

Building the EU Food & Beverage Pipeline for Carbon Maps

A working ICP, buying-signal framework, target account list and outbound sequence -built the way I'd run week one of the GTM internship.

Maahir Bhatia | bhatiamahir7@gmail.com | +33 754 043 486 | Lille, France

Why I built this instead of a cover letter

The job description asks for someone who can prospect and enrich accounts, spot buying signals in CSRD, SBTi, SKU changes and PPWR, run outbound campaigns, and turn calls into structured CRM notes. Rather than describe that I could do this, I did a compressed version of it: I reverse-engineered Carbon Maps' ICP from its public client list, built a signal framework, and drafted a real 12-account target list with the outbound sequence and call script I would actually run against it. A companion Excel tracker holds the account list in the format I'd keep it in the CRM.

1. Reverse-engineering the ICP from Carbon Maps' existing book

Carbon Maps' public client roster -E.Leclerc, Coop rative U,  abka, Sodiaal, Andros -points to a consistent shape: large-volume EU retailers, dairy or agri co-operatives, and branded food manufacturers, each carrying hundreds to thousands of SKUs and facing direct regulatory or retailer pressure to prove per-SKU carbon data rather than a single company-wide number.

ICP dimension	What "good" looks like
Company type	Grocery retailer, dairy/agri co-operative, or branded food & beverage manufacturer
Geography	EU-27, plus adjacent markets with EU market access (Norway, Switzerland, UK)
SKU footprint	Hundreds to thousands of SKUs -too many for one-off LCA studies, needs a scalable platform
Regulatory exposure	In-scope for CSRD as a large undertaking, or supplying retailers that demand Scope 3 data upstream
Trigger events	New CSRD reporting cycle, public SBTi commitment, packaging reformulation, private-label carbon labelling pilot

2. The buying-signal framework

Four signals map directly to the JD. The one with the sharpest deadline is worth leading with right now: PPWR's first obligations apply from 12 August 2026 -six days from today.

Signal	What it means	Why it's urgent this quarter
CSRD	Mandatory, audited sustainability reporting (Scope 1�3 GHG) for large EU undertakings, phased in under ESRS	Omnibus I narrowed scope but large EU-domestic companies remain squarely in -first- and second-year filers are actively short on SKU-level Scope 3 data
SBTi	Public, validated science-based emissions targets; food & beverage companies face mandatory FLAG (land-use) targets	Net-Zero Standard V2.0 raises the bar on evidence -companies with public targets need ingredient/SKU-level data to show progress, not just a corporate estimate
PPWR	EU Packaging & Packaging Waste Regulation - recyclability, material, and minimisation rules per SKU	First obligations apply 12 Aug 2026 -the tightest deadline of the four, and it forces packaging data to live at SKU level

Signal	What it means	Why it's urgent this quarter
SKU change	New launch, reformulation, or private-label relaunch	Every SKU change is a fresh carbon-footprint calculation -a recurring need, not a one-off project

3. Sample target account list -12 EU accounts

Full detail (segment, signal thesis, suggested contact, outreach channel, status) is in the companion tracker, built in the same columns I'd use in a live CRM. Thesis below is built from each company's public sustainability positioning and regulatory scope -in a real workflow this is exactly what I'd verify and enrich in Clay before the first send.

