

THE GUIDED BUYER

14 years of connecting people to the best CPG products through consumer voting and award programs.

ABOUT US

We're a unique publishing company! Our specialty lies in hosting CPG consumer award programs and featuring the results in our annual buyer guides, specifically tailored to assist individuals with specialty diets. For nearly 15 years, readers and clients have placed their trust in our process.



MARKET GAP

Disruptive social media ads and other marketing campaigns rarely reach the exact audience we provide; buyers looking for guidance.

CUSTOMERS

92% of consumers trust recommendations from others over different forms of advertising.

Source: Nielsen, "Global Trust in Advertising and Brand Messages"

FINANCIALS

In 2020, the market size of gluten-free foods in the United States alone was estimated to be around \$7.6 billion. Additionally, the global vegan food market was valued at approximately \$14.2 billion in 2020.

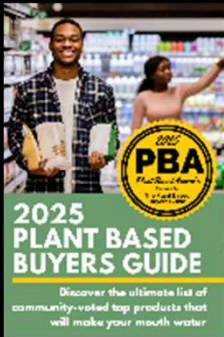
Source: Statista

COSTS

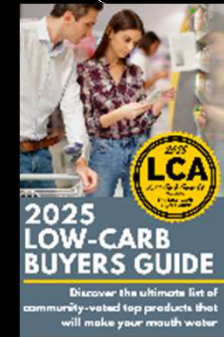
Failing to register your best products can result in significant losses in recommended product sales revenue.

PROBLEM





SOLUTION



CLOSE THE GAP

Our publications and awards makes consumer buying decisions easier, no other process offers the same features

COST SAVINGS

Our fees are a fraction of traditional publishing costs and significantly lower than disruptive social media campaigns.

TARGET AUDIENCE

Our target audience are those on a specialty diet.
Bottom line: We reduce your customer acquisition costs significantly

EASY

Our registration process is quick, easy and affordable. If you place in the top three of your respected categories, you will have full rights to use our award seals.

No additional costs or strings attached.



PRODUCT OVERVIEW

UNIQUE

We are dedicated to the specialty diet market supporting; gluten free, dairy free, low-carb and plant-based consumers.

FIRST TO MARKET

Each year we publish in November to take advantage of those looking for advice going into the new year. 2025 guides will be available Nov 2024

TRUSTED

2025 will mark our 15th year hosting the consumer awards program.

AUTHENTIC

Consumers rely on fellow consumers and possess the ability to discern paid influencers, collaborations, and spokespeople.

LEVERAGED RESULTS

ALDI



There's no need for a double-take at the ingredients with our award-winning gluten free products! Based on thousands of consumer votes each year, the *Gluten-Free Buyers Guide* highlights the very best gluten-free products in 60+ categories. We're pleased to announce that 6 ALDI-exclusive liveGfree products have been named winners in the 9th Annual Gluten Free Awards! We love being a favorite in the gluten-free community!



Flowers Foods & Subsidiaries



Congrats to our [Canyon Bakehouse](#) team for winning big in the 2024 Gluten Free Buyers Guide. The brand took home first place in four categories – bagels, bread, buns, and rolls.

Organized by [The Guided Buyer](#), results were determined by a survey of tens of thousands of #glutenfree community members. Products were ranked in over 50 categories to highlight the tastiest foods available. View the full guide at: <https://a.co/d/acaYEAq>.

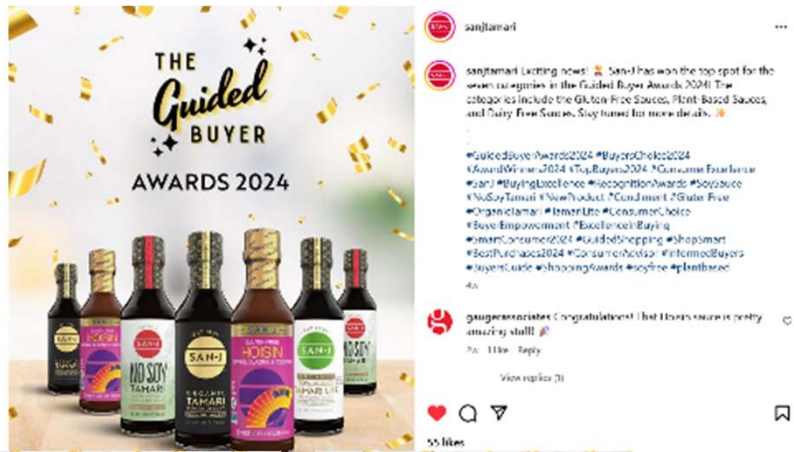


You and 70 others

3 comments · 8 reposts

LEVERAGED RESULTS

SAN-J



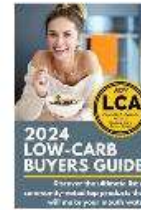
Super Coffee



Super Coffee Vanilla Latte wins 1st place in Guided Buyers Award

The Low Carb Buyers Awards is a community-based voting where 2K+ people vote for the winning products in each category.

