



ScandiKitchen

Our online journey

Prepared
by

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Big Cheese, ScandiKitchen



Check us out on
www.scandikitchen.co.uk

ScandiKitchen Overview

1. A brief history and introduction to our business.
2. Who are we, what's our mission and why am I talking to you?
3. Why online?
4. Under the hood. What's there and what have we learned?
5. Selling food online. What works? The why and the how.
6. Some more lessons and food for thought.

Who are ScandiKitchen?

-And why should you listening to me now?



Only a fool learns from his own mistakes. The wise man learns from the mistakes of others.

Otto von Bismarck

quote fancy

ScandiKitchen brief history

- 2007 Bronte & Jonas set up a café and deli in central London. Had a baby.
- 2010 launched a webshop & got themselves a warehouse (both quite small in scale).
- 2012 a deal to supply Ocado, the UK's leading online supermarket.
- 2015 the website exploded and welcomed 500,000 visitors in a week. Ouch.
- 2015 saw 10,000 online orders & launch of ScandiKitchen brand. Needed beetroot.
- 2017 we're on 15,000 orders and set up an Amazon store.
- 2018 20,000 orders and a growing ScandiKitchen brand. Double warehouse space.
- 2019 A record Christmas helped breaking the £1m barrier.
- 2020 Lockdown-induced online growth. On track to grow 50%+ online

www.scandikitchen.co.uk



ScandiKitchen



What does the ScandiKitchen business look like?

Shop, Café & Catering

- Full ScandiKitchen experience via London Café & Deli
- 10,000+ customers every month
- Café offers wide range of Scandi food choices
- Shop stocking opportunity for key product lines
- New site opening planned for 2020 – on hold

E-commerce: Webshop & Amazon

- THE definitive one stop shop for Scandi products
- 60,000+ visitors every month
- Clear segmentation via nationality, category, product
- Enhanced design rollout taking place/ease of shop
- Continuous development of service

ScandiKitchen

Wholesale

- Range development to suit UK market
- Dedicated resourcing contact based in Sweden
- Sourcing from the Nordics and Baltics
- Split 60% SK-brand/40% Branded
- Strong relationships across UK retail landscape

Grocery

- Development of core range of SK products
- Primary appeal to Scandi-Curious Brits
- Initial range launched in 2018
- Exciting new venture with supply/retail partners

ScandiKitchen UK Market Specialists

Sourcing

Supplying

Selling

Local Sourcing Management



Full Supply Chain Management



UK Account Management
Route to Market Management



ScandiKitchen Reaching UK based Scandis and beyond.

Each month ScandiKitchen reaches and influence more than 1 million people

10,000 people passing through the London W1 Shop



60,000 people visiting the Webshop

40,000 people receiving the ScandiKitchen newsletter



Hej.
All you need to know this week is that bootytrap backwards spells partyboob.
Today is the official **Day of Awesomeness**. Okay, we know this sounds ghastly, but awesome is good – and celebrating awesomeness is a good thing. This week we already celebrated awesome ladies around the world. We also made a new granola for breakfast and



400,000+ people being reached and engaged with our social media

500,000+ via regular PR coverage



ScandiKitchen Mission

Our mission: provide good food with love from Scandinavia

- 250,000 Scandinavians with families living in the UK
- The stuff you miss - brands from home
- The stuff you want - specialist goods, not in UK Supermarkets.

We provide A CURE FOR HOMESICKNESS



ScandiKitchen Why online?

Online is scalable

- 10 years
- 7 million visitors
- 100,000 orders
- from 4 countries
- to 4 countries
- using 1 location



ScandiKitchen's product selection

Is the product

- commercially viable?
- a cure for homesickness and something our core customer miss from home?
- plugging a gap in the general market? Can we (afford to) plug it?
- life long enough for it to make the transport?

Is the packaging

- easy to handle and store.
- efficiently packaged so we don't overspend on transport.
- secure and product suitable for online sales

Place - will it work for online sales?

- Do customers need to smell, taste, sample?
- What's the story which will compel the customer to buy the product?



