

TRADE CATALOGUE

ONLINE ADVERTISING

DIRECT MARKETING



YOUR ESSENTIAL

MARKETING GUIDE

AMBIENT • CHILLED • FROZEN

2025

TRADE CATALOGUE

- ✓ Monthly Trade Catalogue
- ✓ Sent to 7,500+ contacts
(*online & printed catalogue*)
- ✓ Available via CLFshop.com
as a downloadable PDF

BULK BOOKING OFFERS

GET **3** FREE
ADVERTS
WHEN YOU BOOK 9

**GET 1 FREE
ADVERT**
WHEN YOU BOOK 5



SAVE
£1,200

Mix and match your trade catalogue adverts, get the cheapest advert(s) FREE

Savings based on Full Page adverts



SAVE
£400

OPTIONS · PRICING

OPTIONS · PRICING

LIMITED
AVAILABILITY

**FRONT
COVER**



LIMITED
AVAILABILITY

INSIDE
FRONT COVER

LIMITED
AVAILABILITY

INSIDE
FRONT COVER



**FULL
PAGE**

**FULL
PAGE**

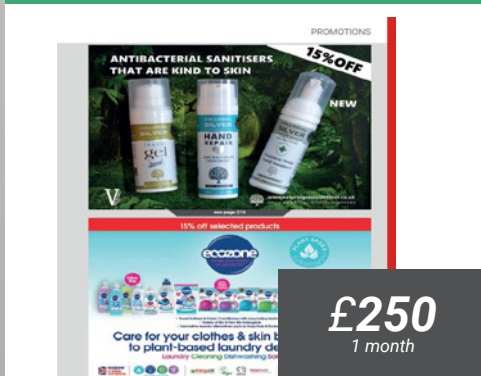


BACK COVER



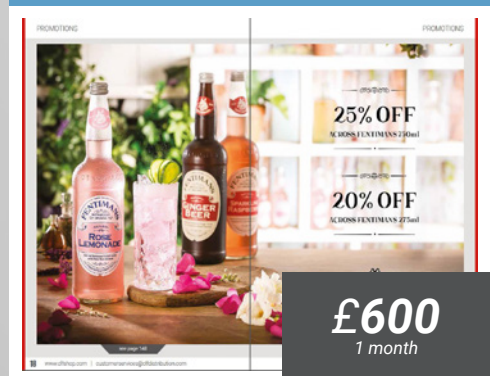
**HALF
PAGE**

**HALF
PAGE**



DOUBLE PAGE SPREAD (DPS)

DOUBLE PAGE SPREAD (DPS)



BRAND
LOGO

BRAND
LOGO

Health Food & Drinks		Part Code	Net	Gross Price	Margin %	RRP	Net	Gross Price	Margin %	RRP	Net	Gross Price	Margin %	RRP
100g 100% Pure Natural Honey 400g		100-10000000	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95
100g 100% Pure Natural Honey 100g		100-00000000	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95
Minimaterial														
Organic Food Bar														
100g 100% Pure Natural Honey 400g		100-10000000	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95
100g 100% Pure Natural Honey 100g		100-00000000	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95
Organic India														
100g 100% Pure Natural Honey 400g		100-10000000	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95
100g 100% Pure Natural Honey 100g		100-00000000	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95
Organic Kitchen														
100g 100% Pure Natural Honey 400g		100-10000000	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95
100g 100% Pure Natural Honey 100g		100-00000000	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95	249.00	298.80	16%	11.95

Adverts	Great for Promotions, Features or New products!	
	⬇	What do I get?
FRONT COVER	✓	Prime position advert on the Front Cover. The advert will also be duplicated within the trade catalogue FOC, plus feature on the monthly release email sent to 9,000+ CLF retailer contacts.
INSIDE FRONT COVER	✓	An advert featured on the Inside Front Cover of the trade catalogue, adjacent to the contents page. A great position to get your products noticed.
BACK COVER	✓	An advert featured on the Back Cover. The advert will also be duplicated within the trade catalogue FOC.
DOUBLE PAGE SPREAD (DPS)	✓	This can be used as 2 Full Page adverts side by side, or the full double page width.
FULL PAGE	✓	A very popular option to showcase your products, highlight a new product, or feature a promotion.
HALF PAGE	✓	Great option to showcase a feature advert, highlight a new product or advertise a promotion.
BRAND LOGO	Listing page only	Make your listing stand out from the rest. Build brand awareness with a strategically placed Brand Logo within the pricelist section of the trade catalogue.

CHRISTMAS BOOK*



FRONT COVER	£650
INSIDE FRONT COVER	£500
BACK COVER	£500
DOUBLE PAGE SPREAD (DPS)	£500
FULL PAGE	£400

A great opportunity to inform our customers about your Christmas lines or products that are particularly relevant for the festive period.

A full colour A4 Christmas Brochure will be sent to all of our customers and will cover a **4 month period (September - December)**.

*Not part of the Bulk Booking Offers. For Christmas Lines only.

CONVENIENCE CATALOGUE

Be part of our fastest growing sector.

If your products would suit convenience stores then the four month Convenience Catalogue is a great option.

Brands who advertise in the catalogue will have a selection of their products listed within the catalogue giving them extra exposure!

OPTIONS · PRICING

LIMITED
AVAILABILITY

FRONT COVER



£800
4 months

LIMITED
AVAILABILITY

INSIDE FRONT COVER



£600
4 months

LIMITED
AVAILABILITY

BACK COVER



£600
4 months

DOUBLE PAGE SPREAD (DPS)



£700
4 months

FULL PAGE



£500
4 months

*Only 1,500
products
featured!*

SALES BOOST

Use our experienced sales force to promote your new brand or product to over 1,000 CLF retailers

Our team will make an instant sale with your free stock and transfer the rest of the order to our system for next day delivery

Meet the Sales Team



Godfrey Grima

Godfrey has 35 years of experience as a National Sales Manager specialising in health food stores, internet retailers, and export accounts. Godfrey has built great relationships with retailers around the country and currently prioritises his time in North London.



