

# CASE STUDY

PIEROGIES

FOR U.S. MARKET

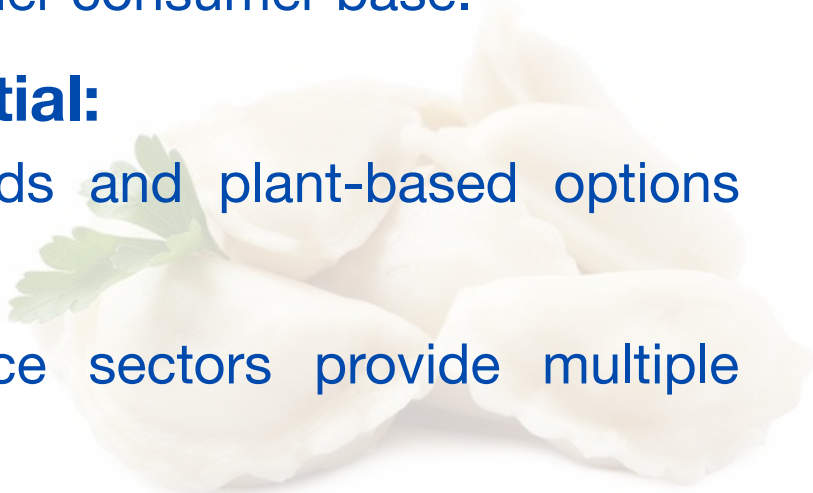


## »»» Industry Insights:

- »» The US frozen and refrigerated food market is expanding due to demand for convenience and ethnic cuisine.
- »» Pierogies are gaining traction beyond Eastern European communities, appealing to a wider consumer base.

## »»» Market Size & Growth Potential:

- »» Rising interest in comfort foods and plant-based options supports market entry.
- »» Major retailers and foodservice sectors provide multiple distribution opportunities.



## »» Key Opportunity Areas:

- »» Expansion through grocery chains, foodservice partnerships, and e-commerce.
- »» Differentiation through premium ingredients, innovative flavors, and health-conscious options.



## »»» TARGET MARKET

- »» **Demographics:** Millennials, Gen Z, health-conscious consumers, and Eastern European communities.
- »» **Geographic Focus:** Northeast, Midwest, and urban centers with diverse culinary preferences.

## »»» COMPETITIVE LANDSCAPE

- »» **Market Leader:** Mrs. T's Pierogies – produces ~600 million pierogies annually. (ASUG)
- »» **Major Competitors:**
  - Mrs. T's Pierogies** – 23 flavors, strong brand recognition. (Mashed)
  - Bremer (Aldi)** – Potato & cheddar cheese pierogies. (Yahoo)
  - Other Brands:** Alexandra Foods, Koryeo International Corp., Flagship Premium Food Group. (Keychain)

## »»» MARKET GROWTH

- »» U.S. frozen bakery products market (including pierogies) projected to grow from \$7.57B (2023) to \$12.8B (2032) at a CAGR of 5.95%. (Credence Research)

## »»» KEY OPPORTUNITIES

- »» Competing through premium ingredients, unique flavors (vegan, gluten-free), and strong distribution partnerships.



# MARKETING AND RISK MITIGATION STRATEGY

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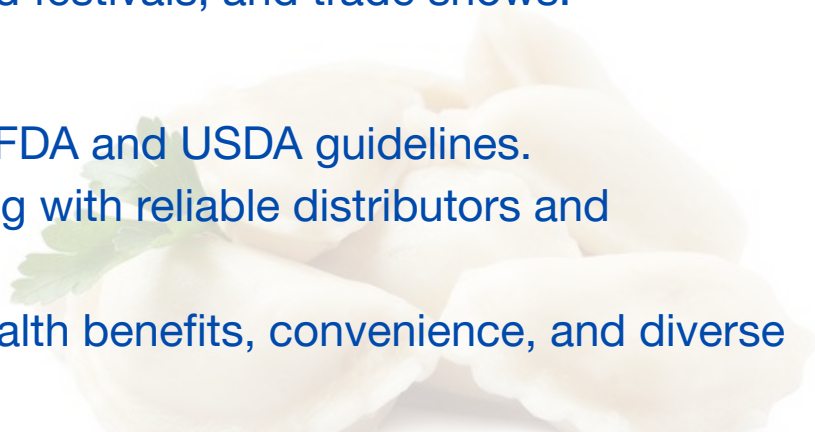
## MARKETING STRATEGY

- »» **Branding & Positioning:** Authentic, homemade-style pierogies emphasizing tradition and quality.
- »» **Digital Marketing:** Social media, influencer partnerships, Google Ads.
- »» **Retail Promotions:** In-store sampling, discounts, and loyalty programs.
- »» **Public Relations:** Media outreach, food festivals, and trade shows.