ScandiKitchen's product selection

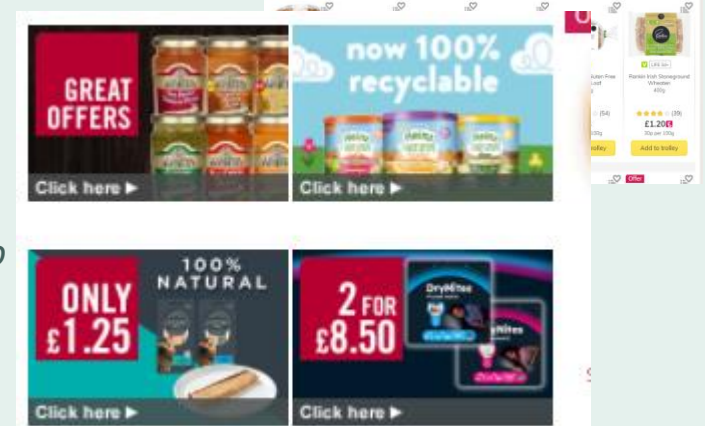
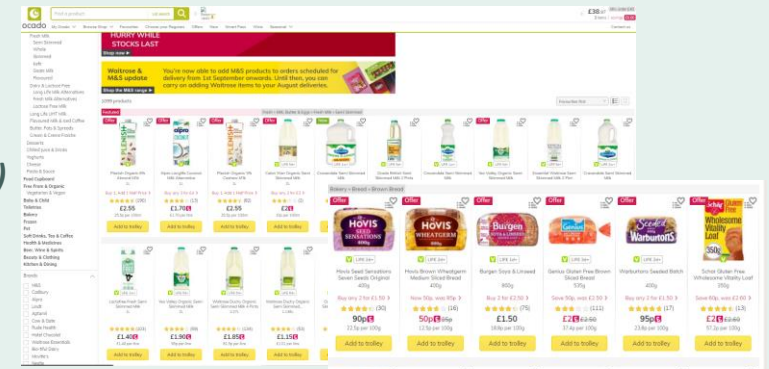
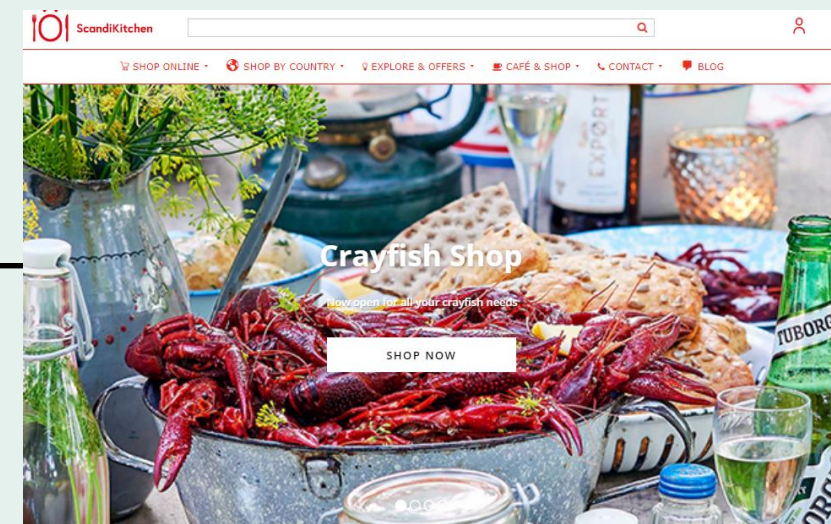
Is the price

- commercially viable in a highly competitive market?
- negotiable in return for volume?
- Benchmarks:
 - *Own retail: match home market +50%.*
 - *Margins to each channel partner = Your price + transport x2 or x3 or x4*

Via Wholesaler	(margin)	To Supermarkets	(margin)	D2C	(margin)
Importer-distributor	15-30%	Importer-distributor	30-50%	Importer/retailer	35-60%
Wholesaler	20-30%	Supermarket	30-50%		
Retailer	30-40%				