Martin Lavender

Martin has 30 years of sales experience in the industry with a very strong background in catering and foodservice. "Territory 2" has seen increased growth with health food stores, food service, and convenience stores across the South of London, Surrey, Sussex, and Kent.



Brett Powers

Brett is a keen advocate of the health food industry. Having joined the industry over 10 years ago, Brett has built a wide range of connections within "Territory 3" covering Cornwall, Bristol, and Wales to the Midlands. This territory has many key CLF health food retailers within.



Cheryl Sweed

Cheryl is able to cover a wide range of stores from the West Midlands, the North, and up to Scotland and Ireland via an office based role. With a wealth of experience and great knowledge of the industry, Cheryl can gain quick exposure for new brands and products.



Baki Gorgun

Baki is our convenience store expert. His team of salesmen actively service over 250 convenience stores in London. Building strong relationships within this community has been key to his success. For convenience brands and products, look no further!



We'll help you find the right stores for your brand – health food stores, convenience stores, internet retailers, pharmacies, farm shops, and more!

**2 MONTH LAUNCH
CYCLE ONLY** **£1,499** per month

Get free access to your sales data and download sales reports at the end of the launch period. Find out who's ordered your products, where they're based, and what they ordered. *Speak to your buyer for full details.*

ONLINE ADVERTISING



CLFshop.com

- ✓ On average 500,000+ overall page views per month
- ✓ 100+ active users per day
- ✓ Perfect position to showcase a promotion or seasonal products
- ✓ Multiple positions to advertise to suit your needs
- ✓ Impression rates & click rates available for online banners

OPTIONS · PRICING

ROTATING BANNER

12 months - £600
6 months - £400

LIMITED AVAILABILITY

TOP BANNER

£400
1 month

FEATURED NEW PRODUCT SLIDER & E-SHOT

£150
per product
1 month

LIMITED AVAILABILITY

SEARCH BANNER

£400
1 month

LIMITED AVAILABILITY

BASKET BANNER

£400
1 month

BRAND PAGE BANNER

£250
12 months

Banners	Great for Promotions, Features or New products!	What do I get?
ROTATING BANNER	✓	This will feature prominently on the homepage of CLFshop.com (rotating randomly) and also duplicated on your brand page. We highly recommend you update this on a monthly basis for maximum impact. Bookable for 6 or 12 months.
TOP BANNER	✓	Get exclusive coverage with a static Top Banner appearing on the homepage of CLFshop.com. Limited to 2 banners per month.
FEATURED NEW PRODUCT SLIDER & E-SHOT	New products only	Adding a new product to your range, but want to ensure that retailers can see your new listing? This makes it easy to feature your product on the homepage of CLFshop.com. A dedicated E-Shot featuring your new products will also be sent to 7,500+ CLF retailer contacts. Image and description will be taken directly from CLFconnect.
SEARCH BANNER	✓	This banner will feature prominently on the 'search' page. It will appear every time a customer 'searches' for a product or brand on CLFshop.com (this is not 'word' specific). Limited to 2 banners per month.
BASKET BANNER	✓	This banner will feature prominently on the 'basket' page. It will appear every time an item is placed into the 'basket' on CLFshop.com. Limited to 2 banners per month.
BRAND PAGE BANNER	✓	An opportunity to book a visual representation (i.e. a banner) on your brand page for 12 months. It's a great way to highlight your brand by including key selling points and product imagery, especially if you are on a budget but still want to offer retailers a visual aid. <i>Want to upgrade? See below for the Brand Page Options bundle...</i>

Brand Page Options

Upgrade your **Brand Page** and appear on the **Point of Sale Page** on CLFshop.com

Help retailers sell your products and run in-store promotions

INFO PANEL



£200
12 months

A brief overview of your brand, including your logo and product shots

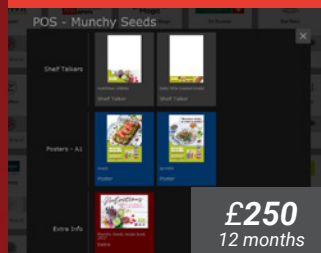
VIDEOS PANEL



£250
12 months

Inform customers about your brand, products and updates (Max. 5 videos at any time)

POINT OF SALE PANEL



£250
12 months

- Shelf Talkers
- Posters
- Brand Info/Recipe Cards (Max. 12 of each)

BRAND PAGE BANNER



£250
12 months

A visual representation to highlight your brand and key selling points

Want all four options? Get the 'Brand Page Bundle'

£500
for 12 months

SAVE
£450

DIRECT MARKETING



Direct Marketing

The quickest and most effective way to get your products in the hands of key accounts.

You can choose from Samples, Packing List Adverts and E-Shots. Or combine all 3 for an immediate marketing solution!

