

Distributor Assessment Worksheet

A working sheet for food manufacturers | October 2026

Use one copy per possible distributor. Write what you know, mark what still needs proof, and agree the next check. This worksheet helps you prepare a decision; it does not vet a company or predict success. Leave an item open when you cannot verify it yet.

1. Your target and the possible fit

Company being assessed: _____ Date: _____

Your product range: _____ Owner: _____

Target buyer and use: Which stores, foodservice businesses or other customers need your product? What is their reason to buy it?

Territory and channels: Which countries or regions matter? Which channels must the distributor already serve?

Product and handling requirement	Your requirement	Distributor evidence or question
Range, pack size and language on pack		
Storage and transport (ambient, chilled or frozen)		
Shelf life and delivery frequency		
Required product documents or certifications		

What would make this distributor a poor fit even if the first meeting goes well?

2. Evidence, unknowns and commercial fit

For each point, write the source and date. Use **Unknown** when you have only a claim or an assumption. A company profile alone does not prove active customer access.

Check	Evidence seen (source / date)	Unknown or proof to request
Current customers in the target channel		
Territory and delivery coverage		
Storage and fulfilment capability		
Relevant category experience		
References or examples you may verify		

Commercial fit: Discuss these terms before estimating margin. Record the actual terms offered, not a market average.

Item	Proposed term or open question
Buying model (resale, agency or other)	
Price basis, currency and taxes	
Minimum order and payment terms	
Freight, returns and damaged goods	
Listing, marketing or sample costs, if any	
Forecast, stock ownership and unsold goods	

Competing brands: Which comparable products does the distributor already carry? Would your range fill a gap or compete directly? Ask how they handle that conflict.

3. Due diligence and next meeting

This is a preparation list, not a legal or financial clearance. Verify registration, trading authority, credit standing, food compliance and contract terms through appropriate official records and qualified advisers before committing. Do not treat an unverified statement as proof.

Boundary to check	Who will check it, and what record is needed?	Status / date
Legal entity, address and signatory		
Tax registration where relevant		
Credit and payment risk		
Food handling, traceability and recalls		
Territory, exclusivity and termination terms		

Questions for the next meeting (choose the most important gaps from pages 1–2):

Actions after the meeting

Action or document to request	Owner	Due date

Current position: ☐ Explore further ☐ Hold pending proof ☐ Stop

Reason and next review date:

Keep the notes with your own evaluation records. ProspectX does not collect this worksheet.