

Entrée For Entrepreneurs

BRAND ACTION TEAM OPENS IMPORTANT
DOORS FOR THE INDUSTRY



Jeff Grindrod, Managing Partner at Brand Action is helping to put entrepreneurs in front of the right money people.



Steve Raye, Managing Partner at Brand Action Team.

New products are recognized as the lifeblood of the wine and spirits industry, and there is no lack of entrepreneurs with creative ideas. The obstacle they commonly face, however, is sourcing cash to get those ideas off the ground and, in the case of foreign brands, an importer to get them in front of consumers.

Brand Action Team (BAT), a Connecticut-based marketing consulting firm whose core business is helping new brands get launched in the U.S., has come up with solutions to both problems.

Finding Money

“Until now, there really weren’t any industry-experienced resources to get entrepreneurs in front of the right money people,” according to Jeff Grindrod, Managing Partner at Brand Action Team.

So BAT has partnered with financial experts at GBS Capital Advisor to create a solution. “GBS Capital Advisor is designed specifically to bring early-stage beverage brands from concept to commercialization through the development of a rigorous business plan and a practical strategy for attracting angel, private equity and venture capital funding,” says Jack Brennan, Managing Partner.

Finding an Importer

Addressing the difficult issue of finding a potential importer, BAT has introduced **ImporterConnect**, a trademarked concept that provides a unique new way for foreign suppliers to find and qualify importers in the U.S.

According to Steve Raye, Managing Partner at BAT, “The engine that drives ImporterConnect is a database we created that goes beyond basic contact information and specifies which markets an importer works in, which countries they specialize in, which suppliers and brands they represent and other key information suppliers really need to make an informed decision.”

ImporterConnect is a suite of services that gives suppliers a way to identify the right potential partner for both sides. “Our experience in the business adds value to the database, so that we can act on behalf of suppliers as the U.S.-based representative to conduct the search. We’ll talk to importers, find those that are interested in a client’s products and help bring them to the table to negotiate a deal,” Raye says.

With its unique experience combined with an exclusive set of tools and services, Brand Action Team is opening doors for wine and spirits entrepreneurs and paving the way for new brands from to move from concept to market.



www.thebrandactionteam.com ■■