Example:



Samples



Flyer



Branded Box

OPTIONS · PRICING

Most Popular

SAMPLES (Top Customers)*

AMBIENT		CHILLED/ FROZEN	
Price	QTY	Price	QTY
£150	50	£125	25
£225	75	£250	50
£300	100	£375	75
£450	150		
£600	200		
£3 per sample		£5 per sample	

LIMITED
AVAILABILITY

PACKING LIST A4 ADVERT



£300
1 month

LIMITED
AVAILABILITY

E-SHOTS (Customer Emails)



£300
1 month

- ✓ A must for new brands and especially when listing new product(s)
- ✓ Get your products in the hands of our most valuable retailers
- ✓ Get valuable customer feedback - find out who your samples have been sent to by running a report on CLFconnect.com**

- ✓ A cost effective way to ensure that your advert is in the hands of key retailers on a daily basis
- ✓ 1,500 professionally printed adverts
- ✓ Seen by 1000 retailers within the calendar month

- ✓ E-Shot solely for your brand to deliver a clear and precise message to 4,000+ CLF retailer contacts
- ✓ 14 - 23% open rate
- ✓ Includes a price table for quick reference as standard

* Samples are sent to the top customers (sorted by order frequency and then total spend)
** Only available on Partner View

Target Marketing	A more direct approach for brand awareness	
	⬇	What do I get?
SAMPLES (Top Customers)*	✓	Simply send us your individually packaged samples (preferably a branded box), which should include your sample(s) and a sample flyer to educate the customer about your products and/or brand. We will arrange for these to be sent to our top retailers.
PACKING LIST A4 ADVERT	✓	An A4 advert on the reverse side of the packing list. Each order we send includes this packing list and goes directly to the retailer. If you are running a Promotion, please do highlight this.
E-SHOTS (Customer Emails)	✓	E-Shots are sent to 4,000+ CLF retailer contacts. You should provide a clear banner to show off your brand, a title for the E-Shot and up to 300 words about your brand/products (we will include the pricelist table). If you are running a Promotion, please do highlight this.

MARKETING PLAN

Need some help putting together a Marketing plan?

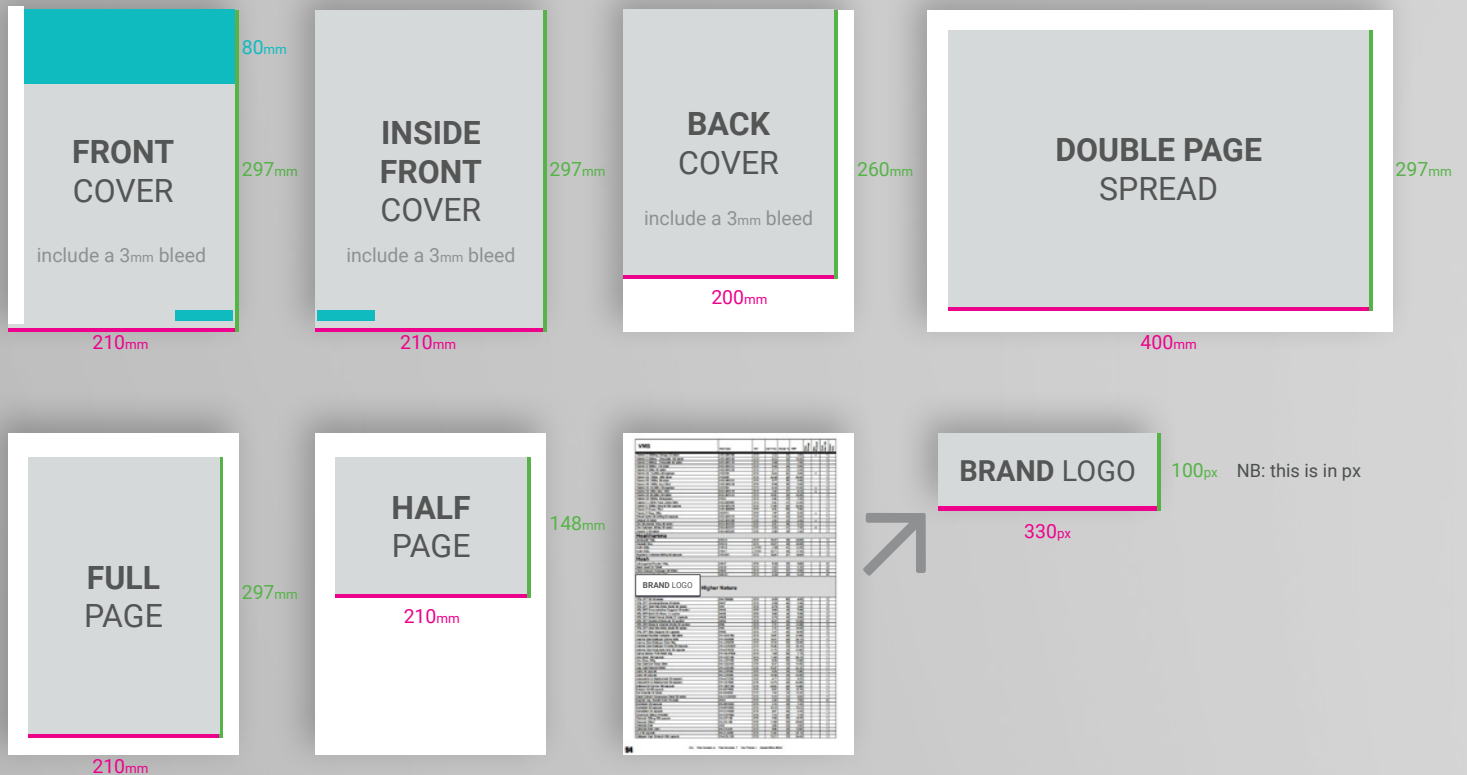
We can help put together a full marketing package to fit your specific needs and criteria. We are more than happy to work to your budget and create a custom plan to suit your requirements.

