



Export Express

Insights to Accelerate International Expansion



Our Mission: Help Manufacturers “Spend time **Selling** to Distributors versus **Searching** for Distributors”

Looking for New Distributors?

How about 9,300? Export Solutions’ distributor database has helped 3,000 brand owners in 14 years speed up the process of finding qualified distributors. Our database covers an average of 85 distributors per country of supermarket type products for 96 countries. Search by country, category, brand name, or country of origin. Experts for Europe, Middle East, Latin America, and Asia with complete regional coverage. “Spend time *selling* to distributors versus *searching* for distributors.”

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Now Serving: 8 Billion



The UN projects that the world population will reach eight billion in November. This milestone reflects one billion new citizens gained since 2011. Sixty percent of the world’s population resides in Asia, almost five times the combined total of Europe, USA, Canada, and Australia. The west still maintains a sizable advantage with purchasing power. However, an enormous opportunity exists targeting the top 20% of Asia’s population, a market exceeding one billion people. “Mouths plus money equals opportunity.”

Lessons Learned

Why does it surprise us that Chinese people prefer Chinese food and Indians opt for Indian food? How popular is authentic Chinese food in Italy? Italian

2023 Hot Markets

1. USA
(International Brands)
2. Saudi Arabia
3. VIP’s: VN, ID, PI
4. Poland
5. Mexico

food has had some success pioneering across Asia. However, the clear conclusion is that western food has struggled to attain popular acceptance in the high-growth, emerging market countries. Our brands remain niche,

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What is the Size of the Prize?

Every job seeker is trained to quickly gauge the salary range before dedicating energy to the interview process.

Then why do companies searching for international distributors and new retail placements ignore the question on every

buyer's mind? What is the size of the prize? As export managers tout product benefits and overseas success, the distributor "customer" is quickly calculating how much revenue and profit your product line can generate in his country. Distributors are motivated by a big prize, just like you would be tempted by a new job offer with a lucrative compensation package.



Strategic Services

Contact Us for
Export Solutions

1. Identify Best in Class Distributors: 96 Countries
2. Best Practices Export Strategy
3. Distributor Management Workshops
4. Export 101: Let's Get Started
5. New Market Prioritization and Launch Plan
6. Personal Distributor Introductions: 96 Countries
7. Walmart International
8. Distributor Contracts, Margins, and Fees
9. Meeting Speaker
10. International Strategy Expert

1. All distributors are scouting for new business opportunities.

I help multinational companies like Barilla, Tabasco, Lindt, and General Mills on distributor projects. Leading distributors receive at least ten new representation opportunities per month. They make a quick initial assessment and respond with urgency for an attractive prize from a strategic brand owner.

2. Is your size of the prize estimate real?

Distributors appreciate companies with existing business in their country. This provides more accurate guidance on market potential. Pioneering from zero sales is tough! Distributors respect fact-based sales forecasts based upon category size, market share, pricing, and unique product benefits.

3. Sales performance is directly related to brand support investment levels.

Distributors may be more impressed by a company with a strong marketing support campaign commitment versus another brand with a breakthrough positioning, but limited investment in brand building. A brand's marketing budget commitment offers critical clues on the size of the prize.

4. Is it worth the effort?

Distributors are magicians at allocating limited team resources. Your product range may be tempting, but how difficult will the task be to launch your brand, gain traction and repeat sales? Most distributors select a maximum of two or three new companies each year from the mountain of inquiries received.

5. Apply the same discipline to distributor inquiries.

Export managers may be overwhelmed by inquiries from small traders or distributors from remote countries. Standardize your process to avoid speaking with "time wasters." Our motto "Select your distributors, do not let your distributors select you!"

Distributors maintain sales growth and profit objectives just like your company. Most distributors are independent, family-owned companies. Logically, they elect to invest their own money and team resources when a lucrative prize appears. Brands that remain focused on distributor benefits will be successful at attracting a strong network of best-in-class distributors.

Good Luck!

Greg Seminara
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Euro-USD Exchange Rate: Money Matters

The euro and USD trade at parity for the first time since July 2002. The recent euro devaluation is a direct result of instability created by the Russian invasion of the Ukraine. The euro has declined 16% versus last year and historic levels ranging from 1.13-1.20. Other benchmark currencies such as the UK pound and Japanese yen trade at multi-year lows. This signals some pain for USA multinationals such as P&G, Mondelez, and Kraft Heinz, with sizable European businesses. On the other hand, European exporters may discover a unique window of opportunity to develop their USA business due to a more competitive pricing framework.

USA: Retail Business Remains Strong

There is a permanent shift to food consumed at home in the USA. Most food brands are tracking 5-10% ahead of last year through a combination of steady volume and price increases. Home-based workers now purchase food from supermarkets for breakfast and lunch. Dinners feature more inspired meals, as people do not suffer through the evening commute. Restaurant prices have skyrocketed, especially in the fine dining segment, making eating out a special occasion event versus a regular habit. As a result, USA consumers are searching for new options and open to spending a little more for innovative brands from Europe, Asia, and the Americas.

415 USA Retailers

Export Solutions' retailer database tracks 415 USA customers, segmented by state and by channel. There are plenty of small- to mid-size chains willing to try an international brand to offer a differentiated assortment versus national players such as Walmart and Kroger. International brands should offer a compelling story, category innovation, and a commitment to brand support. A difference versus Europe is that the average USA store sizes exceeds 40,000 square feet (4,000 sq. meters) with plenty of space. Hard discount is not a factor, with Aldi, Lidl and others accounting for 2% market share. Private label market share is only 18.8% according to Nielsen. A proven strategy is to build a presence at high-profile premium retailers before gradually expanding to mass operators.



