The Keys to Consistent CPG Growth With PIM Brands

> Leaders from Glossier, Shopify, Mastercard and more will take the stage at Brandweek to share what strategies set them apart and how they incorporate the most valued emerging trends. Register to join us this September 23–26 in Phoenix, Arizona.

In this episode of Brave Commerce, hosts Rachel Tipograph and Sarah Hofstetter sit down with Michael Rosenberg, founder and CEO of snack maker PIM Brands, to explore the fascinating journey of his company.

Initially founded as Promotion in Motion with the idea of advertising on tractor trailers, PIM Brands has transformed into one of North America's leading confectionery businesses. Rosenberg shares the intriguing backstory of how a licensing deal with Columbia Pictures for Annie-shaped cookies marked the beginning of its success in the food and candy industry, and eventually rebranding as PIM Brands.

Rosenberg emphasizes the importance of adaptability and innovation, crucial elements that have driven the company's growth and evolution over the years. He also delves into the strategic pillars that have fueled PIM Brands' impressive 15% annual growth for over four decades.

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The company focuses on five key areas: innovation, consumption, distribution, promotion and exportation. By keeping up with market trends, investing in technology and

expanding globally, PIM Brands has successfully navigated the ever-changing landscape of the confectionery industry. Rosenberg also highlights the significance of having a talented team and fostering a culture of continuous learning in achieving sustained growth and profitability.

Additionally, the episode touches on the personal aspects of running a family business, with Rosenberg's children now joining the company and bringing fresh perspectives and leadership. He shares his passion for the business and his approach to maintaining energy and enthusiasm after decades in the industry.

Rosenberg's story is not just about building a successful company, but also about creating a legacy that combines innovation, family values and a genuine love for bringing moments of joy to consumers. Tune in for a compelling conversation about resilience, strategic growth and the sweet success of PIM Brands.

Key takeaways:

- **Strategic Growth Through Innovation:** Learn how PIM Brands has maintained a 15% annual growth rate by focusing on five strategic pillars: innovation, consumption, distribution, promotion, and exportation.
- **Adaptability and Market Awareness:** Discover the importance of staying ahead of market trends, investing in technology and expanding globally to navigate the ever-changing landscape of the confectionery industry.
- **Family Business Dynamics:** Gain insights into the benefits and challenges of running a family business, as well as the role of passion and enthusiasm in driving long-term success and building a lasting legacy.

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