

Food & Beverage owned by Blake Roberson

Food & Beverage · Grocery Retail · Ice Cream & Frozen Desserts · Snacks & Confectionery · Pet Food & Products

Consumables live or die on repeat purchase — and on getting perishable goods to the door intact.

■ **BigCommerce builds** our BigCommerce clients in this vertical



PetMadness

Pet products. BigCommerce build and support, 2018.

ALSO IN THIS SECTOR — DELIVERED ON OTHER PLATFORMS, NOT BIGCOMMERCE



PERSONALWINE

Personal Wine



Frontier Co-op

Innovative Beverage Concepts

Zenlightful

PLATFORM FIT AT A GLANCE

Native subscription

Perishable / age rules

B2B / food-service

Bundle variants

Replenishment

WHAT WE DO HERE

- Subscription and replenishment mechanics — where the margin in consumables actually is.
- Cold-chain, perishable and age-restricted shipping constraints handled at checkout.
- Flavour, size and bundle variants that stay coherent at scale.
- Sampling-to-purchase programmes, and the data to prove they convert.
- Wholesale and food-service ordering alongside consumer direct.

WHAT A FIRST ENGAGEMENT LOOKS LIKE

Repeat-purchase mechanics first, because that is where the economics are. Then shipping constraints, then wholesale if it exists.

WHY BIGCOMMERCE WINS THIS VERTICAL

- Native subscription without a fragile third-party billing stack.
- Shipping rules granular enough for perishable and age-restricted goods.
- B2B Edition for food-service and wholesale on the same catalog.

QUALIFY IT IN FOUR QUESTIONS

- 1 What share of customers order more than once, and how often?
- 2 Is anything perishable, temperature-controlled or age-restricted?
- 3 Do you sell wholesale or food-service alongside direct?
- 4 How do you currently get a first-time buyer to a second order?

THE OFFER

Implementation included under the BigCommerce partner programme — up to the \$20M cap, extendable with an approved partner incentive. We scope, migrate and build; the platform investment is covered within that envelope.

