ROCKET TO RETAIL

VENDOR READINESS PROGRAM
for co-packers, manufacturers and distributors

Startups that show up ready.

Your next small brand already knows its MOQ, its COGS and its retail margin before it calls you. Rocket to Retail gets founders ready before they reach your production line or your warehouse.

Sound familiar?

CO-PACKERS
A great recipe, no spec sheet, no budget and a first order far below your minimum.

BRANDED + PRIVATE LABEL MFRS
Open capacity to fill, but only with brands that arrive with a realistic run and the cash to pay for it.

DISTRIBUTORS
New items that cannot fund promotions or price for every margin in the chain, and never earn a reorder.

What your vendors work through

The Rocket to Retail Roadmap: 11 chapters, a bonus chapter and 24 fillable worksheets, idea to shelf.

01 Know your customer
02 A clear, defensible USP
03 A brand that means business
04 Channel strategy + margins
05 Co-packers, RFQs and MOQs
06 Packaging that sells
07 Distribution, brokers, logistics
08 Marketing that drives sell-through
09 When and how to expand
10 Unit economics and funding
11 Founder mindset + support
\+ BONUS: Entity + financial setup

What you get as a partner

1. **Vendors who arrive ready**
Real costs, a realistic first run, compliant packaging and a sell sheet.

2. **Fewer wasted first meetings**
Send unready founders to the course, not to your calendar.

3. **Proof of the work**
Vendors bring completed workbook pages to your first meeting.

LIMITED TO THREE PARTNERS

The Founding Partner Pilot

No cost, no contract. Try the program with startups you are working with now. If it saves you time, we talk about what comes next.

Applications close December 21, 2026.
Pilot vendors start in January.

What the pilot includes

- 3 free seats for startup vendors you choose
- The full course, all 24 worksheets and the glossary
- A short kickoff with me to pick the right 3
- A 60-day check-in on what changed

In return: honest feedback at 60 days, and a quote I can share if the program earned it.



Built by someone who has sat on both sides of the table

Three decades in consumer products. Private label programs built for major retailers, hundreds of manufacturers, dozens of startups and over 20,000 SKUs.

Deborah Ginsburg
Retail Strategist | Branding Expert | Founder, Shelf to Stove

Scan to apply

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