



2021 Food & Beverage **SALARY GUIDE**

Produced by Kinsa Group, Executive Recruiters for
the Food and Beverage Industry

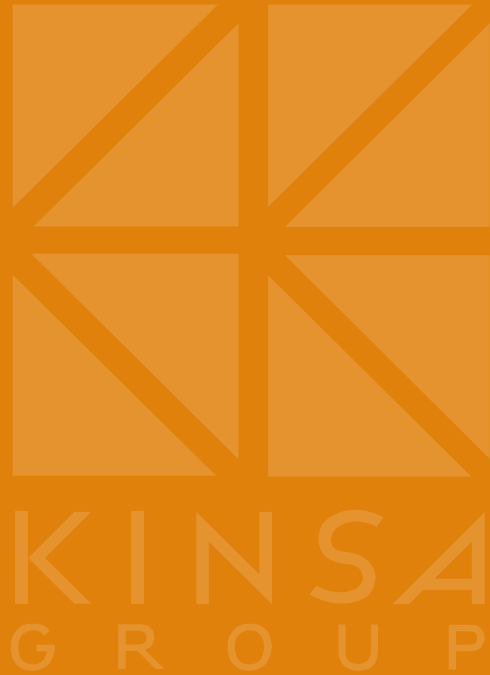


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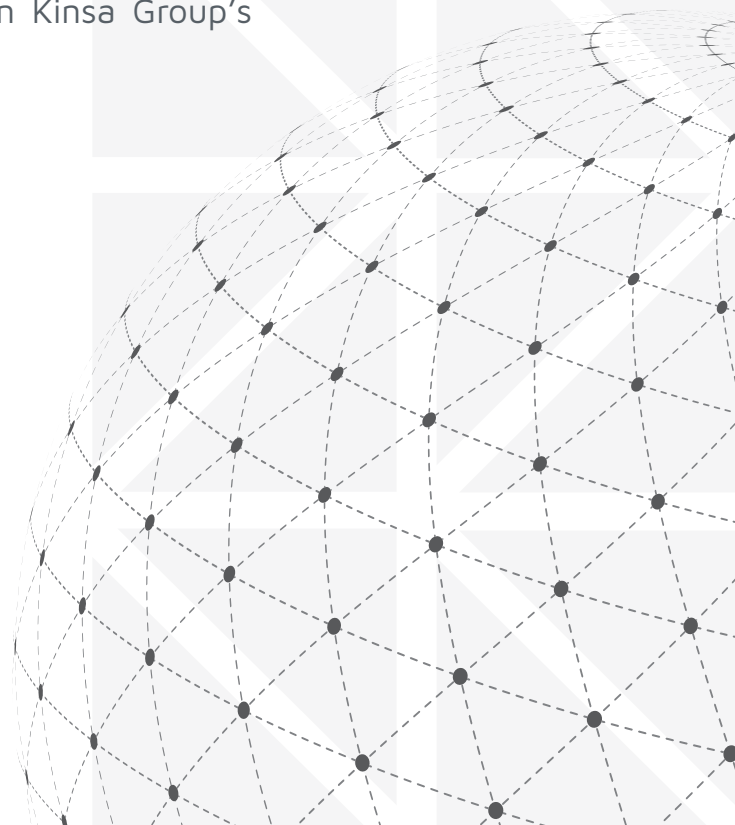
Competitive Salary Insight to Attract and Retain Employees

Kinsa Group is an executive recruiting firm with an exclusive focus on recruiting professional talent in the food and beverage industry.

Since 1985, our Recruiters have interviewed tens of thousands of candidates and in the last two decades have placed over 1,100 professionals and executives across the United States and some internationally.

Over the last two years, we have collected salary data from more than 4,000 candidate interviews across several categories and skill sets. We share this complimentary salary data with our client employers when launching specific job opening recruitment campaigns, but have compiled a confidential summary of that salary data in Kinsa Group's 2021 Salary Guide in the pages that follow.

In an effort to supply actionable salary data, outliers have been removed. This data is based on actual interview conversations with food and beverage industry employees across the USA, many of whom were recruited and submitted as candidates for job openings at Kinsa's client employers.



Know Your Worth

Food industry professionals and executives, before entering a job interview, or requesting a pay increase from your current employer, it's important to objectively prepare your proposal.

Here's what you should know:



How To Use This Salary Data

Kinsa Group's Salary Guide release for 2021 highlights both salary range and median base salary compensation for a number of job titles in the food and beverage industry. The data may be used by both employers and job seekers to gauge current market salaries and evaluate pay trends.

