better.



10

Be Persistent, Not Pushy

Retailers are busy and your first email might not get a reply. That's normal. Follow up politely, keep them updated on your progress, and stay on their radar. A "no" today could be a "yes" six months from now.



Final Thoughts: You're Closer Than You Think

Getting listed takes strategy, preparation, and patience—but it's completely achievable. Focus on the things you can control, be ready to scale, and put yourself in the buyer's shoes. With the right moves, your plant-based brand could be the next big thing on the high street.

(Consider including a bonus: a downloadable checklist or link to a free brand audit consultation.)



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