

## Company Background

Garlic Expressions, a single SKU company sells their highly popular vinaigrette salad Dressing and marinade in grocery stores nationwide. Before partnering with ExpertCPG Commerce, Garlic Expressions relied on wholesalers and distributors to handle their Amazon presence, resulting in a fragmented and unoptimized online presence.

## The Challenge

ExpertCPG aimed to help Garlic Expressions take control of their Amazon channel, limiting resellers, consolidating listings, and enhancing the content to reflect their brand identity.

## ExpertCPG's Approach

ExpertCPG implemented the following strategies to achieve the primary objective:

1. Consolidated listings (1, 3, 6, and 12 packs) into a variation set and worked with Amazon Seller Support to merge duplicate listings.
2. Garlic Expressions began selling on Seller Central at a lower price than resellers.
3. ExpertCPG created new, unified content for all listings, including high-quality infographic images and an A+ page that matched the brand's overall look and feel

## Results

Despite having access to Brand Registry, merging and updating content across all listings proved challenging. ExpertCPG worked diligently with Seller Support to resolve these issues and achieve the desired outcome. ExpertCPG successfully combined all listings into one, increasing the number of reviews from a few hundred per listing to over 1,300 for the primary listing within a few short weeks

	Before ExpertCPG	With ExpertCPG
Listings	Over 15	4
Competing Resellers	84	16
# of Reviews	242 (average)	4,967 (combined)
Avg. Position in Category	19	1

## Conclusion

As a result of ExpertCPG's efforts, Garlic Expressions saw impressive growth on Amazon and now dominate their category. Their product's average position in the "Vinaigrette Salad Dressing" category improved significantly, going from #19 in 2020 to #1 in 2022.