



U.S. RETAIL COMMERCIALIZATION · BOCA RATON, FLORIDA

Retail Growth Brief

Documented client results, photographed buyer meetings and the operating infrastructure behind a U.S. retail launch, in one accountable team.

700+

Retail doors in a documented RARI Nutrition launch

37

Scheduled buyer meetings, ECRM, September 2026

16+

Years in the ECRM buyer ecosystem (Brian Gould, since 2009)

94K

Sq ft FDA-registered California facility, partner-operated

OCTOBER 2026 EDITION

TRULIFEDIST.COM



SCHEDULED BUYER MEETING · KINNEY DRUGS · ECRM SEPT 2026

Q. What does it actually take to enter U.S. retail?

A good product is where U.S. retail starts, **not where it ends.**

Buyers judge a brand on far more than the product. Each hurdle below has stalled launches, and most brands meet them with a different vendor for each one.

01 · COMPLIANCE

Labels, claims and ingredients

Packaging, claims and ingredient status have to meet U.S. requirements before a buyer will review the line.

02 · IMPORT AND INSURANCE

A U.S. route in

Customs, a U.S. import pathway and product liability cover, which retailers typically require before listing a brand.

03 · PRICE AND MARGIN

A price that works on shelf

Pricing has to leave room for the retailer, any distributor and the brand, or the first order never turns into a second.

04 · BUYER ACCESS

The right buyer, ready

Category reviews run on fixed calendars, and buyers evaluate against their own criteria. Timing and preparation decide the meeting.

05 · OPERATIONS

Shipping to specification

Vendor onboarding, warehousing, routing and labeling compliance, and a first purchase order shipped the way the retailer requires.

06 · AFTER THE FIRST ORDER

Keeping the shelf

Sell-through, promotions and resets determine whether the line survives its first category review.

THE TRULIFE ANSWER One team carries a brand through all six, from compliance to shelf to reorder. The next pages show how, and what it has produced for real brands.

Q. What does TruLife do beyond introducing buyers?

One team from **compliance to reorder.**

TruLife works as a brand's outsourced U.S. commercialization team. Buyer access is one stage of four, and the same team stays accountable through each.

01

Prepare

- Product positioning
- FDA compliance coordination
- Retail readiness
- Pricing and margin strategy

02

Enter

- Importation and customs
- Logistics and warehousing
- Order fulfillment
- U.S. operating infrastructure

03

Sell

- Retail account development
- Buyer presentations
- Distributor coordination
- E-commerce and account management

04

Grow

- Promotional strategy
- Digital marketing and PR
- Retail support and resets
- Reorder development

THE TRADITIONAL APPROACH

A distributor, a broker, a compliance consultant, a marketing agency and an Amazon agency: five invoices and no single owner when a launch stalls.

WITH TRULIFE

Full-service engagements include structured retailer outreach, buyer presentations, ongoing account development and monthly activity reporting, with outreach targets set according to each brand's program and retail readiness. [Our services ►](#)

Q. What has TruLife accomplished for other brands?

700+

retail doors in a single retail launch



plus Swanson Vitamins and regional chain distribution

WHAT TRULIFE DID

- Rebuilt and managed Amazon as the brand's primary demand channel, with 2,000+ verified reviews built through platform-permitted methods
- Extended distribution to 15 further e-commerce platforms
- Sequenced a line extension from 2 SKUs to 8
- Presented the category to specialty and drug buyers on their criteria, securing CVS and The Vitamin Shoppe

AMAZON PERFORMANCE · BEFORE AND AFTER

Amazon sales approx. +64%



Units sold +88%



2 → 8
SKUs

2,000+
Verified reviews

15
Further e-commerce platforms

"Working with the TruLife Distribution team has resulted in 7 figures of sales of our brand on Amazon.com."

SEAN KELLY · Co-Founder, RARI Nutrition

Historical results from a client-approved, undated before-and-after snapshot; not current performance or a forecast. Doors are shelf space won, not units sold. [Full case study](#)

Two more ways TruLife moves the numbers.

