



ALBERT SCOTT
E-COMMERCE MANAGEMENT

CASE STUDY

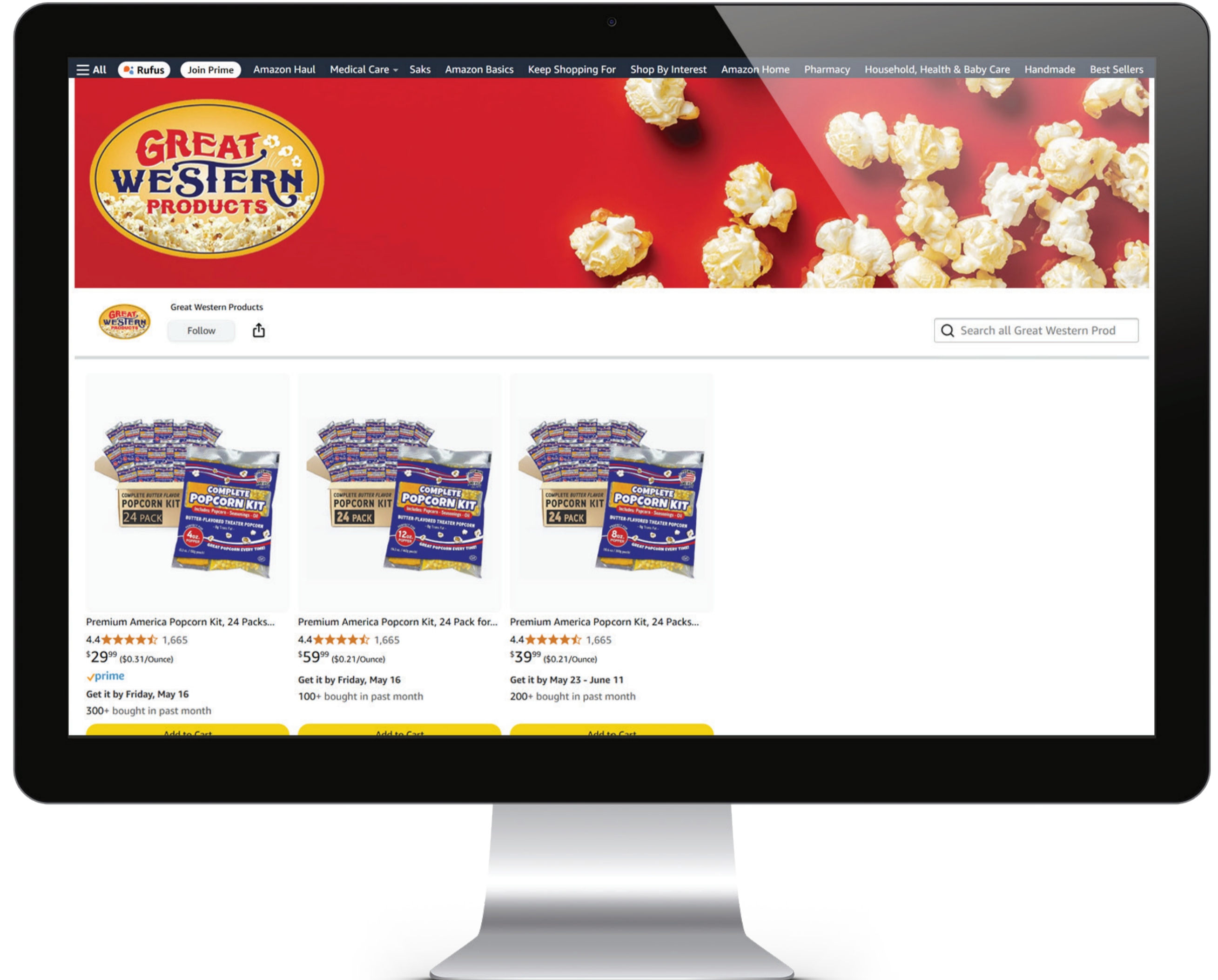
Great Western

(A Division of PFC Performance Food Group)

**Bringing a Billion + Legacy B2B Manufacturer/
Distributor to the Amazon DTC World**

GREAT WESTERN BRAND STORE

[Click here to visit the Great Western Amazon Brand Store >>](#)



ABOUT GREAT WESTERN

Great Western, the manufacturing arm of Performance Food Group (PFG), has long operated in the B2B grocery space. With deep roots in wholesale distribution, the brand approached Albert Scott for help entering the DTC eCommerce world through Amazon.