## RISK MITIGATION STRATEGY

- »» **Regulatory Compliance:** Adhering to FDA and USDA guidelines.
- »» **Supply Chain Management:** Partnering with reliable distributors and manufacturers.
- »» **Consumer Education:** Highlighting health benefits, convenience, and diverse recipes.
- »» **Financial Planning:** Budgeting for market entry costs and scaling gradually to manage risk.



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# **SALES PLAN**

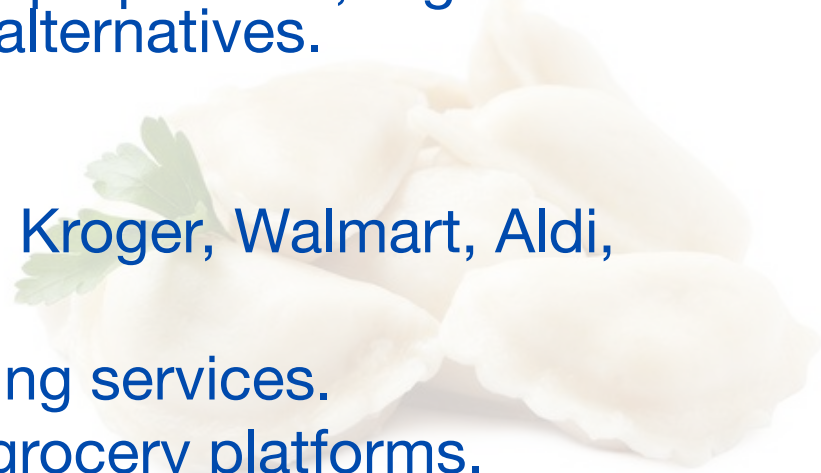


- ▶▶▶ Market Expansion: Establish distribution in key metropolitan areas (Northeast, Midwest, urban centers with Eastern European communities).
- ▶▶▶ Brand Awareness: Gain 10% market share in the frozen ethnic food segment by Year 3.
- ▶▶▶ Customer Acquisition: Secure partnerships with at least three national grocery chains and five regional distributors.
- ▶▶▶ E-commerce Growth: Generate 20% of total revenue from online sales by Year 2.





- »» **Demographics:** Millennials, Gen Z, health-conscious consumers, Eastern European diaspora.
- »» **Geographics:** High-demand areas (New York, Chicago, Philadelphia, Detroit, Cleveland, and Minneapolis).
- »» **Consumer Preferences:** Quick-prep meals, organic options, gluten-free and vegan alternatives.
- »» **B2B TARGET SEGMENTS**
  - »» Supermarkets (Whole Foods, Kroger, Walmart, Aldi, Trader Joe's).
  - »» Restaurants, delis, and catering services.
  - »» Meal kit services and online grocery platforms.



## »»» Distribution Channels:

**Retail:** Secure shelf space in national grocery chains and specialty stores.

**Foodservice:** Partner with restaurants and catering businesses to increase brand exposure.

**E-commerce:** Sell via Amazon, company website, and third-party delivery services (Instacart, FreshDirect).

**Wholesale:** Collaborate with regional food distributors for wider reach.

## »»» Sales Tactics

**Retail Promotions:** In-store sampling, discounts, and coupon campaigns.

**Digital Marketing:** Social media engagement, influencer partnerships, and Google Ads.

**Partnerships:** Collaborate with food bloggers, chefs, and cultural organizations to promote pierogies.



YEAR	PROJECTED REVENUE (\$xx)	GROWTH RATE (%)
YEAR 1	-	-
YEAR 2	-	-
YEAR 3	-	-
YEAR 4	-	-
YEAR 5	-	-

\*Estimated VendorMatch sales activities projections; customizable per client's goal

## »» Sales Metrics:

**Sales Growth Rate:** Quarterly and annual revenue increase.

**Customer Acquisition Cost (CAC):** Cost of acquiring new customers vs. lifetime value.

**Retail & E-commerce Performance:** Sell-through rate, average order value, and online conversion rates.

**Market Share:** Percentage of total frozen ethnic food category sales.

**Customer Retention Rate:** Percentage of repeat buyers in both retail and online platforms.



# RISK MITIGATION & CONTINGENCY PLAN

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## Market Risks:

**Consumer Adoption:** Slow initial adoption—mitigate with aggressive sampling and digital marketing.

**Competition:** Strong incumbents—differentiate with premium quality and unique flavors.



## Operational Risks:

**Supply Chain Delays:** Partner with multiple suppliers and maintain safety stock.

**Regulatory Compliance:** Ensure all products meet FDA and USDA standards



## Financial Risks:

**High Initial Costs:** Control costs with phased rollout and strategic partnerships.

**Sales Fluctuations:** Offer seasonal promotions and diversify revenue streams.





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