Kinsa's Recruiters advise:

- ▶ Location has a bearing on which end of the salary range you need to be in to attract top performing talent. If the job is located where the cost of living is high, you'll need to be above the median and trending towards the high end of the range. If you need to relocate someone, you may need to incentivize that with a more attractive base salary offer.
- ▶ Are you hiring a unique talent with specialty skills that are in high-demand? You may need to move quickly and bump up the base salary to beat your competition with an irresistible offer.
- ▶ Are you hiring like-for-like or are you willing-to-train? You may be able to get someone on the low end of the range if you'll consider hiring someone with the skills and experience one-step below your job title and offer them the promotional opportunity at your company.
- ▶ However, our experience shows candidates need a 10-15% increase in salary to make a job move.

Explore the following pages to determine if your compensation strategy is aligned with 2021 pay trends...

SALES / BUSINESS DEVELOPMENT

Position Title	Low	Median	High
Chief Commercial Officer	\$160,000	\$225,000	\$350,000
VP Sales	\$120,000	\$185,000	\$300,000
Director Sales	\$85,000	\$150,000	\$260,000
National Accounts Manager	\$75,000	\$130,000	\$210,000
Industrial Sales Manager (B2B)	\$80,000	\$130,000	\$160,000
Business Development Manager	\$70,000	\$110,000	\$185,000
Regional Sales Manager	\$65,000	\$110,000	\$180,000
Key Account Manager	\$70,000	\$110,000	\$160,000
Category Manager	\$75,000	\$110,000	\$140,000
District Sales Manager	\$70,000	\$100,000	\$150,000
Food Service / On-Premise Manager	\$65,000	\$100,000	\$150,000
Customer Relationship / Business Manager	\$75,000	\$100,000	\$150,000
Account Manager	\$60,000	\$85,000	\$140,000
Area Sales Manager	\$60,000	\$85,000	\$130,000
Territory Sales Manager	\$65,000	\$85,000	\$115,000
Account Executive	\$60,000	\$80,000	\$125,000
Sales Representative	\$50,000	\$75,000	\$110,000
Inside Sales Specialist	\$50,000	\$65,000	\$80,000

MARKETING

Position Title	Low	Median	High
VP Marketing / Chief Marketing Officer	\$110,000	\$180,000	\$280,000
Marketing Director	\$80,000	\$130,000	\$200,000
Brand Manager	\$90,000	\$140,000	\$170,000
Marketing Manager	\$70,000	\$120,000	\$180,000
Category / Product Manager	\$75,000	\$110,000	\$150,000
Associate Brand/Marketing Manager	\$70,000	\$100,000	\$125,000
Marketing Analyst	\$60,000	\$75,000	\$90,000

ACCOUNTING / FINANCE

Position Title	Low	Median	High
CFO / VP of Finance	\$150,000	\$205,000	\$300,000
Director Finance	\$100,000	\$160,000	\$220,000
Controller	\$80,000	\$120,000	\$220,000
Manager Accounting / Finance	\$90,000	\$120,000	\$190,000
Financial Analyst	\$60,000	\$90,000	\$120,000
Accountant	\$50,000	\$80,000	\$155,000

QUALITY / FOOD SAFETY / REGULATORY

Position Title	Low	Median	High
VP of Quality / Food Safety	\$130,000	\$170,000	\$260,000
Director of Food Safety and Quality	\$80,000	\$140,000	\$200,000
Food Safety Quality Assurance Manager	\$60,000	\$100,000	\$150,000
Regulatory Manager	\$80,000	\$100,000	\$120,000
Sanitation Manager	\$60,000	\$100,000	\$130,000
SQF Practitioner	\$80,000	\$95,000	\$145,000
Quality / Regulatory Specialist	\$50,000	\$85,000	\$100,000
Quality Assurance / Control Supervisor	\$50,000	\$70,000	\$90,000
Quality / Lab Technician	\$40,000	\$55,000	\$80,000

FOOD SCIENCE / INNOVATION / RESEARCH & PRODUCT DEVELOPMENT

Position Title	Low	Median	High
VP R&D and Innovation	\$120,000	\$190,000	\$260,000
Director of R&D	\$90,000	\$150,000	\$185,000
Research & Development Manager	\$70,000	\$120,000	\$160,000
Project Manager, R&D	\$70,000	\$100,000	\$135,000
Principal Scientist	\$110,000	\$160,000	\$220,000
Sr. Food Scientist	\$100,000	\$120,000	\$150,000
Food Scientist	\$70,000	\$90,000	\$130,000
Food Technologist	\$55,000	\$80,000	\$105,000

OPERATIONS

Position Title	Low	Median	High
COO / VP Operations	\$140,000	\$190,000	\$315,000
Director Operations	\$80,000	\$150,000	\$300,000
General Manager	\$90,000	\$150,000	\$300,000
Plant Manager	\$90,000	\$150,000	\$240,000
Assistant Plant Manager	\$90,000	\$120,000	\$150,000
Facilities Manager	\$80,000	\$120,000	\$150,000
Production / Operations Manager	\$70,000	\$100,000	\$180,000
Production Supervisor	\$60,000	\$75,000	\$105,000

