



Category captain in Gluten Free Customer since 2014

Objectives

Recently, market leader in gluten free Dr. Schär had the desire to develop a direct trading relationship with Dutch retail in favor of working through a distributor.

Response

Green Seed fully facilitated the transition from distributor to the new direct trading market approach and currently is the new local sales office of Dr. Schär in the Netherlands and responsible for all account & category management.

Results

In only one year time Green Seed NL helped Schär to strengthen their brand position in the Dutch market. Extensive category management by Green Seed NL further contributed to regaining the position of Schär as “category captain” within the gluten free category.