For more information contact: isabelle.miller@clfdistribution.com

TECHNICAL SPECIFICATIONS

TRADE CATALOGUE

width height advert notextarea



CHRISTMAS BOOK

FRONT COVER

INSIDE FRONT COVER

BACK COVER

see dimensions above

FULL PAGE

A4 portrait (3mm bleed)

210mm x 297mm

DOUBLE PAGE SPREAD

A3 landscape (3mm bleed)

420mm x 297mm



CONVENIENCE CATALOGUE

FRONT COVER

INSIDE FRONT COVER

BACK COVER

see dimensions above

FULL PAGE

A4 portrait (3mm bleed)

210mm x 297mm

DOUBLE PAGE SPREAD

A3 landscape (3mm bleed)

420mm x 297mm

TECHNICAL SPECIFICATIONS

ONLINE ADVERTISING

ROTATING BANNER BRAND PAGE BANNER

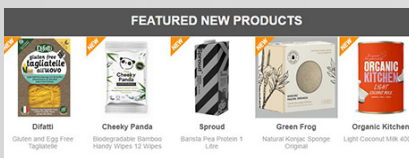
1600px

300px

TOP BANNER SEARCH BANNER BASKET BANNER

300px

760px



FEATURED NEW PRODUCT SLIDER

Nominate a product and we'll use the pack shot from CLF Connect to create your artwork inhouse. Please follow the CLF Connect image upload guide.

BRAND PAGE OPTIONS

BRAND PAGE BANNER

300px

1600px

INFO PANEL

530px

940px

VIDEO PANEL



Send us up to 5 YouTube links - recommended 1min long

POINT OF SALE PANEL

A4

POS SHELF TALKER

80mm

Up to 210mm

POS FLYER / RECIPES A4 recommended A6, A5 accepted

297mm

POS POSTERS A4 recommended A3, A2, A1 accepted

210mm

DIRECT MARKETING

SAMPLES

max size
30cm cubed
max weight
3kg per sample

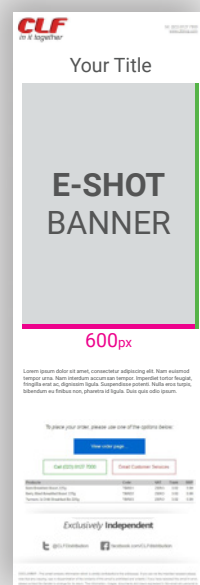


PACKING LIST A4 ADVERT

297mm

include a 3mm bleed

210mm



600px

Your title

Your banner

up to
850px

NB: this is in px

Up to 300 words

Price table
(We produce this)

DEADLINES 2025

Promotion Forms have the same deadline dates as the main Trade Catalogue

TRADE CATALOGUE

FRONT & BACK COVERS	FULL PAGE
INSIDE FRONT COVER	HALF PAGE
DOUBLE PAGE SPREAD	BRAND LOGO

ONLINE ADVERTISING

ROTATING BANNER	SEARCH BANNER
TOP BANNER	BASKET BANNER
FEATURED NEW PRODUCT & E-SHOT	BRAND PAGE BANNER

DIRECT MARKETING

E-SHOTS (customer emails)
PACKING LIST A4 ADVERT
SAMPLES (top customers)

Period	Deadline
Jan	21 Nov
Feb	12 Dec
Mar	23 Jan
Apr	20 Feb
May	20 Mar
Jun	24 Apr
Jul	22 May
Aug	26 Jun
Sep	24 Jul
Oct	21 Aug
Nov	25 Sep
Dec	23 Oct

Period	Deadline
Jan	12 Dec
Feb	23 Jan
Mar	20 Feb
Apr	20 Mar
May	24 Apr
Jun	22 May
Jul	26 Jun
Aug	24 Jul
Sep	21 Aug
Oct	25 Sep
Nov	23 Oct
Dec	20 Nov

Period	Deadline
Jan	6 Dec
Feb	10 Jan
Mar	7 Feb
Apr	7 Mar
May	11 Apr
Jun	9 May
Jul	6 Jun
Aug	11 Jul
Sep	8 Aug
Oct	12 Sep
Nov	10 Oct
Dec	7 Nov

FOCUSED PROMOTIONS

Each month we run Focused Promotions. This includes all advertising options, so be sure to check your deadlines.
See below for our monthly themes:

	Focus	Keywords
Jan	VEGANUARY	Vegan
Feb	FAIRTRADE & EASTER	Gifts · Free From · Chocolate
Mar	SPRING CLEAN & ORGANIC	Cleaning · Housekeep · Organic · Food/Drink
Apr	ALLERGY	Free From · Household · Personal Care
May	SUMMER	Suncream · Holiday · Snacks · Outdoors
Jun	DRINKS	Hydration · Energy · Teas · Free From
Jul	HEALTHY SNACKS	Bars · Kids · Raw
Aug	ACTIVITIES	Sports · Fitness · Baking · On-the-Go
Sep	ORGANIC	Healthy Food · Drinks · Personal Care
Oct	WELLBEING	Men's Health · Winter · Remedies · VMS
Nov	CHRISTMAS	Gifts · Drinks · Seasonal Foods
Dec	WINTER	Winter Health · Detox · Baking

CONVENIENCE CATALOGUE

Period	Deadline
Jan-Apr	15 Nov
May-Aug	21 Mar
Sep-Dec	18 Jul

Deadline for Christmas Book - 6th June

Please ensure that all New Products are listed and any price increases are sent for approval on CLFconnect.com by the Trade Catalogue deadlines listed above for that month.

Advert Request Forms and/or Promotion Booking Forms are also required by the Trade Catalogue deadlines listed above for that month.

Artwork must be submitted by the deadline above.

We cannot guarantee that any New Products, Price Increases and/or Adverts will feature in the Trade Catalogue or online if they are submitted after this date.

All Promotions are Cash Margin Protected.

FAQs

How do I book?

Please complete the **Advert Request Form** to confirm what marketing you would like to book. If you wish to run a % Discount Promotion, you will also be required to fill in the **Promotion Booking Form** (available at CLFconnect.com). *Please note that all of our promotions are Cash Margin Protected.*

How do I send my artwork?

Please send high resolution (300dpi) .jpg or .pdf files via email, or if you are sending across a large file or multiple files, we would recommend **www.wetransfer.com**. Please do not include pricing, page numbers or contact information on Trade Catalogue adverts otherwise this will be removed. Feel free to add your website address and social media info.