ENGINEERING

Position Title	Low	Median	High
VP / Director Engineering	\$130,000	\$165,000	\$220,000
Engineering Manager	\$80,000	\$135,000	\$200,000
Project Manager	\$90,000	\$125,000	\$190,000
Engineer	\$60,000	\$105,000	\$160,000
Maintenance Manager	\$80,000	\$110,000	\$150,000

SUPPLY CHAIN / PROCUREMENT

Position Title	Low	Median	High
VP Supply Chain Operations	\$150,000	\$200,000	\$275,000
VP Procurement / Purchasing	\$125,000	\$200,000	\$225,000
Director Supply Chain	\$90,000	\$150,000	\$200,000
Director Procurement	\$100,000	\$150,000	\$200,000
Director Logistics	\$115,000	\$140,000	\$200,000
Category Manager	\$80,000	\$125,000	\$170,000
Supply Chain Manager	\$75,000	\$120,000	\$150,000
Demand Planning Manager	\$75,000	\$120,000	\$150,000
Purchasing Manager	\$70,000	\$110,000	\$185,000
Logistics / Transportation Manager	\$65,000	\$100,000	\$170,000
Warehouse Manager	\$70,000	\$90,000	\$110,000
Buyer	\$50,000	\$85,000	\$120,000
Supply / Demand Planner	\$55,000	\$75,000	\$100,000
Analyst	\$50,000	\$75,000	\$90,000

FOOD SERVICE / RESTAURANT

Position Title	Low	Median	High
Vice President	\$100,000	\$175,000	\$230,000
Director	\$70,000	\$110,000	\$180,000
District Manager	\$70,000	\$105,000	\$120,000
Area Manager	\$75,000	\$90,000	\$105,000
Chef	\$50,000	\$90,000	\$180,000
Manager	\$60,000	\$80,000	\$100,000

GROCERY STORE

Position Title	Low	Median	High
VP Operations	\$125,000	\$200,000	\$350,000
Managing Director / Director of Operations	\$100,000	\$130,000	\$150,000
District Manager	\$80,000	\$100,000	\$115,000
Store Manager / General Manager	\$50,000	\$85,000	\$150,000
Department / Category Manager	\$50,000	\$70,000	\$125,000

C-SUITE EXECUTIVE

Position Title	Low	Median	High
President	\$120,000	\$250,000	\$500,000
Chief Executive Officer / CEO	\$150,000	\$200,000	\$500,000
Chief Operating Officer / COO	\$120,000	\$250,000	\$325,000
General Manager / Managing Director	\$140,000	\$250,000	\$350,000
Founder / Co-Founder / Partner	\$120,000	\$180,000	\$350,000
Chief Commercial Officer	\$160,000	\$225,000	\$350,000
Chief Financial Officer / CFO	\$150,000	\$205,000	\$300,000
Chief Human Resources Officer / CHRO	\$140,000	\$190,000	\$300,000
Chief Marketing Officer	\$110,000	\$180,000	\$280,000

HUMAN RESOURCES

Position Title	Low	Median	High
Chief HR Officer / VP Human Resources	\$140,000	\$190,000	\$300,000
Director Human Resources	\$90,000	\$160,000	\$220,000
Human Resources Manager	\$70,000	\$100,000	\$155,000
HR Generalist	\$55,000	\$80,000	\$130,000

Other factors that **MUST** be considered

Base salary is only one factor in a total compensation plan / offer. Job satisfaction, location, work-life balance, boss/peers, and work environment must also be considered as well as...



BONUS

Offering a bonus, based on company and/or personal performance, is the expected norm with Manager and Executive-level positions as well as for revenue-generating positions like Sales, R&D and Marketing. The more impact a professional has on the bottom line, the higher the bonus percentage expected. An average bonus range you should consider offering is 10% to 30% of base salary.



EQUITY

Offering equity in the company is critical for senior-level positions if your company is a start-up, still in its infancy, or private-equity owned. Equity offering varies greatly and may be awarded annually or vested over time.




BENEFITS

The increase in healthcare costs nationwide has made group medical benefits a significant perk for employers to attract talent. Let candidates know if you cover 80-100% of employee or family premiums. 401(k) employer match and paid time off are also well worth mentioning in an overall compensation package offer.

Our food industry expertise is our strength.
Partner with us to find your ideal.



Food and beverage executive recruiters

 (414) 421-2000  www.kinsa.com

As a nationally recognized food and beverage industry headhunter, Kinsa Group specializes in executive search and the placement of management, director, vice president and chief officer-level professionals throughout North America and around the globe. Kinsa Group is the executive search division of ABR Employment Services (ABR). Established in 1987, ABR provides staffing and recruiting workforce solutions. ABR is a ten-time recipient of the ClearlyRated Best of Staffing Client and Talent awards for providing service excellence to the clients and talent they serve. The company is headquartered in Madison, WI.