Vanilla Latte Super Coffee is the 1st Place Winner in the 2024 Annual Low-Carb Awards (Ready-to-Drink Beverage Category).



LEVERAGED RESULTS

Better Batter



Aleia's



LEVERAGED RESULTS

gf Jules



VOTED #1 CERTIFIED GLUTEN FREE FLOUR

gf Jules

GLUTEN FREE ALL PURPOSE FLOUR

gfjules.com

at injez.com



CERTIFIED GLUTEN FREE

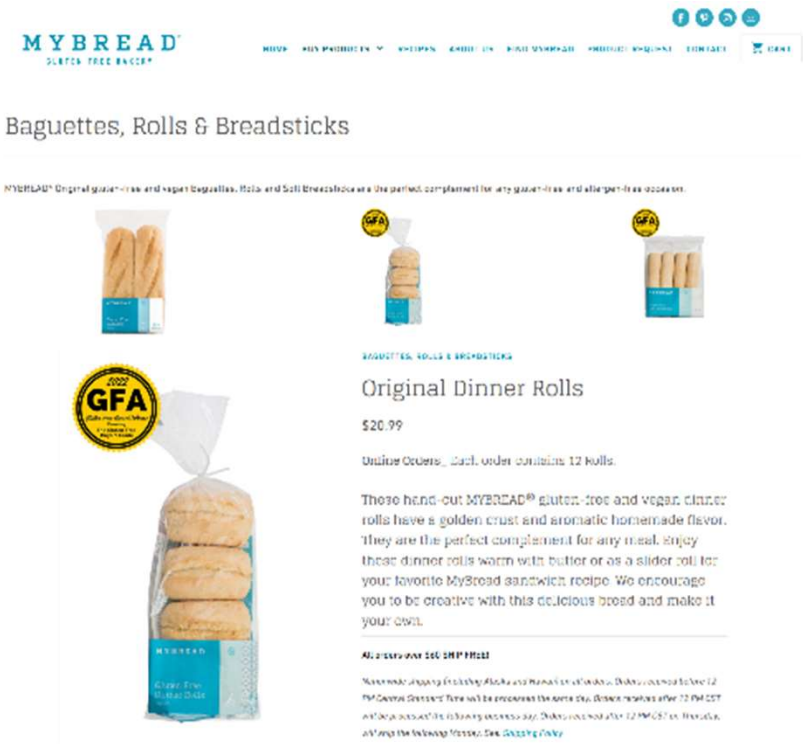
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WOMEN OWNED

GFA

VOTED #1 FLOUR 6 TIMES!

MYBREAD






MYBREAD® GLUTEN FREE BAKERY

HOME | MY PRODUCTS | WHOLESALE | ABOUT US | BREADS & PASTRIES | CONTACT | MYBREAD | MYBREAD | CONTACT | CART

Baguettes, Rolls & Breadsticks

MYBREAD® Original gluten-free and vegan Baguettes, Rolls and Soft Breadsticks are the perfect complement for any gluten-free and allergen-free occasion.



2022 GFA

Original Dinner Rolls

\$20.99

Unit of Measure: Each order contains 12 rolls.

These hand-cut MYBREAD® gluten-free and vegan dinner rolls have a golden crust and aromatic homemade flavor. They are the perfect complement for any meal. Enjoy these dinner rolls warm with butter or as a slider roll for your favorite MyBread sandwich recipe. We encourage you to be creative with this delicious bread and make it your own!

At a glance our SOFT BREADS

MyBread Original Dinner Rolls are made with whole grain, gluten-free flour. They are sold in 12-ounce packages. They will be prepared the same day. Dinner rolls are after 12 PM CST and breadsticks are delivered on Wednesdays. Dinner rolls are after 12 PM CST on Fridays, and the weekend. Please see shipping policy.