Are promotions

- Supported by the manufacturer/wholesaler?
- Backed up by resources and plans?
- *FYI: to get into the general market, you need a strong marketing plan, long-term strategy and budget to match*



ScandiKitchen Growth learnings

Our recipe for growth

- *Almost purely organic.*
- *Don't take yourself too seriously, but do take what you do very seriously.*
- *Find a way to say yes if the opportunity is right, but never forget that a no can be equally powerful.*
- *Stay genuine, be personal.*
- *Find your niche. Stay with it and let it be the basis for your budget and growth strategy.*
- *Remember if it was easy, everyone would do it!*

ScandiKitchen Online history

- 20%+ yearly growth for the past nine years
- The go-to site for Scandinavian food
- 60,000 visitors per month
- 40,000 social media followers
- 8 cookbooks and lifestyle books
- Over 800 products listed from across the Nordics
- Multi-channel approach with extensive listings on Amazon.co.uk and other online platforms



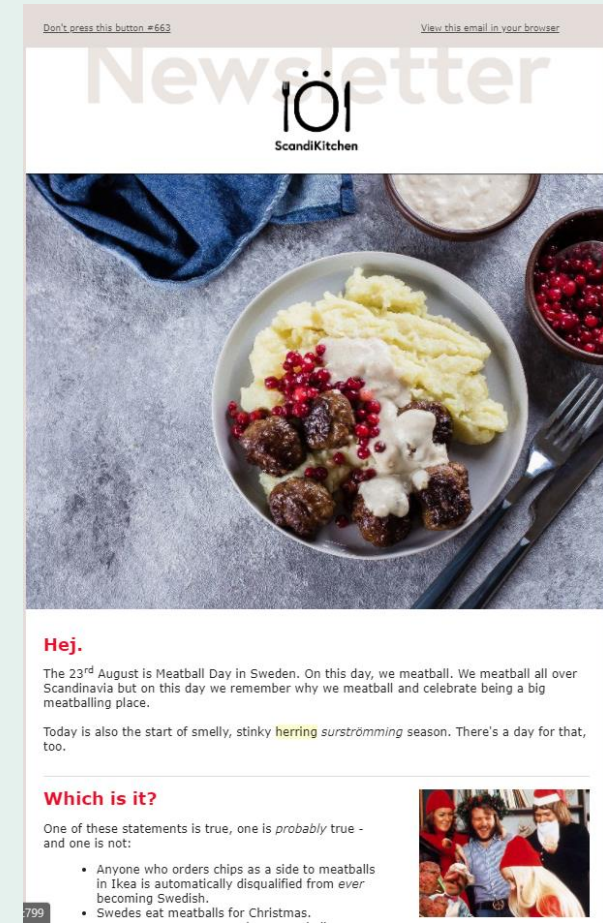
ScandiKitchen Brand & audience

To grow online (or anywhere) you need an audience

- Know your proposition. If you can't formulate it, nor can the customer.
- Online – build your database of email addresses
- Be genuine & personal always.
- Solve a problem, entertain or both.
- Whatever it is, you need to tell a story.



Our weekly newsletter:

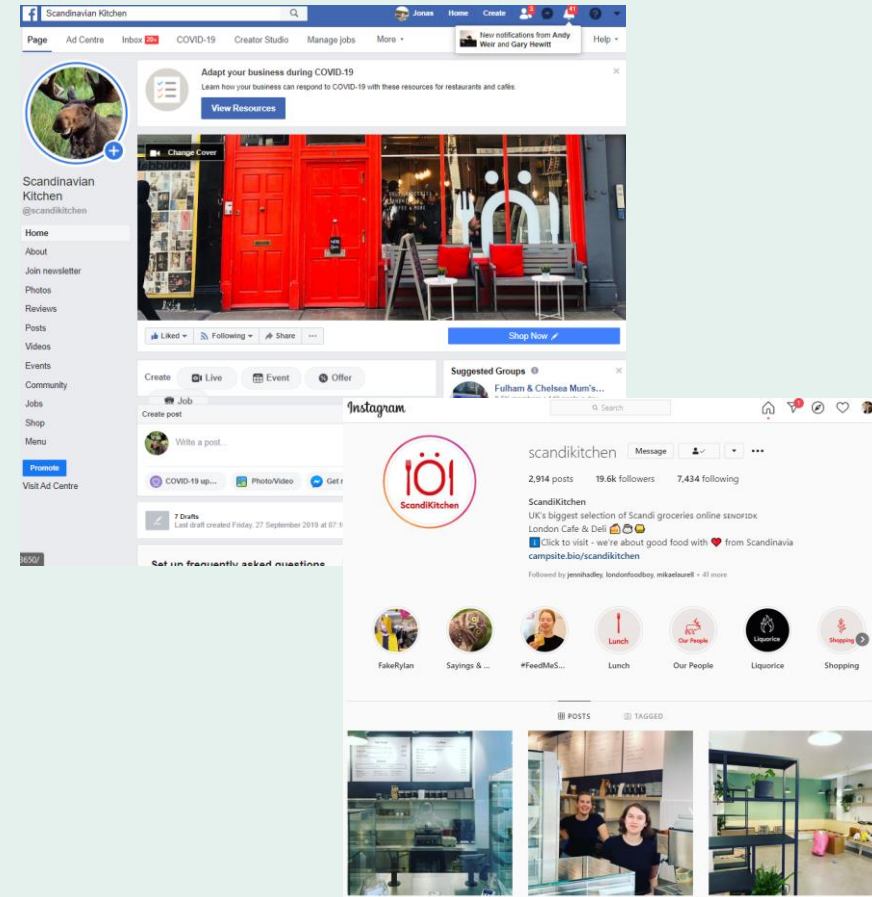
- *Entertain first, sell later.*
- *Issue 663 just out*
- *25,000 email subscribers; 30-40% open weekly.*



ScandiKitchen Social media learnings

Our methods and tools

- *Utilising all channels, off and online.*
- *Focusing on our core customer demographics.*
- *We sell to people like us:*  *35k followers.*
- *And some younger ones:*  *21k followers.*
- *We chat rather than provide bullet points.*
- *We stay off the ones that our customers don't use.*
- *Be genuine and personal.*



ScandiKitchen Online necessities

What's under the hood – the techie bits and stuff we learned

- Platform

- WooCommerce – WordPress e-commerce platform (Shopify, Magento are other leading solutions)



- Payments

- Braintree & Paypal



- Marketing & CRM

- MailChimp for emails & CRM
- Google Ads for retargeting
- Google & Facebook for marketing campaigns

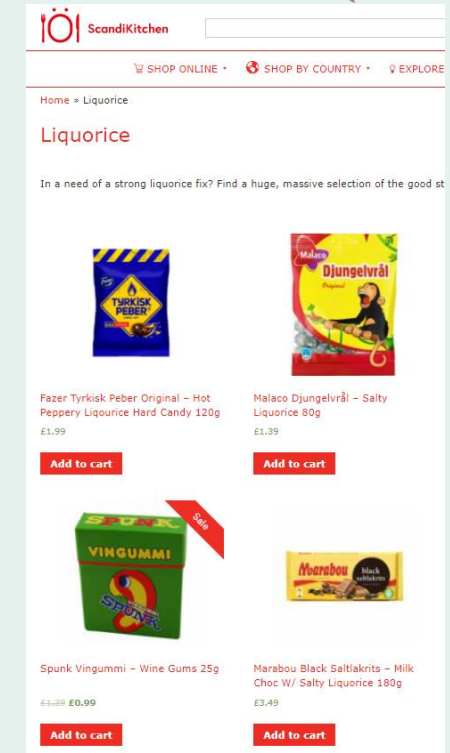


ScandiKitchen Platform learnings

What we've learned

Platform

- If you are not an expert select what is easy to use and syncs with your existing systems
- **USE STANDARD TEMPLATES** to save money.
- Be responsive in your design. Mobile is here to stay.
- Customise using plugins
- Decide your scale and growth plan
- Security certificates is a must



ScandiKitchen Payment learnings

What we've learned

Payments

- Make check-out intuitive (and remember mobile)
- Watch the costs
- Compare the market
- Refunds and return costs
- Security and safety measures
- Easy integration and syncing with existing systems



Order #507352 was placed on April 16, 2020 and is currently Cancelled.

