

Route to the end consumer

Primary Channel of Engagement Strategic Evaluation

Primary	Secondary	Ranking	Rationale/ Specific Customers
Finished Direct	On-site		
	Owned Retail/ Online		
Finished Indirect	Grocery ¹		
	Convenience ¹		
	Foodservice ²		
	Specialty ¹		
	eCommerce only		
Transformed	Foodservice ²		
	Manufacturing		