



**ALPHABET SOUP:
GLOSSARY OF KEY TERMS
FOR EARLY STAGE CONSUMER BRANDS**
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ACRONYMS:

3PL: Third-Party Logistics provider
5-STEP: Animal welfare rating system
A&U: Attitude & Usage
AR: Accounts Receivable
AP: Accounts Payable
BOGO: Buy One, Get One
BOP: Business Owners Policy (insurance)
BOL: Bill of Lading
BRC: British Retail Consortium
CDC: Centers for Disease Control
CHEP: Commonwealth Handling
Equipment Pool (pallet pooling)
CO: Certificate of Occupancy
COA: Certificate of Analysis
COD: Cash on Delivery
COGS: Cost of Goods Sold
CPG: Consumer Packaged Goods
CPM: Clicks Per Thousand Impressions
(online advertising)
D&B: Dun & Bradstreet (credit reporting)
DUNS: Data Universal Number System
(business registration)
EBITDA: Earnings Before Income Taxes
Depreciation & Amortization
EDI: Electronic Data Interchange
EDLP: Every Day Low Price
ERP: Enterprise Resource Planning
(software)
FDA: Food and Drug Administration
FF&E: Furniture, Fixtures & Equipment
(expense category)
FFF: Friends, Family, Fools (investors)
FIFO: First In First Out

FMCG: Fast Moving Consumer Goods
FOB: Free On Board (picked up at
manufacturer's dock, sometimes called
"Freight on Board")
FSMA: Food Safety Modernization Act
GA: General Administration (expense
category)
GF: Gluten Free
GFSI: Global Food Safety Initiative
GL: General Liability
GMP: Good Manufacturing Practices
GMO: Genetically Modified Organisms
GP: Gross Profit
GPM: Gross Profit Margin
GS1: Global Standards organization
(barcode issuer)
HACCP Plan: Hazard Analysis and Critical
Control Points Plan
HARPC: Hazard Analysis and Risk-Based
Preventive Controls
HBA: Health & Beauty Aids
HI: Number of layers stacked High on a
pallet (TI/HI)
HPP: High Pressure Processing (or
Pascalization)
HR: Human Resources
ISO: International Organization for
Standardization
LLC: Limited Liability Company
LOC: Letter of Credit, or Letter of
Commitment
LOI: Letter of Intent
MCB: Manufacturer's Charge Back

OI: Office Invoice
 OOS: Out of Stock
 PDP: Primary Display Panel (packaging)
 PE: Private Equity (finance), or
 Polyethylene (packaging)
 PET: Polyethylene Terephthalate
 (packaging)
 P&L: Profit and Loss Statement
 PO: Purchase Order
 PPC: Pay Per Click (web advertising)
 PR: Public Relations
 PRW: Public Refrigerated Warehouse
 QA: Quality Assurance
 QC: Quality Control
 RFID: Radio Frequency Identification
 ROI: Return on Investment
 SAFE: Simple Agreement for Future Equity
 SEC: Securities and Exchange Commission

SEO: Search Engine Optimization
 SKU: Stock Keeping Unit
 SOP: Standard Operating Procedure
 SQF: Safe Quality Food (certification)
 SSOP: Sanitation Standard Operating
 Procedure
 TI: Number of boxes stored on a layer or
 tier on a pallet (TI/HI)
 TPR: Temporary Price Reduction
 VC: Venture Capital, or Venture Capitalist
 UPC: Universal Product Code
 USDA: United States Department of
 Agriculture
 U/S/S/W: Units per SKU per Store per Week
 (store velocity)
 UVM: Unique Visitors per Month (media)
 WMS: Warehouse Management System
 (software)

OTHER COMMON TERMS:

Accumulation Table	Coupon	Compliance
Ad Circular	Cube (pallet)	Contamination
Agency	Cage Free	Convertible Note
Allowance	CAPEX	Co-Packer
Ambient	Capital	Cooler
Ancestral Health	Capitalization Table (Cap	Corrugate
Angel Investor	Table)	Cost Accounting
Assets	Capper	Credit
Bagger	Case	Credit Terms
Balance Sheet	Case Pack	Debt
Biodynamic	Case Pick	Delivered Pricing
Bioterrorism	Case Stack	Demo
Bottler	Cash Flow Statement	Distributor
Broker	Cash on Hand	Endcap
Bulk	Channel	Equipment Financing
Buyer	Check Weigher	Equity
Category Captain	Chilled	Eye Level
Category Manager	Code Printer	Expenses
Class of Trade	Cold Storage	Facing
Common Stock	Co-Manufacturer	Factoring
Conveyor	Commercial Kitchen	Financial Model

FOB Pricing
Food Service
Forecast
Free Fill
Free Range
Frozen
Fundraising
Gluten Free
Gondola
Grain Free
Grocery
Gross Sales
Hot Fill
Income Statement
Inventory
Inventory Turns
Invoice
Layer
Lease
Liabilities
Locally Sourced
Logistics
Lot Code
Mandatory Recall
Master Carton
Master Case
Merchandising
Net Profit
Net Sales
NET 10, 15, 30
Off Shelf
Omnichannel
Organic
Own Brand
Owner's Discretionary
Income
Paleo
Pallet Positions
Planogram
Preferred Stock
Primal
Private Label

Product Recall
Projections
Promo
Receivables
Receivables Financing
Reefer
Risk Management
Seasonality
Shelf Tag
Short Date Items
Shorting an Order
Shrinkage
Single Origin
Slotting Fee
Stocking
Supply Chain
Table Top
Temperature Gun
Tetrapak
U-Boat
Velocity
Voluntary Recall
Well