LEVERAGED RESULTS

Wholly Gluten Free



wholly_of

wholly_of 🥳🥳🥳(CITIZENRY) Can you believe it!! Our Allergy Friendly and Vegan Pie Shell and 5-Pack Fudge Brownies BOTH won in the Gluten-Free Buyers Guide (@glutenfreebuyersguide) in honor of your support and voting, we are giving away three coupons for free products each to three winners (we have a product locator in the link in bio)

How to Enter:

- Like, save this post, and follow us on IG and FB
- Tag as many gluten-free, allergy-friendly, kosher, or vegan people you know (separate line for each)
- Share below your favorite thing to make with other of these products

bonus!!

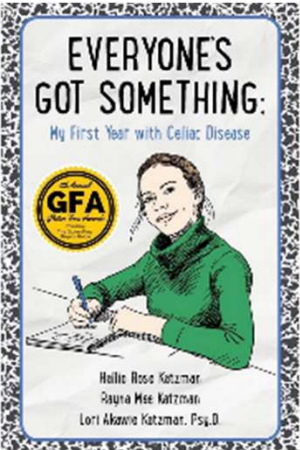
- Share this post on your story and tag us
- Subscribe to our email list in the link in bio

Three winners will be picked by 2/28 and DM'd messages! Good luck!

Liked by celiacandthebeast and 434 others
February 21, 2023

Add a comment...

Other Products



everyonesgot something · Follow

everyonesgot something · everyone else told us about it? Here we signed a contest to help us win the contest and the winner of the contest for you book in the 2023 GFA Gluten Free Awards. We are so happy to see your book was selected as the 2023 FIRST PLACE WINNER in the gluten free buyers guide.

We are so excited by so many entries. How awesome is it that like and told us how some books to share for us feel like there and there about being celiac and down with navigating the gluten free!

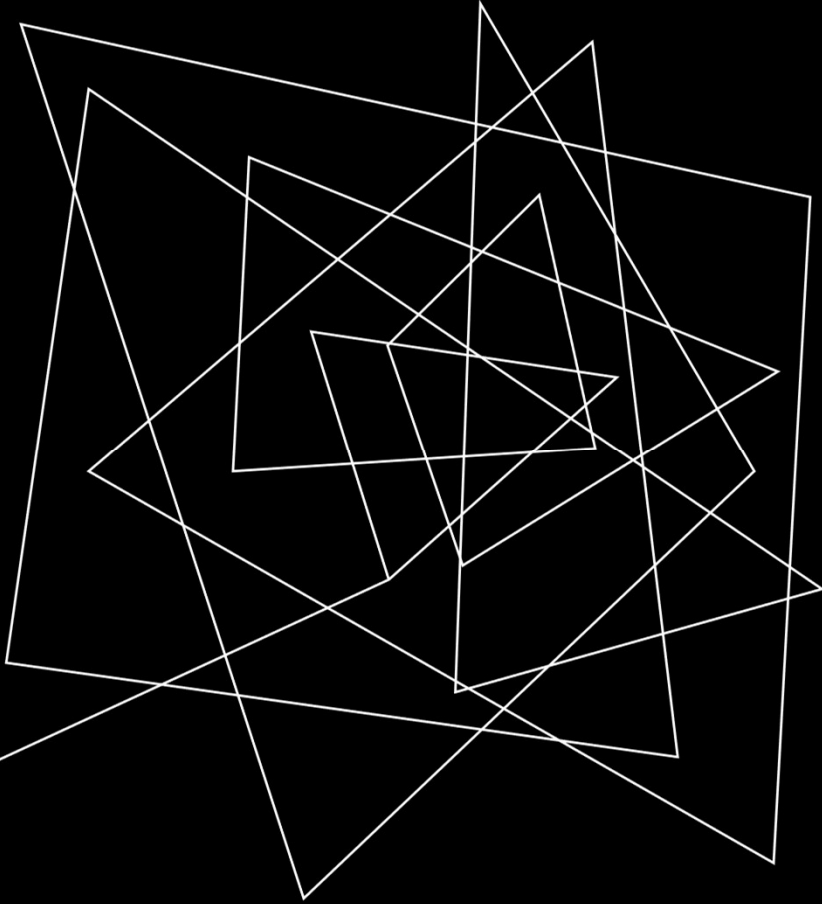
If you haven't gotten our book yet, it continues to be available on the GFA website.

If you have our book and would like to be part of a review and share it with others, the more the better! We understand and we appreciate your efforts and we will be happy to be a part of the proceeds from the sale of book continue to be donated to give back to our celiac community as we support in the GFA!