Please send all Advert Request Forms, Promotion Booking Forms and artwork to isabelle.miller@clfdistribution.com.

Is there a minimum discount to run a Promotion?

Yes. 10% discount is the minimum discount we would suggest. We feel that anything less than this won't appeal to our customers.

Do I need to advertise when running a promotion?

Yes, all promotion must be supported with marketing to ensure customers know about the discount. We would suggest an advert in the Trade Catalogue, a Packing List, an E-Shot or an online banner. If you have a Rotating Banner booked, you can certainly advertise your promotion on here, however additional marketing will be required to ensure all of our customers know about the discount.

What happens if my artwork is not submitted on time?

If you've booked marketing in with us, and this is not submitted by deadline, we cannot guarantee that this will be included. However, please note, you will still be charged for the advertising space. This does apply to Trade Catalogue Artwork and also Online Marketing.

What is the process for booking Samples?

Please ensure that all samples are sent in to us individually packaged so that these are ready to be sent straight out to our customers.

The 'SAMPLE' needs to be listed on CLFconnect.com - the pricing needs to be £0 and a valid unused barcode will need to be assigned to the sample. This will need to be listed in advance, otherwise we cannot book these into stock. Once the samples have been listed on CLFconnect, please let us know when they are due to arrive so a PO number can be issued - the PO number must be included on the paperwork arriving with the samples. Please send these no earlier than 2 weeks before the samples are due to be sent. *e.g. if the samples are booked in for September, please send these from 15th August (no earlier).*

What is Cash Margin Protected?

Cash Margin Protected means that if we make £0.50p on your item before a promotion, then we still need to make £0.50p when it *is* on promotion. Our forms auto calculate this for you.

What are CLF's Buy-in-Dates?

Please see below for our Buy-in-Dates:

Jan	10 Dec - 31 Jan
Feb	20 Jan - 28 Feb
Mar	20 Feb - 31 Mar
Apr	20 Mar - 30 Apr
May	20 Apr - 31 May
Jun	20 May - 30 Jun
Jul	20 Jun - 31 Jul
Aug	20 Jul - 31 Aug
Sep	20 Aug - 30 Sep
Oct	20 Sep - 31 Oct
Nov	20 Oct - 30 Nov
Dec	20 Nov - 31 Dec

How do I sign up to your Supplier mailing list?

To sign up to our Supplier Mailing list (which will give details of our deadlines, marketing options etc. please visit CLFconnect.com and click the 'News Signup' tab. You should receive a confirmation email to confirm that you would like to proceed.

How do I make payments?

CLF Distribution Ltd will issue an invoice for the payment of advertising in every instance. The payment terms are 30 days from date of invoice. CLF Distribution Ltd will not accept stock in lieu of payment. Please see the Terms & Conditions for more details.

SALES CYCLE TESTIMONIALS

Ecotone – Clipper – Whole Earth - Gemma Scott

Working with CLF to promote our brands has resulted in an exceptional performance for our range. The team's dedication and expertise achieved over 3 times the sales. We have seen an increase in the number of existing customers purchasing our deals. Our range was also successfully introduced to a wider audience thereby bringing in new customers. In addition, the feedback collected has provided invaluable insight into the purchasing decisions at the store. We are thrilled with the results and look forward to the success of future collaborations.

Common – Chris Dandridge

I'm thrilled to share my testimonial about working with CLF during the sales cycle. Their deep industry understanding allowed them to tailor sales strategies to our customers' unique needs. Their streamlined process and attention to detail reduced turnaround time, resulting in impressive results. Our collaboration with CLF led to increased market share and revenue growth. I highly recommend them as a reliable and successful distribution partner!

Product Chain – St Lawrence – Rachel Way

We used the CLF Sales team for cycles in January and February 2023. Thanks to the sales cycles we recruited new customers into the brand and have increased our overall sales with CLF.

New Nordic – Karen Gray

New Nordic has been an active account with CLF since 2008 and have always had a positive business relationship. During 2023 we enrolled in their sales boost programme. The campaign was successful with a substantial increase to the current sales rate. Set-up communications was excellent and in a timely manner. The end of campaign report was clear, concise and informative. I would highly recommend.

Bio & Me – Lydia Chatterton

The CLF sales cycle returned one of our strongest months sales to date with CLF. In the months following the sales cycle our base rate of sale has grown and our following promotion saw us double the sales from our best sales cycle month thanks to all of the new points of distribution gained during the sales cycle by the CLF sales team. The communication from CLF and summary at the end of the cycle made it all super easy for us too!

Faith in Nature – Larysa Dushko

We've had great success working with Fallon and the sales team at CLF this year; the promotions we

have offered have driven strong ROI and allowed us to reach and interact with the independent retailers which are at the heart of our business.

Clearspring - Lina Bivainyte

CLF team were able to completely tailor the sales activity to achieve our target of getting new stockists for a particular recently launched range. It was easy to set it up with them and we received an in depth report of the results after the cycle was finished. It's a great tool for targeted short term sales campaigns, engaging with retailers and generating ongoing sales. It's like having a field sales team without the huge resource needed. Highly recommended.

DASH Water - Katie Stuart

We would 100% recommend the CLF Sales Team Push. This process was managed seamlessly, with clear communication and updates throughout the two months from the CLF Team. It was a great opportunity to win new customers, and grow sales with CLF.

Hackney Gelato – Fletcher Bowley

Working alongside CLF as our wholesale partner has been a brilliant experience. Utilising their experience and team in the sales cycle delivered remarkable results, with our retail formats averaging an impressive uplift of 190%. The growth was accompanied by the welcoming of over 40 new customers into our fold, introducing our range to new store shelves. We look forward to tapping into this again in the future.

