

Pay-for-performance outreach that grows your ACV across INFRA, NCG and ION — new placements that turn into reorders — with no retainers, no upfront fees, no ongoing commissions.

If you have a broker, you know independents are the one channel they can't cover the way they'd like to. The 800 best independents need someone working them one buyer at a time — and staying until the store reorders.

2–3x

Brands that run Weave alongside a broker see two to three times the broker's independent volume.

No broker yet? We're your complete independent sales team.



Weave Phone Sales has been instrumental in PACHA's growth. Before we had brokers, they were the primary driver in making us the #1 fastest-growing gluten-free bread in the natural channel. Since then, in INFRA, NCG and ION stores they've at least doubled what our nationwide brokers deliver. Two years later we still hold that #1 spot — and now #1 gluten-free English muffin, too.



Adam Hiner
CEO & COFOUNDER, PACHA

THE WEAVE PHONE SALES PROGRAM

A performance-based outbound sales engine built specifically for independent grocery retailers — targeting the 800+ highest-performing independents across INFRA, NCG, and ION — for most natural brands, the second most profitable channel after Whole Foods.

Why brands choose Weave

- ✓ Pay for performance only
- ✓ Completely complementary to your broker and your own sales team
- ✓ Start, stop, or pause anytime
- ✓ Reorders, not just placements — reorder rates are around 75% for the majority of our brands

HOW THE MODEL WORKS

Weave reaches out to independent buyers on your brand's behalf, secures the placement, and stays with each store through the first reorder. You pay only when it works.

YOU PAY FOR

- ✓ Successful new store placements
- ✓ First-time confirmed reorders

YOU DO NOT PAY FOR

- ✗ Retainers
- ✗ Upfront fees
- ✗ Ongoing commissions

\$35 per SKU placed

\$35 per SKU when Weave secures its first reorder

Both are one-time fees. Every reorder a store places after the first is yours — no further charge.

VOLUME PRICING

Lines of 5 or more SKUs qualify — let's talk.

FIXED-BUDGET TRIAL

Test it before you scale it. Start with a small, fixed-budget trial — a limited set of distribution centers, regions, and stores — and watch how the program performs. Expand when you like what you see. No retainers, nothing to cancel.

Campaign Performance Highlights

UNFI & KeHE distributor reporting + live placement trackers · Updated Sept 2026

cocojune

LIVE CAMPAIGN · SUMMER 2026

167

stores placed

154 of these stores were placed in a single five-week push — June 29 to August 4, 2026.

896 SKU placements

5.4 SKUs per store average

68% of stores have reordered

Still early in the campaign — based on our mature campaigns, we're confident this settles at 75–80%.

EQUATOR COFFEES



RTD'S

NEW CAMPAIGN · SUMMER 2026

91

stores placed — brand-new campaign

Reorders still building

299 SKU placements

3.5 SKUs per store average

57% of stores have reordered

BRAND-NEW CAMPAIGN

This number is early. Reorder rates climb as campaigns mature — our established brands run 75% and up.

Biotic FERMENTS

LIVE CAMPAIGN · 2026

124

stores placed

Campaign launched May 2026 — live and growing

455 SKU placements

3.7 SKUs per store average

75% of stores have reordered

PACHA

A NEW KIND OF BREAD

LIVE CAMPAIGN · SUMMER 2026

115

stores placed — in five weeks

Campaign window: June 29 – August 4, 2026

2x+ PACHA's broker-driven growth over the same time frame

318 SKU placements

2.7 SKUs per store average

+99 stores pre-committed on a newly launched SKU

We Secure the First-Time Reorder — and It Compounds

Getting on the shelf is step one. What makes Weave different is how reliably we secure the first reorder — and in independents, that's the one that matters. Once a store has your product tagged, scanning, and reordered once, reordering becomes routine and your brand stays. Our two most mature campaigns show what follows:

BAWI

JUL 2025 – JUL 2026

77%

of stores reordered



Stores with placements 52

SKU placements 165

4.7x

avg reorders per reordered SKU — through the end of our reporting window

GRANDY ORGANICS

AUG – OCT 2025 CAMPAIGN

76%

of stores reordered



Stores with placements 55

SKU placements 189

5.1x

avg reorders per reordered SKU — through the end of our reporting window

Both campaigns wrapped long ago, and our distributor reporting stopped with them — the stores have kept reordering since, so the true averages run higher than the 4.7x and 5.1x we measured.

Reorder performance verified against UNFI & KeHE distributor reporting.

YEAR-ONE CASE STUDY · NOW A CATEGORY LEADER

PACHA Bread & English Muffins — Scale & ROI

YEAR ONE

From \$15K to \$192,703 in independent grocery sales — in one year.

Before Weave \$15,000

With Weave \$192,703

330

new independent accounts

~3

SKUs placed per account

80%

of stores reordered

RETURN ON INVESTMENT

80%

NET ROI

1.8x

YEAR-1 PAYBACK MULTIPLE

4x

EST. YEAR-2 PAYBACK MULTIPLE

WHERE PACHA IS NOW

Those placements compounded as PACHA rose to the top of the natural channel.

#1

gluten-free English muffin in the natural channel — per SPINS

#1

fastest-growing bread in the natural channel, over a year running — per SPINS

Phone sales placements and secured reorders compound into durable growth that shows up in syndicated data — and the program starts and scales on demand.

Who This Program Is Best For

EMERGING BRANDS

Growing independents to drive DC velocity

GROWING BRANDS

Building sales to support chain growth

ESTABLISHED BRANDS

Filling voids or launching new SKUs

Independents have no slotting, no off-invoice, and no chargebacks. Buyers decide year-round, and every reorder is real margin.

A proven, performance-based path to independent growth — without retainers, upfront fees, or ongoing commissions.

Detailed case studies and underlying performance data are available upon request.

Connect to learn more · mateo@weavephonesales.com

Case studies, pricing, and how it works: weavephonesales.com

Store, placement, and reorder figures verified against UNFI and KeHE distributor reporting.