BEAVER BROOK USA · E-COMMERCE OPERATIONS

A DTC business limited by operations, not demand

ANNUAL REVENUE · DOCUMENTED HISTORICAL COMPARISON

BEFORE  \$152,238

AFTER  \$682,684

+348% approximate growth, before vs. after

TRULIFE'S ROLE

- Logistics and fulfillment from a single U.S. inventory position
- Built, managed and optimized listings across multiple marketplaces
- Listing content, search terms, advertising and competitor monitoring
- Digital marketing for the brand's own storefront

Historical, client-approved before-and-after snapshot; calendar dates not stated. The brand credits its growth in part to TruLife; results reflect the whole business. Named with client consent. [Case study](#)

35+ BODYCEUTICALS · INDEPENDENT-FIRST RETAIL
new retail accounts since 2024

MOM's Organic Market	30+ stores
Kimberton Whole Foods	All 8 locations
Lazy Acres Natural Market	6 stores
Alameda Natural Grocery · Berkeley Natural Grocery	California
Village Green Apothecary	Washington, D.C.
Yelm Food Co-op · B-Alive Vitamins	WA · Fresno, CA



Influential independents, co-ops and practitioner pharmacies first, then a multi-year expansion, with PR running alongside each placement.

"It's about being on the right shelves."

PAULA HERRERA · Owner, Bodyceuticals

[Verify on the store locator](#)

Q. Can TruLife support a company entering the U.S. from overseas?

From Ireland to a compliant U.S. launch, with TruLife as the U.S. operation.

All Real Nutrition had an established following at home and no route into the U.S.: labels that didn't meet U.S. requirements, no import arrangement or liability cover, and no U.S. team across the time difference.

01

FDA compliance

Full-line review; labeling rebuilt to U.S. requirements; ingredient status confirmed before the formula was locked.

02

Importation

Import pathway set up, including customs and retailer documentation.

03

Liability insurance

Product liability cover placed to U.S. retail standards.

04

U.S. e-commerce

Amazon and online retail listings built, positioned and managed.

05

Commercialization

TruLife served as the brand's U.S. commercial function throughout.

"They professionally handled FDA Compliance and assisted us with entering the USA Marketplace with ease."

NIALL HARTY · CEO, All Real Nutrition (Ireland)

[Watch Niall's video testimonial ►](#)

OUTCOME

A compliant line, a working import pathway and insurance in place, then a live launch on Amazon and other online retailers with TruLife managing the operation. Regulatory work came first; e-commerce data then supports later retail buyer conversations.

One state, built densely, before going wider.

A premium sports nutrition brand used California as its beachhead: a large natural and specialty retail base, with consumers already buying premium sports nutrition.

THE COMMERCIAL STRATEGY

- 1 Chose California for its size, developed natural and specialty retail, and educated consumers
- 2 Targeted retailers whose shoppers already buy premium sports nutrition
- 3 Built account relationships instead of one-off placements
- 4 Used density in one market to create sell-through evidence for the next

ON CAMERA

Founder Alba Haya describes the engagement in her own words.

[Watch the video testimonial ►](#)

Location count as reported by TruLife. Named with client consent and video testimonial.



100+

California retail locations secured

across several prominent California retailers, with account development continuing

WHAT TRULIFE DID

- Ran a retail growth program built around the California beachhead
- Targeted outreach to retailers serving the brand's consumer, securing several prominent California accounts
- Kept developing accounts after placement, with visibility work to support sell-through

RECENT DOCUMENTED LAUNCH

AlchePharma Naturals, July 2026. Ultra Life Sport launched in all three AlchePharma Naturals locations in California, supported by TruLife's retailer outreach and account development.

37 scheduled buyer meetings. Photographed.

ECRM Vitamin, Weight Management & Sports Nutrition Session, PGA National Resort & Spa, Palm Beach Gardens, Florida. Pre-scheduled one-to-one meetings with category buyers.



Photographs document scheduled buyer meetings only. They are not retailer endorsements, purchase commitments or guaranteed placements. [See all ECRM 2026 meeting photos](#)

Q. What happens before and after a buyer meeting?

A meeting is access. What follows is execution.

