



CONSUMER PACKAGED GOODS

Resale CPG Battlecard

Target Audience: CPG Brands (Food & Beverage, Apparel, Personal Care), Distributors | Key Buyer Persona: VP of Supply Chain · CMO · Head of Data & Analytics

The 30-Second Elevator Pitch

Consumer goods brands face a major blind spot: they rely on retailers to sell their products but lack real-time visibility into who is buying what. Snowflake AI Data Cloud for Consumer Goods solves this by unifying all data—manufacturing, supply chain, and marketing—into a single secure platform. Brands get live retail sales data, AI-powered demand forecasting, optimized inventory, and lower customer acquisition costs. Fully managed: your team stops fixing infrastructure and starts driving revenue.

Top 3 Use Cases

Three key areas where Snowflake delivers immediate value for CPG brands:

- **Supply Chain Optimization & Demand Forecasting** — Predict exactly what products are needed where by sharing live data with retailers and suppliers
- **Consumer 360 & Marketing Personalization** — Unify ad and sales data to target high-value customers and reduce Customer Acquisition Costs (CAC)
- **Retail Data Sharing & Collaboration** — Share live POS data securely with retail partners, no more slow manual file transfers

Customer Proof Points

Imperfect Foods: Unified marketing and sales data → 15% reduction in CAC and 53% increase in customer reactivations.

Breakthru Beverage: Cortex AI revealed existing accounts 2x more likely to buy newly forecasted products — major revenue lift.

Bayer: Uses Cortex Analyst for natural language data queries — analytics accessible to non-technical staff.

Industry Leaders: Kraft Heinz, PepsiCo, Under Armour, and Hershey trust the Snowflake AI Data Cloud.

Key Differentiators (Why We Win)

Feature	Why it Matters (The "Non-Tech" Value)
The Connected Ecosystem	End the "Spreadsheet Shuffle." Snowflake allows CPG brands to access live data directly from partners (like retailers and logistics firms) without moving files. It connects you to over 125+ data partners instantly,.
Cortex AI	AI for Business Users. Non-technical teams can use AI to ask questions about their data in plain English (e.g., "Why did sales drop in region X?") or automate description writing, as seen with Bayer and Breakthru Beverage,.
Unified "Truth"	One Platform. Instead of having supply chain data in one silo and marketing data in another, Snowflake brings it all together. This was key for Imperfect Foods to lower their customer acquisition costs,.

The "HOOK": 3 Questions to Ask

Ask these to uncover pain points and qualify the opportunity.

The "Blind Spot" Question: "Do you have a real-time view of your sales across all retailers, or are you waiting weeks for spreadsheets and disconnected Point-of-Sale (POS) reports?"

The "Safety Stock" Question: "Are you carrying too much inventory in your warehouses because you can't accurately predict demand fluctuations?"

The "Marketing ROI" Question: "Can you easily connect your marketing ad spend to actual sales data to see which campaigns are effectively driving revenue?"

Objection Handling

Objection: "We already have a Data Lake on AWS/Azure." **Response:** "Great for storage, but can you query it in real-time? Snowflake sits on top and enables AI and reporting workloads that static data lakes struggle with."

Objection: "We can't get data from our retailers easily." **Response:** "This is exactly where Snowflake wins. Our global network lets retailers share live POS data securely, without file transfers. That's why Kraft Heinz and PepsiCo trust the platform."

Objection: "We don't have budget or a team for a big AI project." **Response:** "Snowflake makes AI accessible. Cortex AI is built-in and managed. Breakthru Beverage achieved 99% growth from new distribution points without a massive research team."



Seller Do's and Don'ts

Do's

- **Talk about "Visibility":** Emphasize how Snowflake helps them see what is happening on the retailer's shelf in real-time.
- **Highlight "External Data":** Mention they can easily buy third-party data (like weather or demographics) from the Snowflake Marketplace to improve demand forecasting.
- **Focus on Supply Chain:** Position Snowflake as a way to lower costs by making the supply chain "resilient" and "agile".

Don'ts

- **Don't ignore the Retailer relationship:** CPG brands depend on retailers. Explain how Snowflake helps them collaborate securely with retail partners.
- **Don't get too technical:** Avoid deep dives into "architecture." Stick to business outcomes: Growing Revenue (via personalization) and Lowering Costs (via efficiency).

Cold Email & Phone Script

COLD EMAIL

Subject: Eliminating the blind spot in your supply chain

Hi [Prospect Name], many CPG brands lack real-time visibility into retail sales. Snowflake connects you directly to retail partners — live POS data, securely, without file transfers. Results: Breakthru Beverage: 99% growth potential from new distribution; Imperfect Foods: 15% CAC reduction; Kraft Heinz & PepsiCo: secure retail collaboration. Open to a 15-minute call?

— [Your Name]

PHONE SCRIPT

Intro: "Hi [Name], we help brands like Kraft Heinz remove blind spots in their supply chain. Do you have a moment?" **Hook:** "Do you have real-time visibility into sales across all your retailers?" **Value:** "Snowflake gives you live data from retail partners — forecast accurately, stop carrying excess safety stock." **Ask:** "Would you be open to a 15-minute intro call?"

Full Cold Email Template

Subject: Eliminating the blind spot in your supply chain / Sales visibility

Hi [Prospect Name],

Many consumer goods brands I speak with face a major "blind spot": they rely on retailers to sell their products, but lack real-time visibility into who is buying them or when stock is running low.



This often leads to carrying expensive "safety stock" in warehouses or missing revenue targets because you can't predict demand accurately.

Snowflake for Consumer Goods solves this by connecting you directly to your retail partners. Instead of emailing spreadsheets, you can access live Point-of-Sale (POS) data securely to optimize your inventory and marketing.

Real-world results from the industry:

- **Breakthru Beverage** used Snowflake's AI to identify 99% growth potential from new distribution points.
- **Imperfect Foods** unified their data to reduce Customer Acquisition Costs (CAC) by 15%.
- **Kraft Heinz and PepsiCo** use Snowflake to collaborate securely with their retail partners.

Are you open to a brief conversation about how to get better visibility into your retail sales channels?

Best regards,

[Your Name]

Full Phone Script (Cold Call)

Introduction: "Hi [Name], this is [Your Name] from [Your Company]. I'm reaching out because we are helping brands like Kraft Heinz and PepsiCo remove the blind spots in their supply chain. Do you have a moment?"

The "Hook": "I'm curious—do you have real-time visibility into your sales performance across your different retailers, or are you stuck waiting for weekly reports and spreadsheets to see what's actually selling?"

The Value Proposition: "Snowflake changes this by creating a connected ecosystem. It allows you to access live sales data directly from your retail partners without moving files. This helps you predict demand accurately so you don't have to carry excess safety stock."

The Proof: "We helped Breakthru Beverage use this data with our built-in AI tools, and they identified that existing accounts were 2x more likely to buy newly forecasted products, driving significant revenue."

The Ask: "Would you be open to a 15-minute intro call to see how we can help you connect your data with your retail partners?"

