



THE ESSENTIAL ELEMENTS OF THE PERFECT FOOD AND DRINK BUSINESS PITCH DECK

STEP BY STEP GUIDE FREE TOOL KIT



JANE MILTON
FOOD INDUSTRY EXPERT

www.janemilton.com

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Preplanning

Before starting your pitch deck, consider what platform you will write it in. Will it be PowerPoint, Canva, or Google Slides? Remember that it needs to be easily shared so you can get friends and colleagues to review and check it for you.

Ensure you have a clear, high-resolution logo and keep to your brand colours. Now, let's get into the layout, page titles and requirements for each page...

Cover Slide:

Company name/logo, tagline or brief description of your product, contact information, website address.

Introduction

- Briefly introduce your company, products and mission.
- Highlight your expertise and points of differentiation.
- Mention any notable awards, stockists or achievements.

Product/Service Details

- Provide specific but concise information about your products.
- Include visuals, such as product images.
- Explain the value of your product and how it will fit into their offering and appeal to their customers.

Market Opportunity

- Provide data and insights about the market size and potential.
- Explain why your target market is attractive and how your offerings meet market demands. (If you have not yet commissioned a marketing report for your product/s, contact Jane's team, as this is a vital element of being able to sell your product/s)

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Competitive Analysis

- Highlight your unique selling points and what sets you apart from competitors.
- Showcase any competitive advantages or strengths your company has that are relevant to this business.

Certificates

Copies of any organic certifications, dietary compliant certificates, recent awards etc.

Customer Testimonials

- Share testimonials from satisfied customers.
- Social media positive engagement about your product.

Customer Testimonials

- Links to your social media accounts, website, and details of mail lists.
- Your LinkedIn URL

**Jane Milton and her team produce winning pitch decks.
If you would like assistance with your contact
businessgrowth@janemilton.com**



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F O O D I N D U S T R Y E X P E R T

www.janemilton.com