

# DORSET CEREALS: *A british breakfast abroad*



- Dorset Cereals is a British company based in Poundbury (southern UK).
- They specialize in the manufacture and distribution of premium mueslis, breakfast cereals, porridges and cereal products.
- Dorset Cereals engaged Green Seed France to help introduce its innovative and high-quality products to the French retail market.
- 2 Dorset Cereals products already listed in the trend-setter French retailer: Monoprix
- Initial sales figures show strong growth since first listing in Feb 2015.

[www.dorsetcereals.co.uk](http://www.dorsetcereals.co.uk)

Green Seed France

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**EXCLUSIVITÉ**

LES CÉRÉALES DORSET

  
dorset cereals®  
honest, tasty and real

**ON CRAQUE :** pour ces délicieux mueslis croustillants, fruits rouges ou miel. Un vrai plaisir pour le petit déjeuner.

DECouvrez NOS EXCLUSIVITES SUR FACEBOOK ET VOTEZ POUR VOS PRÉFÉRÉES ! 

facebook.com/monoprix

juin/au 30/06/2015

## GSF's role in growing Dorset's business:

- We act as Dorset Cereals' local Key Account Manager, negotiating with our network of contacts in the retail industry
- We organize and attend regular meetings / conference calls with Monoprix in order to monitor sales and the presence of DORSET CEREALS products in their stores
- We negotiate new listings (extending listing, new skus...)
- We handle the annual negotiations (price negotiations, listings, opportunities...) between Dorset and Monoprix
- We handle all administrative matters for Dorset NPD's
- We deal with all logistical, financial and administrative communication between Dorset Cereals and Monoprix