Pulsin – Andrew Cope

The sales cycle activity at CLF is really useful tool to help drive sales into CLFs customer base, its easy to setup and the team (both office and in the field) work closely to help make it a success. We have seen an increase in CLF customers now buying our products as well as a general overall increase in sales in established customers due to the focus from the field sales team.

Peppersmith – Roshane Stewart

The CLF Sales Cyle was a positive and smooth experience from the beginning to the end. The process of getting set up was really easy and the detailed report given at the end was very useful us. We saw a huge spike in sales from not only existing customers, but also lots of new establishments taking on our products. Would definitely recommend,

especially for brands without a large sales team who need a bit more on the ground support.

Higher Nature - Ashley Newman

During summer 2023, we opted to work with CLF via their sales cycle, which allows us to essentially 'hire their sales staff' for the 2 months cycle. Throughout the planning of this campaign, we had regular discussions with the team to fully understand what our goals were, how many products they recommended for the campaign, whether there are any territories to predominantly focus on, and more. We received regular updates from Fallon, who was very quick to answer any questions we had. She had provided us with monthly performance stats and a thorough breakdown of our brands performance following the campaign. We were very happy with the results and would recommend the sales cycle to any brands seeking extensive distribution efforts via a team you can trust.

Hunter and Gather – Ciara Murray

Our collaboration with CLF on sales cycle activities has been incredibly successful. We've seen a significant boost in brand presence through our current customers, and a notable increase in new customers. We highly recommend this activity to brands seeking to expand their reach within the health store market.

Mangajo – Vivek Katta

We were very pleased with how the January sales cycle turned out, thanks in large part to the excellent support from the CLF sales team. Fallon Holiday, in particular, was instrumental in setting clear, achievable goals that led to our mutual success. Her dedication was key in ensuring we met and exceeded the sales targets we had agreed upon. We're happy to share our positive experience and would recommend CLF to anyone looking for a reliable partner in driving sales growth.

Examples of results we have seen so far.....

Brand 1: Chewing Gum	
B2G1F (cases)	
Uplift on Customers:	29%
Uplift on Volume:	110%

Brand 2: Protein Water	
B18G6F (singles)	
Uplift on Customers:	46%
Uplift on Volume:	282%

Brand 3: CBD Drink	
B3G1F (cases)	
Uplift on Customers:	59%
Uplift on Volume:	35%

Brand 4: Food Bar	
B3G1F (cases)	
Uplift on Customers:	401%
Uplift on Volume:	340%

Brand 13: Crisps	
B3G1F (Cases)	
Uplift on Customers:	130%
Uplift on Volume:	404%

Brand 16: Tea	
B3G1F (Cases)	
Uplift on Customers:	76%
Uplift on Volume:	113%

Brand 5: Kids Food	
B3G1F (cases)	
Uplift on Customers:	300%
Uplift on Volume:	145%

Brand 6: Japanese Food	
B5G1F (singles)	
Uplift on Customers:	37%
Uplift on Volume:	55%

Brand 7: Sparkling Water	
B2G1F (cases)	
Uplift on Customers:	96%
Uplift on Volume:	283%

Brand 8: Oat Bar	
B4G1F (cases)	
Uplift on Customers:	68%
Uplift on Volume:	160%

Brand 14: Collagen products	
B3G1F (Singles)	
Uplift on Customers:	19%
Uplift on Volume:	111%

Brand 17: Functional shot	
B3G1F (Singles)	
Uplift on Customers:	261%
Uplift on Volume:	313%

Brand 9: Ice Cream	
B5G1F (singles)	
Uplift on Customers:	25%
Uplift on Volume:	91%

Brand 10: Oat Milk	
B9G3F (singles)	
Uplift on Customers:	7%
Uplift on Volume:	40%

Brand 11: Energy Drink	
BOGOF (cases)	
Uplift on Customers:	558%
Uplift on Volume:	697%

Brand 12: VMS	
B3G1F (singles)	
Uplift on Customers:	20%
Uplift on Volume:	53%

Brand 15: Rice	
B3G1F (Singles)	
Uplift on Customers:	400%
Uplift on Volume:	698%

Brand 18: Chilled fermented	
B3G1F (Singles)	
Uplift on Customers:	384%
Uplift on Volume:	354%

GIVE YOUR BRAND MORE EXPOSURE!

Showcase your products by purchasing promotional space on our delivery vans. We offer multiple options to suit every marketing budget.



Package	Duration	Price
Full van wrap	12 month minimum	£800 per month
Left or right side	8 month minimum	£600 per month
Back	6 month minimum	£400 per month



This is a great opportunity for new and established brands to get their products noticed. Simple send us your artwork in the correct dimensions and we will print and wrap one of the vehicles in our fleet. For more information please call the marketing team, or talk to your buyer.

Call **023 8127 7000** to book now!

PORT TO PURCHASE

From Port to Purchase: Your Brand, Exclusively Managed

- **Exclusive Brand Partnership:** We offer complete exclusivity, managing your brand's presence from import to sales.
- **Seamless Import Management:** We handle all aspects of importation, with a dedicated UK address to ensure your products arrive efficiently and in perfect condition.
- **State-of-the-Art Warehousing:** Secure and optimized warehousing solutions tailored to your brand's needs.
- **Strategic Route to Market:** Customized strategies that place your brand in the right markets at the right time.
- **Direct-to-Consumer (D2C) Excellence:** Boost your online presence with our expert D2C sales channels.
- **In-Store Sales Mastery:** Get your products into the right stores, with the right positioning, and maximize sales potential.
- **Comprehensive Brand Management:** From product arrival to customer's hands, we manage every detail, ensuring your brand's success.

Unlock the full potential of your brand with our end-to-end service. As your exclusive partner, we manage every aspect of your brand's journey. From handling imports to warehousing, ensuring the perfect route to market, and driving both D2C and in-store sales, we do it all. With us, your brand isn't just another name on the shelf—it's a market leader.