THE CHALLENGE

- Product, pricing, and packaging were built for B2B – not for Amazon shoppers
- No existing Amazon presence or strategy
- Needed to quickly establish a scalable DTC model while preserving profitability



THE SOLUTION

Albert Scott implemented a full-scope Amazon launch strategy:

- **Listing Team** - Rebuilt product renderings and all product pages to meet Amazon shopper expectations – optimizing content, visuals, and keyword targeting
- **Retail Strategy Team** - Built pricing and pack-size models that balanced customer appeal with manufacturer profitability and marketing ROI
- **Operations Team** - Worked with MFGs internal production teams to build out sustainable Amazon/ecommerce friendly offerings. Implemented FBA for efficiency and Prime eligibility
- **Marketing Team** - Deployed high-efficiency advertising campaigns to drive early momentum and increase revenue while maintaining a low CPA.



ADVERTISING STRATEGY & TECHNICAL EXECUTION

1. Retail Product Growth Strategy

- Focused on three core advertising buckets to scale unit velocity and secure top category placement:
 1. Product-specific search terms: Ensured aggressive visibility across SKUs for high-intent shoppers.
 2. Compatible machinery targeting: Matched products to relevant hardware or machines used in conjunction with Great Western items.
 3. Accessory cross-sells: Targeted related items like popcorn bags and party accessories to drive basket-building behavior.

2. B2B Advertising & Positioning

- Launched strategic pricing for select SKUs to appeal to business buyers.
- Deployed Amazon B2B marketing campaigns to reach wholesale and institutional buyers within the platform.

3. Performance Outcomes

- Increased cost-per-click by 41% as part of an intentional push into more competitive placements.



GREAT WESTERN CASE STUDY

LISTING BEFORE

Only one low-quality, unclear main image. No supporting images or graphics.



LISTING AFTER

Developed a clean, high-resolution render that presents the product clearly and included a range of supporting graphics including infographics and lifestyle images to visually communicate the product's value and uses.



POPCORN LOVERS DREAM!

With the Great Western's complete popcorn kit, you can enjoy the irresistible taste of fresh movie theater popcorn *in the comfort of your home!*



Cozy Movie Nights Made Easy with THEATER-FLAVORED POPCORN!



POPCORN PORTION GUIDE

Matching pack sizes to suit your popper!

PACK SIZE	MAKES	FEEDS
4 oz	1 large bowl	2-4 people
6 oz	1.5 large bowls	4-6 people
8 oz	2 large bowls	6-8 people
12 oz	3 large bowls	9-12 people

PREMIUM INGREDIENTS, SUPERIOR TASTE!

We've handpicked the finest kernels, oil, and seasoning to ensure each batch is perfect!

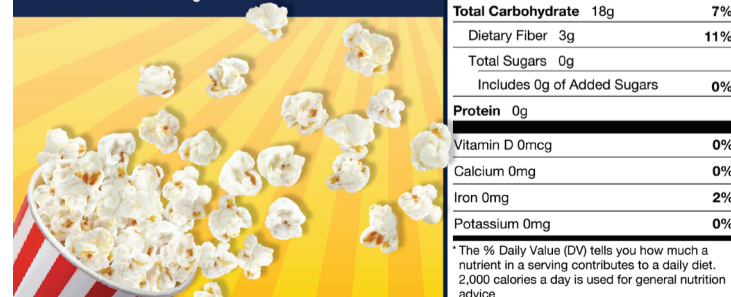
INGREDIENTS

Popcorn Section: Yellow Popcorn, salt (artificial buttery flavor, yellow #5 lake and #6 lake).
Oil Section: Highly refined coconut oil and beta carotene. Allergens: None

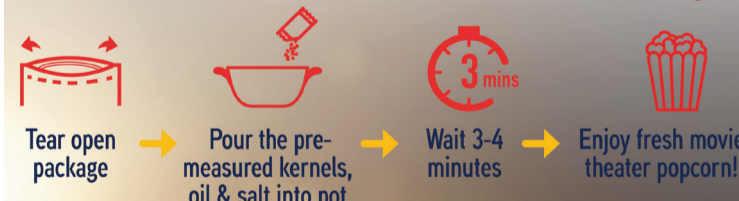
Nutrition Facts

9 servings per container	
Serving size 4 cups (32g)	
Amount per serving	
Calories	150
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 420mg	18%
Total Carbohydrate 18g	7%
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 0g of Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	2%
Potassium 0mg	0%

*The % Daily Value (DV) tells you how much a nutrient in a serving contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



GET READY FOR SOME POPCORN MAGIC!



GREAT WESTERN 8OZ. POPCORN PACK

THE RESULTS



Consistent monthly organic sales rate established



New product launch calendar created to support ongoing growth



On track for 6-figure revenue within the first few months



Clear infrastructure now in place to support scalable DTC growth across the full product line

CONCLUSION

Whether you're a multi-billion-dollar legacy manufacturer or an emerging startup brand, success on Amazon requires a tailored, well-executed strategy. Great Western's transition proves that with the right plan and team in place, any brand can thrive on the world's largest online marketplace.





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