01

Retail preparation

Category positioning, pricing and sell materials prepared before the session

02

Pre-scheduled meetings

One-to-one appointments with category buyers, booked in advance

03

Presentation

Product presented and commercial terms discussed on the buyer's criteria

04

Feedback and follow-up

Questions, objections and requested materials captured; samples coordinated

05

Onboarding

Vendor setup and account development where an opportunity progresses

ORGANIZATIONS MET, SEPTEMBER 2026

WALMART MARKETPLACE

MEIJER

WEGMANS

AHOLD DELHAIZE USA

KINNEY DRUGS

PRICESMART

NIEMANN FOODS

MOM'S ORGANIC MARKET

VITAMIN WORLD

MACY'S MARKETPLACE

PALKO DISTRIBUTING

ALPINE HEALTH

12 of the 37 scheduled meetings are publicly named. After the session, buyer questions are captured, follow-ups prioritized, and the feedback applied to each brand's account targeting and sales materials.

16+

years in the ECRM buyer ecosystem

Brian Gould has represented supplier brands at ECRM buyer programs every year since 2009.

"Brian has been attending ECRM Programs every year since 2009 to help his suppliers grow sales..."

SARAH DAVIDSON · VP, ECRM / RangeMe

A scheduled meeting is an opportunity to present. It is not a purchase order, a retail placement or a retailer endorsement.

Q. Which retail channels can TruLife help us pursue?

Three kinds of evidence, kept separate on purpose.

DOCUMENTED PLACEMENTS

Client results we can show

Retailers where a TruLife client placement is documented in a published case study or release.

CVS · The Vitamin Shoppe · Swanson	RARI
MOM's · Kimberton Whole Foods · Lazy Acres	Bodyceuticals
Village Green · Alameda · Berkeley Natural	Bodyceuticals
GNC · Tops · Kinney Drugs	Freeman Formula
AlchePharma Naturals	Ultra Life Sport
Vitamin Shoppe e-commerce	VemoHerb

BUYER RELATIONSHIPS

Established buyer contacts

Retail organizations where TruLife has direct, established buyer relationships. Not a claim that any client is placed there.

Whole Foods Market · Sprouts	Natural
The Vitamin Shoppe	Specialty
Kroger · Publix	Grocery
CVS · Walgreens	Drug
Walmart	Mass
Amazon · LuckyVitamin.com	E-commerce

RECENT MEETINGS

Met at ECRM, Sept 2026

Organizations whose buyers met TruLife in scheduled meetings. Access, not distribution.

Walmart Marketplace · Macy's Marketplace	E-commerce
Meijer · Wegmans · Ahold Delhaize USA	Grocery
Niemann Foods · PriceSmart	Grocery · club
Kinney Drugs	Drug
MOM's · Vitamin World · Alpine Health	Natural
Palko Distributing	Distribution

