

The **SHIFT** FELLOWSHIP

a specialty foods opportunity for BIPOC CPG entrepreneurs
with CommonWealth Kitchen & Associated Buyers

ONE STEP TOWARD A MORE VIBRANT AND DIVERSE FOOD SYSTEM



CommonWealth Kitchen is a food business incubator in Dorchester, MA that brings deep connections and relationships with BIPOC food entrepreneurs. They maintain a strong pipeline of entrepreneurs ready to take advantage of the benefits that the Fellowship offers.

HOW WE GROW TOGETHER IN THIS PARTNERSHIP

CommonWealth Kitchen and Associated Buyers are willing and able to put resources, energy and capital behind building a more equitable food economy by fostering an environment of action, relationship, and humility.

*YOU have a key role
to play to make the
specialty food industry
more vibrant, inclusive,
and robust for everyone*

ASSOCIATED BUYERS' COMMITMENT

AB commits to supporting BIPOC entrepreneurs throughout our regional food system by partnering with makers, providing resources and support to increase their influence, economic contribution, and representation

Equally as important, we pledge to continually confront our own prejudices, misconceptions, and ignorance of racism in our industry

**WE INVITE YOU TO
PARTICIPATE IN OUR NEW
BIPOC* FELLOWSHIP PROGRAM**

*Black, Indigenous, and People of Color

RETAILERS: WANT TO SUPPORT THE INITIATIVE?

Take what **YOU** do best and support a better, more equitable food industry. We are looking for partners to offer your valuable expertise and support to impact the growth of a BIPOC food entrepreneur

HERE'S WHAT YOU CAN DO

- Commit to a sales meeting with the Fellow
- Make a dedicated space on the shelf for the Fellow and other BIPOC food businesses
- Commit funding or marketing spend
- Waive slotting fees and placement deals
- Connect the Fellow with industry partners

Contact Us To Join The Shift
wyley@assocbuyers.com

Our First Fellow: Hillside Harvest Founder: Kamaal Jarrett

Hillside Harvest is anchored on leveraging simple and natural ingredients to develop bold and unique flavors.

Hillside Harvest is a gourmet, Caribbean American sauce and condiment company crafting flavor forward products that inspire consumers to explore delicious new ways of enjoying their favorite dishes.



Can you offer your valuable expertise and support to impact the growth of a BIPOC food entrepreneur?

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Hillside Harvest's Definition of Success

- Gain access to incremental accounts in the New England Region
- Roadmap for additional Regional and National expansion
- Channel marketing tactics/digital promotion
- Pricing strategy
- Fundraising
- Team expansion/hiring and recruitment