Let us take your brand to the next level with our comprehensive and exclusive service, ensuring every step is covered from start to finish. Your brand deserves nothing less. Partner with us today and experience the power of true brand exclusivity. Speak with your buyer for further information.

Cash Margin Maintained Promotions



A cash margin maintained promotion, is a promotion that ensures the seller makes the same amount of money when an item is off of promotion as when it does when on promotion.

E.G. Item X costs £0.50 to buy & we sell it on to our customer at £1.00 at an everyday price. Therefore, the difference between cost price and trade is £0.50 which is the cash margin that CLF make.

Normal Promotions - If the supplier books a promotion at 20%, our new cost price will move from £0.50 to a new price of £0.40. A normal straight promotion would also take 20% from the trade price too leaving a customer buy price of £0.80 whilst on promotion. However during the promotion period the difference between cost and trade is **£0.40**, so CLF would make £0.10 less than when off of promotion.

A cash margin maintained promotion will take the 20% off of trade (leaving as explained above the new customer price of £0.80). As CLF want to make the same cash margin as the normal everyday sales price of £0.50, we then take the £0.50 cash margin away from the new promotion customer price of £0.80, to leave CLF with a new promotion cost price of £0.30.

Maths:

Cost Price = £0.50

Trade Price = £1.00

CLF cash margin = Trade Price – Cost Price = £0.50

20% Promo Trade Price = £0.80

CLF New Cash Margin **MAINTAINED** Promo Price = £0.80 - £0.50 = **£0.30**

Terms & Conditions

A. Definitions:

In these Terms, the following expressions shall have the following meanings: "Advert" means the material the Advertiser requests is placed in a Trade Catalogue, Online, or as Direct Marketing. "Advertiser" means the advertiser of the products or services referred to in the proposed Advert. "Buyer" means the person placing the order for the insertion of the Advert with the Publisher whether the Advertiser or the Advertiser's advertising agency or media buyer or other third party. "Confirmation" means the confirmation of the order for insertion of an Advert supplied by Publisher in writing. "Trade Catalogue" means the CLF Trade Catalogue (whether in print, digital, or online form) and any Online or Direct Marketing where applicable. "Publisher" means CLF Distribution Ltd of 210 Mauretania Road, Nursling Industrial Estate, Southampton, Hampshire, SO16 0YS or any company within its group of companies. "Rate Card" means the Publisher's then current Marketing Document, including price guidelines and deadlines.

B. Placing an Order/submitting an Advert

1. All orders, whether by telephone or otherwise, must be confirmed in writing by the Buyer who is bound by these Terms. The detail of the order shall be as set out in the Confirmation. The placing of an order for the insertion of an Advert in the Trade Catalogue shall amount to the acceptance by the Buyer of these Terms and the provisions of the Rate Card. Only these Terms are binding upon the Publisher and any terms or conditions, printed or otherwise appearing on contracts, orders or copy instructions, which conflict with the provisions of these Terms shall not be binding upon the Publisher, unless agreed in writing by an authorised representative of the Publisher. The Buyer shall submit the Advert in accordance with any agreed specifications/requirements/timelines of the Publisher (including those set out in the Rate Card). If materials or files are not received by the date(s) shown on the Rate Card, no guarantee can be given that proofs will be supplied or corrections made and the Publisher reserves the right to repeat the most appropriate copy. If no appropriate materials are available, the Buyer will still be charged, at the agreed fee, for the Advert space. If it is intended to include a special offer within an Advert, full details of such must be submitted at the time of booking. It is the responsibility of the Buyer to check the Advert is correct and the Publisher accepts no liability for any error in an Advert (save where due directly to its negligence and/or acts or omissions).

2. The Buyer may cancel an order at any time before the closing (booking) date of the relevant issue of the Trade Catalogue (set out on Rate Card) provided always that the Buyer has given the Publisher at least [30] working days notice in writing before such date. No order may be cancelled on less than [30] working days notice or after the closing (booking) date of the issue of the Trade Catalogue and/or Online Marketing (set out on Rate Card). If an order forming part of a series (Bulk Booking) is cancelled, the Buyer relinquishes any right in any series discount to which it may have been entitled and all Adverts will be charged at the appropriate earned frequency rate. A 15% cancellation fee will be applied (on all bookings you wish to cancel) and this will be charged according to the standard rate card price.

C. Rates

1. Rates are as set out in the Rate Card and are subject to change without notice unless and until confirmed in the relevant Confirmation. The Rate Card is based on receipt by the Publisher of complete digitally supplied Adverts and proofs in conformance with the specifications/requirements/timelines of the Publisher. The Buyer will pay all Value Added Tax (VAT) applicable to services provided by the Publisher and all prices quoted by the Publisher are exclusive of VAT unless clearly expressed to the contrary in a tax invoice or adjustment note (as applicable) provided by the Publisher in a compliant form for VAT purposes.

2. All Adverts will be invoiced in each instance. Payment terms are 30 days from date of invoice.

3. The Publisher will not accept stock in lieu of payment.

D. Buyer/Advertiser obligations

1. Where the Buyer is not the Advertiser, the Buyer warrants that it is authorised to place the Advert and agree to these Terms on its behalf and on behalf of the Advertiser who it shall ensure are bound by these Terms also. On request, the Buyer must disclose the identity of its client and reveal the nature of the product/service to be advertised. In the event the Buyer fails to comply with such a request, the Publisher reserves the right to cancel/withdraw the Advert.

2. The Buyer/Advertiser agrees to comply with any reasonable request made by the Publisher in connection with the publication of any Advert that it submits to the Publisher (including but not limited to format/copy changes).