Order details

Product	Total
Abbe Dillail - Herring In Dill 240g x 1	£2.78
Subtotal:	£2.78
Shippings:	Customer Collect From ScandiKitchen Stor
Total:	£0.00
Note:	Tester please delete after use

Billing address

Jonas aurell
Jonas test aurell
Unit A9
Eden Way
London
NW10 7QQ
02075807161
jonas.aurell@gmail.com

Tracking Information

Provider	Tracking Number	Date
	trackingforyou	April 16, 2020

ScandiKitchen Marketing learnings

What we've learned Marketing

- Cost of fulfilment and low margins limits marketing spend.
- Social media is great. Leverage your network.
- Encourage customer recommendations .
- Reward existing customers to spread the word.
- Capture those emails but keep GDPR in mind.
- Use experts in their fields – no one is a master of everything.



ScandiKitchen Product range learnings

Our core customers want:

Comfort foods: snacks, simple prep foods

Confectionary: sweets and snacks

Unique, not found elsewhere: herring, sauces, mixes

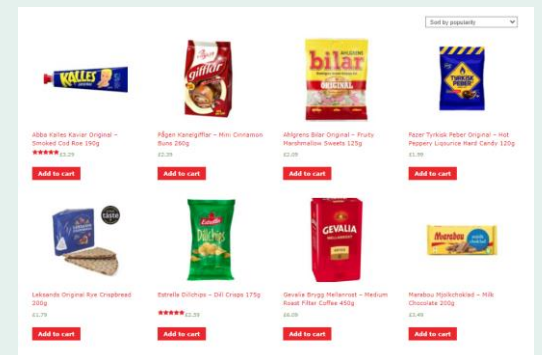
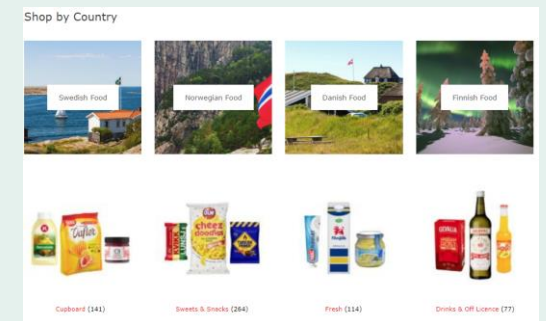
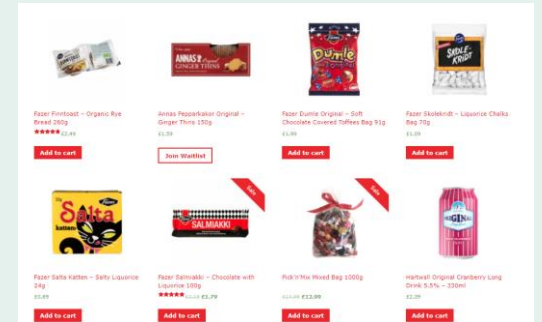
Price is important but secondary

We want ranges that are:

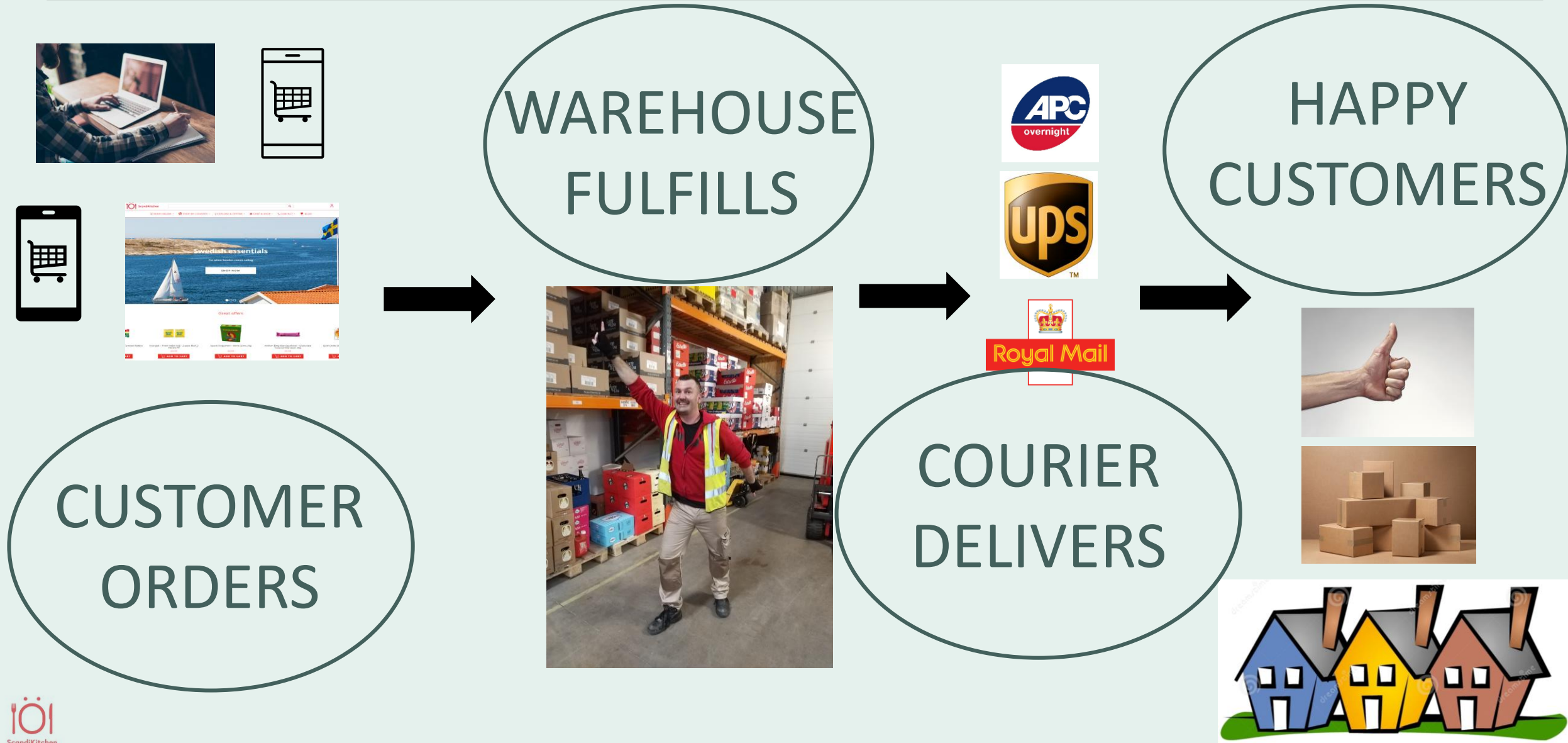
Commercially viable with good shelf life

Easy to transport and offered with reasonable volumes

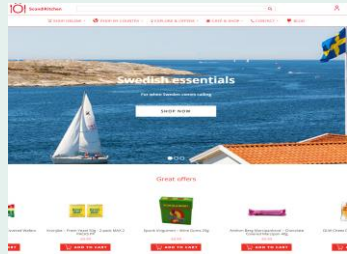
Suitable for online retail, easy to pack and ship



ScandiKitchen Online order process



ScandiKitchen Online customer orders



Getting them across the line

- Make it easy to shop
- Capture emails
- Clear communication
- Keep delivery charges to a minimum – for the UK at least

CUSTOMER
ORDERS

ScandiKitchen Online fulfilment

WAREHOUSE FULFILLS



Order fulfilment

- Automate your processes
- Avoid work-arounds where possible
- Find your solution:

- **Own fulfilment**

Pros: control over goods and flow; flexibility; packaging

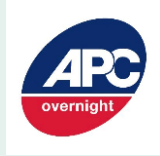
Cons: Cost and resource intensive; hard to scale; no scale economy when starting up