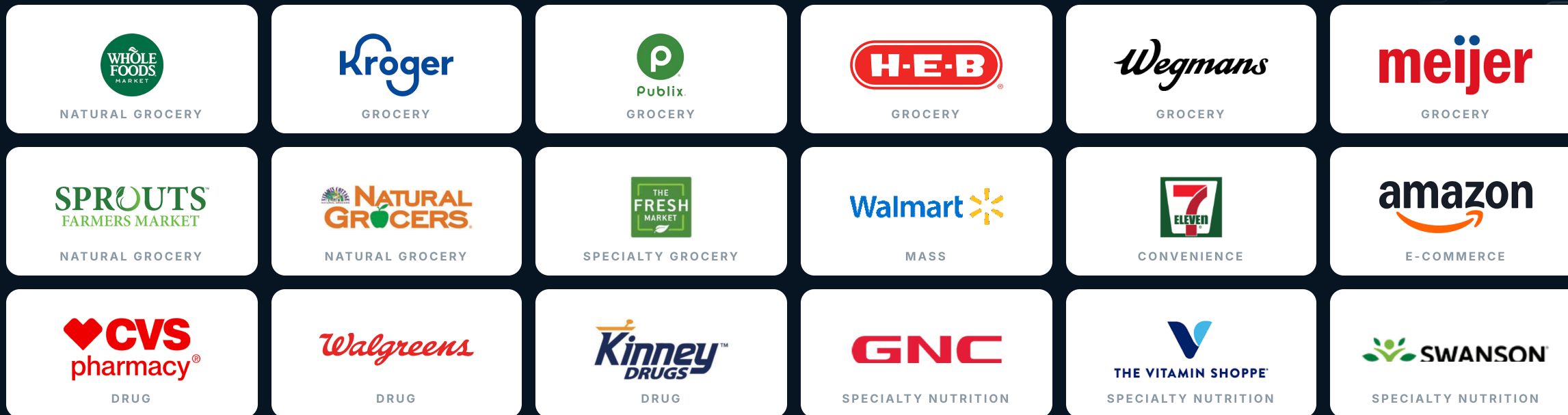
WHY WE SEPARATE THEM

A placement is a result. A buyer relationship is access. A meeting is an opportunity. TruLife never presents one as another, and recommends asking any partner to make the same distinction.

Retail Relationships Built Over 15+ Years

Relationships built over years. Not introductions made overnight.

Retail organizations whose buyers and representatives Brian Gould has met across his career, including at ECRM buyer programs every year since 2009.



18

Retail organizations shown

2009

At ECRM buyer programs every year since

16+

Years in the ECRM buyer ecosystem

Historical buyer meetings and industry relationships developed over time. They do not imply current purchasing relationships, guaranteed distribution, retailer partnerships or endorsements. Logos are trademarks of their respective owners.

Q. What happens after a product receives its first retail order?

The work that turns a yes **into a reorder.**

PREPARE

Positioning, FDA compliance coordination (labeling, claims, ingredient status), retail readiness, pricing and margin through the chain

ENTER

Importation, customs and freight, product liability insurance, warehousing and fulfillment, vendor onboarding

SELL

Account targeting, buyer presentations, distributor coordination, terms, first purchase orders shipped to specification, Amazon and e-commerce

GROW

Sell-through monitoring, promotional calendars, resets, account servicing and reorder development, so the line survives its next category review

CORE ENGAGEMENT

Retail strategy, buyer presentations, account management, compliance coordination and monthly reporting. [All services ►](#)

CONTRACTED SEPARATELY

PR, social and digital marketing, trade programs such as ECRM, and 3PL storage and fulfillment

CALIFORNIA FULFILLMENT

94,000

sq ft FDA-registered facility, Ontario, California

Operated by TruLife's logistics partner, **Worldcraft Logistics**, in the Inland Empire about 60 miles from the Ports of Los Angeles and Long Beach.

- Up to 5,000 pallet positions, 22 ft clear height
- Container receiving and transload
- Retail and direct-to-consumer fulfillment
- Amazon FBA prep, freight and customs

[Logistics and warehousing ►](#)

Q. Is TruLife visible in the U.S. wellness retail industry?

Covered by the trade press **that buyers read.**

INDUSTRY NEWS ARTICLE

Nutritional Outlook

SEPTEMBER 25, 2026 · ERIN MCEVOY

What TruLife Distribution's ECRM Results Signal for Supplement Brands. Reports TruLife's 37 ECRM meetings and its post-event follow-up, including brand strategy reviews and sorting brands by readiness.

[Read on nutritionaloutlook.com ►](#)

NEWS BRIEF

WholeFoods Magazine

OCTOBER 1, 2026 · RICHARD ORTEGA

Natural Products News Briefs. Covers TruLife's 37 buyer meetings at ECRM across retail, pharmacy, e-commerce and private-label buyers, and the follow-up that came after.

[Read on wholefoodsmagazine.com ►](#)

COMPANY ANNOUNCEMENT

PR Newswire

SEPTEMBER 22, 2026 · TRULIFE RELEASE

TruLife Distribution Completes 37 Buyer Meetings at ECRM. TruLife's own press release, distributed through PR Newswire, announcing the meeting results.

[Read the release ►](#)

ALSO IN 2026 **Newtopia Now, Denver, August 2026.** Brian Gould met emerging brands seeking U.S. retail growth ahead of the ECRM session. [All news ►](#)

Trade coverage draws on TruLife's own statements; we label our press releases as company announcements, not independent endorsements.

Q. Why should I trust TruLife?

In the words of the people we work with.

"Working with the TruLife Distribution team has resulted in 7 figures of sales of our brand on Amazon.com."

SEAN KELLY · Co-Founder, RARI Nutrition

"They professionally handled FDA Compliance and assisted us with entering the USA Marketplace with ease."