3. The Buyer hereby grants to the Publisher a perpetual, transferable, royalty free, sub-licensable worldwide right and licence to amend the Advert in accordance with these Terms and reproduce, display and transmit the Advert in the Trade Catalogue and in electronic form on any associated websites/online advertising and to permit readers of the Trade Catalogue to view/access the Advert. The Buyer also licences the Publisher to use screen grabs of the Advert in order to enable the Publisher to market and advertise itself and the services which it provides. The copyright in all artwork, copy and other material which the Publisher or its employees or contractors has originated or reworked shall vest in the Publisher. The Buyer/Advertiser's property and artwork etc. are held at their own risk and should be insured by the Buyer/Advertiser against loss or damage from whatever cause. All advertising materials will be archived after one year unless the Publisher is notified to the contrary in writing. If the Advertiser or its Buyer request in writing that materials be held, returned or shipped to a third party the Publisher will hold, return or ship materials at the requesting party's sole liability, expense and risk.

4. The Buyer/Advertiser acknowledges and undertakes that it has read and understood the British Code of Advertising, Sales Promotion and Direct Marketing and all related guidance (the "Codes") and warrants that any Advert that it submits for publication complies with the Codes and/or any other codes or guidance issued by the Committee of Advertising Practice ("CAP") and/or other relevant regulator(s). The Buyer/Advertiser

agrees that on request, it shall promptly provide the Publisher, CAP and/or the relevant regulator(s) with such substantiation documentation and other materials as they may require in respect of the Adverts. For the avoidance of doubt, the Buyer/Advertiser acknowledges that the Publisher is not in a position to, and will not, approve any Advert from a compliance perspective under the Codes or other industry codes or guidelines.

5. The Buyer/Advertiser warrants that (i) the Advert complies with the Codes and all laws, statutes, regulations, codes of practice and standards applicable to the publication of the Advert and that all necessary approvals for the publication of the Advert have been obtained from the relevant authorities, bodies or organisations; (ii) the Advert is not false or misleading and is true in substance and in fact; (iii) all necessary consents and permissions have been secured for the use in the Advert of a pictorial representation of or words attributable to a person; (iv) the Advert does not infringe copyright, trade mark or other intellectual property rights and/or legal rights of any person; (v) the Advert does not contain any contaminated file, virus, worm or Trojan horse or similar which may damage, interfere with or detrimentally affect the Publisher and/or the readers of the Trade Catalogue; (vi) the Advert does not contain anything that may give rise to any cause of action by a third party including without limitation material that is defamatory, obscene or which otherwise causes injury or damage to any person; and (vii) it shall deal fairly and equitably with any customers who are referred to the Advertiser (whether directly or indirectly) by virtue of the Advert and shall in all its dealing with such customers, comply with all applicable law.

6. The Buyer/Advertiser will on demand indemnify, and keep indemnified, the Publisher, its employees, agents and/or affiliates against any action, claim, proceeding, liability, loss, damage or expense suffered or incurred by the Publisher, its employees, agents and/or affiliates arising (directly or indirectly) from the publication of an Advert and/or any breach by the Advertiser/Buyer of these Terms or any agreement between the Publisher and the Advertiser/Buyer.

E. Publisher rights

1. The Publisher reserves the right to refuse any Advert submitted for publication. The Publisher reserves the right to suspend the publication of an Advert in its reasonable discretion.

2. The Publisher reserves the right to amend any order and/or Advert where reasonably necessary, including if the Publisher considers it necessary to modify the space, alter the date or position of Advert. The Buyer will have the right to cancel if such modified arrangements are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Where the Advert forms part of a series, the liability of the Advertiser shall be limited to the pro-rata cost of those Adverts already published.

3. The Publisher reserves the right to require any Advert to be marked as an Advert if it deems it advisable.

F. General

1. The Publisher shall have the right to hold the Advertiser and/or its Buyer jointly and severally liable for such monies as are due and payable to the Publisher for Advertising that Advertiser or its Buyer orders and that was published in the Trade Catalogue.

2. The Publisher does not accept liability for any errors due to inaccurate instructions. The Publisher shall charge the Buyer for any work owing to acts or defaults of the Advertiser or the Buyer on a cost plus service charges basis.

3. In the event of any error, misprint or omission in the printing of an Advert (or part thereof (except where attributable to an act or default by the Advertiser/Buyer)), the Publisher will either reinset the Advert, issue a refund, or make an adjustment to the costs. No re-insertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the Advert. Any complaint concerning the reproduction of an Advert must be lodged in writing within two weeks of the publication date.

4. The Publisher shall have no liability to the Advertiser or its Buyer as a result of any failure to publish or circulate all or any part of a Trade Catalogue or otherwise fulfil an order as a result of any event beyond the Publisher's control, except to publish the Advert in a subsequent issue or repay any amount previously paid in respect of such Advert.

5. All conditions or warranties implied by statute, common law or otherwise are excluded to the extent permitted by law.

6. The Publisher's liability for breach of any of these Terms, any contracts made hereunder and/or in relation to any Advert shall be limited to, at the Publisher's option, the re-supply of the relevant services (e.g. the publication of the relevant Advert in a subsequent Trade Catalogue) or the amount previously paid and/or payable by the Buyer in respect of such Advert.

7. The Publisher shall not be liable to the Buyer, the Advertiser or any person claiming under them for any indirect, special, economic or consequential loss, damage, expense or injury suffered by the Buyer, the Advertiser or any other person.

8. Nothing in these Terms shall exclude or in any way limit any party's liability for (i) death or personal injury caused by its negligence; (ii) fraud or fraudulent misrepresentation; (iii) any other liability to the extent such liability may not be excluded or limited by applicable law.

9. These Terms and any contracts made hereunder shall be construed and governed by English law and the parties submit to the exclusive jurisdiction of the English courts.

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