- **3PL: Third party warehouse and dispatch**

Pros: Quick set up; established processes; economies of scale

Cons: Per item charges quickly builds up; limited flexibility

ScandiKitchen Online delivery



COURIER
DELIVERS

Choose your partner

- Massive cost driver
 - Bottom line impact
 - Returns and redeliveries
 - Insurance
-
- A selection of carriers for different types of orders is an option

ScandiKitchen Online customer care

HAPPY
CUSTOMERS



Look after your customer

- Ask for feedback – drives repeat sales and returning custom
- Stay personal. Listen to your customer.
- Be on social media. Respond quickly.
- Returns – make sure you have a policy. Stay with the process.
- Find a way to a happy ending (and store credits are much better than refunds)

ScandiKitchen Online conclusions (so far)

- Fit your model to your audience and invest/spend accordingly
- Stay true to your model
- Make it easy to shop and keep it personal with personality
- Work out what works online. It is a costly fulfilment business.
- Keep it simple. Unless you're Elon Musk, keep it as simple as you can.

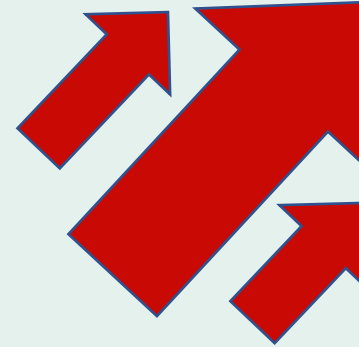


ScandiKitchen Growth beyond 2020

Extensive plans for accelerated growth across all channels.
Online has top priority



Turn traffic into more customers.
Segment the shop.
Make it easier to shop.
Improve fulfilment.

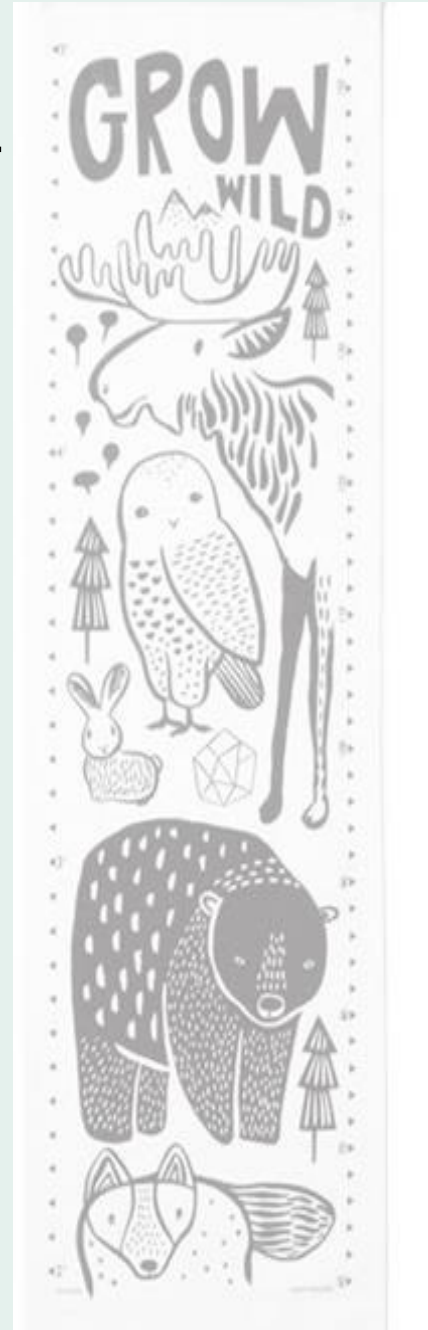


More **ScandiKitchen** cafés opening were planned for 2020 but the pandemic put a stop to that. We refurbished the one we had.



We will remain true to our objective:
to establish **ScandiKitchen** as the definitive resource for
quality Nordic food in the UK

“Good Food with Love from Scandinavia”





Our online journey continues

KIITOS

TIME FOR YOUR QUESTIONS

Check us out
www.scandikitchen.co.uk



Feel free to email me on:
Jonas@scandikitchen.co.uk

