



UNDERSTAND YOUR CORN INGREDIENT COSTS

ABOUT US

SBG has extensive expertise in negotiating and analyzing corn derived ingredient costs and contracts. We have industry experts that procured corn based ingredients for Fortune 100 companies and also senior sales expertise from one of the major wet millers. We have both sides of the table covered to bring our clients a 360 degree view into this market. We have an enormous amount of data that we mash together to break down the input costs (corn and co-products) and processing costs for your specifications. With this data, we can analyze hundreds of SKU's in hours, rather than days, weeks or months. Not only is it analyzed quickly, it is analyzed with accuracy and diligence. Let us analyze your category for free!

WHY SBG?

Not all companies are the same, nor are the ingredients they use, but one thing that is more or less the same is that leverage is diminishing for the buyer. With a limited supply base and manufacturing locations, access to information is heavily weighted in favor of the suppliers. We at SBG are helping buyers access information that allows leverage in a difficult market. Asymmetrical information leaves one party with a bad deal and we want the buyers to have a level playing field. We understand how to analyze these products and negotiate the contracts, with our guidance and support we are confident your ingredient contracts will be in a more favorable position than without us.

ENGAGEMENT PROCESS

DATA COLLECTION

We collect the relevant data necessary to evaluate your category to determine what the opportunity for improvement may be. This only takes a couple days, MAX.

STRATEGY

Together with you, we develop a strategy that is most effective for your specific situation coupled with our deep expertise. No strategy is the exact same, we tailor everything specific to our client.

EXECUTION

SBG is an extension of your team and by your side throughout the process. We do the heavy lifting for you, start to finish. We have real world success with our approach, let us show you how we can help you.

GOALS OF ENGAGEMENT

COMPETITIVE INGREDIENT COST

Our success in reducing costs is the lifeblood of our business and puts you in a competitive position in your relative marketplace. We know how the suppliers cost the products out, we are here to help.

PROPRIETARY TECHNOLOGY

Our proprietary pricing formula is used as the basis of our offering and ensures a data driven approach is used to deploy cost reduction strategies. We bring transparency to a non-transparent market.

REDUCED WORKLOAD

We do the heavy lifting and provide all documents and output necessary to execute an effective strategy and reduce your costs. This is our focus and have an efficient process to deploy for you.