



IN THE NEWS:

How CPG Brands
Can Benefit from
Working with a
Consultant

READ

Hi

I've seen an increasing number of brands look to consultants for support right now. With brands facing unforeseen challenges like the disappearance of food service channels and the loss of in-store samples, you may see CPG brands you work with looking externally for support.

I partnered with ForceBrands to write about how you can best work with a consultant. In **my blog post**, I walk through the different consultant types, the most common ways to work with consultants, and the questions you should ask yourself to find the right consultant for your brands' business needs.

UNTIL NEXT TIME,

Christie

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