NIALL HARTY · CEO, All Real Nutrition, Ireland

[Watch on video ►](#)

"Brian has been an incredible asset to our distribution and overall expansion efforts for Gen-X Muscle."

GEORGE DORSEY · CEO, Gen-X Muscle

[Watch on video ►](#)

"They have successfully placed our brand in front of some of the largest retailers in the United States at a rapid pace."

PATRICK SCALLAN · CEO, AngioGenesis Medical LLC

"Brian is a class act, and knows how to take a business to the next level."

JERAMY FREEMAN · CEO, Freeman Formula

[Watch on video ►](#)

RETAIL BUYER

"I have worked with Brian and his team on several product lines and he has been great to work with."

DEREK GOULD · Health & Wellness Buyer, LuckyVitamin.com

ON CAMERA

NIALL HARTY, ALL REAL ►

GEORGE DORSEY, GEN-X ►

ALBA HAYA, ULTRA LIFE ►

JERAMY FREEMAN, FREEMAN ►

DAILY CRAVE TEAM ►

Named testimonials published with permission. All testimonials: trulifedist.com/testimonials

**BRIAN GOULD · FOUNDER & CEO**

- Fourth-generation leader in health and wellness retail distribution
- In the industry since 2006; at ECRM buyer programs every year since 2009
- Rose to President of a U.S. nutritional products distributor in 2017; founded TruLife in 2019
- Leads commercial strategy and client engagements directly

Leadership from major U.S. supplement companies.

Matthew Boyce

DIRECTOR OF SALES

OPTIMUM NUTRITION

\$500M+

in company sales during his tenure in a senior sales leadership role, to which he contributed

Senior sales executive with approximately 25 years across leading sports nutrition and wellness companies, including Optimum Nutrition and Twinlab, where he served as a senior sales executive. Specializes in national retail expansion, strategic account development and distribution growth.

OPTIMUM NUTRITION

TWINLAB

~25 YEARS

Jimmie Carmeci

DIRECTOR OF OPERATIONS

NUTRABOLT

\$350M → ~\$1B

approximate company revenue growth during which he supported operational scaling

Former corporate Operations Manager at The Vitamin Shoppe, supporting private-label product development. At Nutrabolt, contributed to the Smart Energy line and operational scaling initiatives. Now leads TruLife's operational execution and cross-functional coordination.

THE VITAMIN SHOPPE

NUTRABOLT

PRIVATE LABEL

Ray Pappalardo

WEST COAST SALES MANAGER

Sales and business development across the West Coast

Danielle Krause

MARKETING DIRECTOR

Brand marketing; often a brand's first point of contact

Kyle Bennett

CHIEF FINANCIAL OFFICER

Payables and receivables across the client base

Rodica Lesan, RN, BSN

VP OF COMMERCIAL STRATEGY

Coordinates meetings with prospective clients and supports day-to-day operations

Executive backgrounds as provided by TruLife. Sales and revenue figures describe each company's performance during the executive's tenure, not individual results.

Access

37 scheduled buyer meetings in one session, and 16+ years inside the ECRM buyer ecosystem. [ECRM gallery ▶](#)

Commercialization experience

Documented outcomes such as RARI's 700+ door launch and Bodyceuticals' 35+ new accounts. [All case studies ▶](#)

Operating infrastructure

Compliance, import, insurance and California fulfillment, coordinated by one team.

Ongoing execution

Account management, promotions and reorders after the first purchase order.

Q. HOW DO WE KNOW IF WE'RE COMMERCIALLY READY?

Retail-ready brands can go straight to a partnership discussion. Brands still preparing can start with a free five-minute readiness self-assessment, or an analyst-led U.S. Market Assessment.



Ready to build your U.S. retail business?

Schedule a confidential discussion with TruLife Distribution to evaluate your brand's commercialization opportunities.

RETAIL-READY BRANDS

Book a discussion ▶

NOT SURE YOU'RE READY?

Take the free readiness check ▶

For a deeper, analyst-led review, the [U.S. Market Assessment](#) is available as a separate engagement.

Brian Gould, Founder & CEO · briang@trulifedistribution.com · +1.561.210.8569
1200 N Federal Hwy, Suite 300, Boca Raton, FL 33432 · trulifedist.com