

Your Connection to Independent Retailers



Reach, Engage, and Grow with
Independent Kitchen and Home Retailers
Across the Country

TRUSTED PARTNERSHIPS | PROVEN RESULTS
40+ Years of Industry Connections

A Proven Partner for Vendor Growth

For more than four decades, GC Buying Group has been the trusted link between independent retailers and the brands that help them thrive. Today, more than 225 stores nationwide rely on GC for products, programs, and education that keep them competitive.

Our experienced team understands both sides of the industry. **We have been store owners, brand representatives, and buyers ourselves.** That insight drives our approach, helping vendors and retailers connect efficiently, sell more effectively, and build relationships that last.

What Your Investment Supports

Vendor contributions fund the infrastructure that connects vendors and retailers:

- Live Events
- Training
- Buyer Communications
- Analytics
- Direct Order Forwarding

It is what keeps your brand easier to find, easier to sell, and easier to grow.

Why Vendors Choose GC

Reach the Right Buyers

Connect with more than 225 independent retailers who are actively buying, curating assortments, and shaping local markets. GC provides direct, efficient access to decision-makers without the cost and complexity of reaching them individually.

Drive Sell-Through, Not Just Sell-In

Your success does not stop when the order comes in. GC supports retailers with education, merchandising tools, and communication that help your products move off the shelves. That means stronger performance and repeat orders.

Stay Top of Mind Year-Round

Visibility does not end with market season. GC keeps your brand in front of buyers through the GCX Solutions Conference, regular communications, training, and promotions that build long-term awareness and loyalty.

**Let GC Help Your Brand
Reach the Retailers
Who Matter Most!**

Together, We Make Independent Retail Stronger

Partnership That Performs

GC vendor partners consistently report stronger engagement, improved sell-through, and long-term store loyalty. When you partner with GC, you are joining the only buying group that connects vendors and retailers through year-round education, communication, and collaboration.

We are here to make your brand easier to discover, easier to buy, and easier to sell, backed by a team that understands what it takes to succeed in independent retail.

**Let's Talk About How GC Can
Help Your Brand Reach the
Retailers Who Matter Most**



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