Thank you so much from @glutenfreebuyersguide!

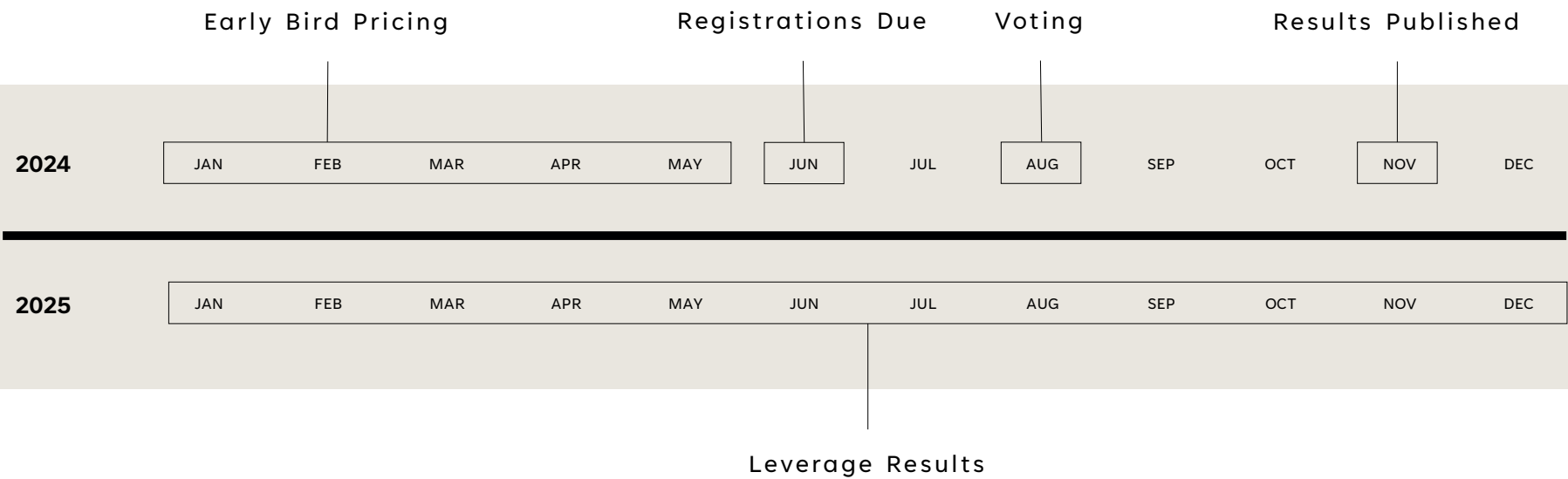
Liked by celiacproject and 44 others
January 30, 2023

Add a comment...



THE
Guided
BUYER
REGISTRATION

TWO-YEAR ACTION PLAN



PRICING

Costs

Product Listing - \$200

Half Page Ad - \$300

Full Page Ad - \$600

Advertising Credit

\$300 Ad credit will be issued for every 5 products listed.

Early Bird Discount Schedule

Complete the registration form and get listed early with huge savings.

December & January 25% Off

February 20% Off

March 15 % Off

April 10% Off

May 5% Off

Invoices must be paid in the corresponding month to receive discount

Example	
5 Gluten Free Product Listings	\$1000
Full Page Gluten Free Ad	\$600
Ad Credit	-\$300
Total	\$1300
March Discount (15%)	-\$195
Grand Total	\$1105

[START HERE](https://theguidedbuyer.com/get-listed)

<https://theguidedbuyer.com/get-listed>

MEET CO-FOUNDER & SALES LEADER JOSH SCHIEFFER



[Watch on YouTube](https://youtu.be/o-HhCfQsRSU?si=kF8O_ND9ZjNTWrgc)

https://youtu.be/o-HhCfQsRSU?si=kF8O_ND9ZjNTWrgc

SUMMARY



We play a vital role in bridging the gap for newcomers to specialty diets, guiding them to the finest products through our consumer-driven program. Our pricing is not only highly competitive but also yields remarkable effectiveness when compared to other marketing strategies.

With nearly 15 years of establishing credibility in the market, we are eager to showcase your top-notch products in our upcoming ballots and subsequent buyer guides.

This partnership is a genuine win-win, benefiting both you and the consumer. Should you have any inquiries, please feel free to reach out.

Best regards, Josh Schieffer

[START HERE](https://theguidedbuyer.com/get-listed)

<https://theguidedbuyer.com/get-listed>



THANK YOU

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