- Carrefour (FR) -Retailer -thousands of private-label SKUs; direct PPWR packaging exposure plus long-standing CSRD scope
- Ahold Delhaize / Auchan group (FR/Benelux) -Retailer -lookalike to Leclerc and Coopérative U; private-label carbon-data pressure
- Danone (FR) -Manufacturer, dairy & plant-based -long-standing public SBTi commitment needing SKU-level substantiation
- Bel Group (FR) -Manufacturer, cheese -small-format snack packaging (Babybel, Kiri) sits squarely in PPWR's minimisation rules
- Lactalis (FR) -Manufacturer, dairy -Europe's largest dairy group by volume; CSRD first-wave reporting complexity across many brands
- Bonduelle (FR) -Manufacturer, vegetables -sustainability-led brand positioning, consumer-facing eco-score pressure
- Ferrero (IT/LU) -Manufacturer, confectionery -high packaging surface area per SKU, heavy PPWR exposure
- Barilla (IT) -Manufacturer, pasta & bakery -public sustainability goals, category momentum on carbon labelling
- Arla Foods (DK/DE) -Co-operative, dairy -farmer-owned, structurally the closest lookalike to Sodiaal
- Royal FrieslandCampina (NL) -Co-operative, dairy -large EU co-op, same farm-to-SKU traceability need as Sodiaal
- Südzucker (DE) -Manufacturer, sugar & agri -large EU undertaking, raw-material volatility plus CSRD complexity
- Carlsberg (DK) -Manufacturer, beverage -public science-based targets, PPWR reusable-packaging rules apply directly

4. Outbound sequence I'd run

Email 1 -signal-led

Subject: PPWR lands in 6 days -is packaging data tied to your SKUs yet?

Hi [First name] -with PPWR's first obligations applying 12 August, most food & bev teams I've spoken with have packaging compliance and carbon footprint sitting in separate spreadsheets. Carbon Maps ties both to the SKU level so a reformulation updates your footprint automatically instead of triggering a re-audit. Worth 15 minutes to see how [peer company] uses it?

Email 2 -proof-led

Subject: how [Sodiaal-type co-op] handles farm-to-SKU emissions

Following up -Carbon Maps already works with Sodiaal on exactly this kind of farm-to-SKU data challenge. Happy to share what that setup looks like and whether it maps to yours.

Email 3 -break-up

Subject: closing the loop

I'll leave it here for now -if SKU-level carbon or packaging data becomes a priority ahead of your next CSRD cycle, I'm glad to reopen. In the meantime, here's a 2-minute overview [link].

LinkedIn connection note

Hi [First name] -following the PPWR deadline this month and how it's landing for food & bev teams. Would love to connect.

Cold call opener

"Hi [First name], this is Maahir from Carbon Maps -I know this is out of the blue, so I'll be quick. We help food and beverage companies tie carbon footprint to the SKU, which matters right now with PPWR live from the 12th. Is that something sitting on your desk at all, or is it someone else's problem this quarter?"

Objection handling

- "We already do an annual LCA" → "Makes sense -most teams we work with started there too. The gap they hit is that an annual number can't keep up with SKU changes. Does your LCA update automatically when a formulation or pack changes, or is that a re-commission each time?"
- "Not a priority right now" → "Totally fair -can I ask what is driving the roadmap this quarter? If CSRD or PPWR shows up in the next two, I'd rather be a name you already know than a cold call in September."

5. CRM & call-note structure

Fields I'd keep clean per account, matching the JD's "keep CRM data clean" and "turn call transcripts into structured notes":

Field	Purpose
Primary signal / urgency	CSRD, SBTi, PPWR or SKU-change -plus High/Medium so the next call is prioritised correctly
Contact + role	Who owns sustainability, procurement, or packaging decisions -not just a generic inbox
Last touch + channel	Email, LinkedIn, or call -avoids duplicate or clashing outreach
Call note (structured)	Pain stated, objection raised, next step agreed, follow-up date -three lines, not a transcript dump
Status	New → Contacted → Engaged → Meeting booked → Disqualified

6. What I'd want to learn in week one

I haven't used Clay, Make, or n8n in production -the account list and sequence above were built manually, which is exactly the gap I'd want to close fast. I'd want to spend week one rebuilding this same 12-account list as an enrichment workflow, so the signal thesis is pulled and verified automatically rather than researched by hand.

Why this, from my background

This mirrors two projects I've already run independently: a structured retail and consumer analysis of Nike's Indian footprint, and validating 25,000+ orders to model a market opportunity for a fashion quick-commerce startup -both required turning scattered public information into a structured, decision-ready view, which is the same muscle this sprint uses. I'd bring that plus genuine interest in climate tech to the pipeline from day one.