Three-Tier Model

Most overseas brands partner with one of the 614 "importer" distributors in our USA distributor database. In the USA "distributors" usually refers to wholesale distributors such as UNFI or Kehe.

International brands must consider three margins in their value chain: importer distributor, wholesale distributor and retailer. However, with a lower cost basis due to currency and elimination of Trump-era tariffs, many European producers are more competitive today than at any time in their recent history.

Saudi Arabia, UAE, Panama, HK, & Ecuador

Many countries peg their currency to the USA dollar. This includes the Gulf nations and the Caribbean islands. Panama is an attractive growth market, a hub for Latin America. Ecuador features a population of 18 million and the USA dollar is legal tender. Hong Kong features high acceptance of international brands. All of these countries are worthy of renewed consideration due to the current euro exchange rate.

USA Brands: More Marketing

Made in the USA brands will experience higher price points in Europe. However, a strong dollar also translates to more marketing muscle for overseas investments due to the elevated purchasing power of the dollar. Next year may be the time to stretch your investments in social media, sampling, and promotion to build long-term brand equity.

Revisit your Price Calculation

Successful distributors are brand builders versus currency traders. Value-chain calculations should be examined to ensure that all partners maintain a fair mix of profit and investment, without currency fluctuation shifts falling to the bottom line. Online price checks of retailer web shops allows you to instantly check the current assortment and pricing of most leading USA retailers including Walmart, Kroger, and Costco.

Retail Safari

One option to accelerate your North America growth strategy is to participate in a Retail Safari program from Export Solutions. This "hands on", commercial approach allows companies interested in USA development to benefit from an intensive look at the USA and your category. Participants in this one-week program visit three or four benchmark cities like Atlanta, Metro New York, Los Angeles, and Toronto. Atlanta is critical as the commercial capital of the populated south (38% of USA) as well as an opportunity to check all national retailers in one suburb to see the real USA market: Walmart, Costco, Kroger, Publix, Whole Foods, Trader Joe's, Target, Sam's Club, Fresh Market, etc. Metro NY (or Boston) allows you to observe more regional chains, with lower cost-of-entry requirements. The Retail Safari includes daily briefings on core topics such as USA broker models, trade promotion strategies, and value chain calculation. Contact Greg Seminara for more information.

Food Diversity Quotient: Export Potential Indicator

Why are some countries more receptive to international foods than others? My informal analysis reveals that certain countries have adopted world foods as a regular part of their diet. For example, a typical USA family consumes Italian food, Mexican food, and Asian food multiple times per month. Other countries maintain deep appreciation of their own traditional recipes, with few citizens venturing to explore dishes from foreign lands. This is a factor why China and India are difficult to enter and why the UK, UAE, and Singapore are open. Examining the Food Diversity Quotient of a country may serve as an indicator of receptiveness to your product portfolio.

5 Stages

Every country maintains a mix of consumers who eat primarily local foods to world travelers regularly enjoying a diverse mix of international menu options. Credit the Italians and Chinese for years of hard work pioneering their delicious cuisines to the mainstream in many countries. Now Mexican and Japanese are gaining traction. The leading ethnic food distributor in France stated “during Covid, people could not travel overseas on airplanes, so they began traveling in their kitchens instead.”

Mass Versus Gourmet

An important data point is the percentage of the population regularly consuming food at different stages. Is it just a few high-income gourmets, travelers, and homesick expatriates? Or do most people in a country periodically enjoy pasta, tacos, and sushi? Understanding the

Food Diversity Quotient

Stage	Type	Description
1	Local	Traditional Foods Meat & Potatoes, Noodles
2	Popular	Italian, Chinese Food
3	Trendy	Mexican ,Thai, Japanese, Spanish Tapas
4	Explorers	Middle Eastern, Indian, Vietnamese
5	World Travelers	Open to All Types of Cuisine: African, Korean, Greek, Brazilian

country-level Food Diversity Quotient requires an assessment of whether the consumption of international food is a regular habit practiced by the masses, or niche.

Retail/Foodservice Clues

One way to determine acceptance is to track the size of international food sections in supermarkets. Is there a big section of Italian food brands? How many Mexican or Thai food items are stocked? Another method is to check the popularity of restaurants specializing in food from that country. Are there many Spanish or Japanese restaurants? Are the restaurants only in the capital city or countrywide? Do restaurants exist at multiple price points appealing to the “hungry student” and the executive gourmet?

Future

A positive development is the surge in acceptance of international foods. There are many factors in country segmentation and allocation of export resources. Assessing a country’s Food Diversity Quotient serves as another worthy consideration. Export Solutions’ distributor database maintains filters that allows subscribers to identify distributors in 96 countries specializing in food from Italy (1,417), Spain (414), Germany (653), Latin America (561), UK (688), Asia (466), and USA (1,205). For more information, visit www.exportsolutions.com.

Export Solutions Can Help!

- Distributor Search helper in 96 countries

Contact Greg Seminara at
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www.exportsolutions.com



What Distributors Like

Distributors deserve respect as they are our customers for an entire country. They serve as "buyers" of our products and pay our invoices. Distributors allocate more focus to companies that treat them well. Learn what distributors like (and don't like).

	Like	Don't Like
Business Scale	Category Leaders	Niche
Marketing Spend	15–25% of Sales	Dead Net Pricing
New Brands	Existing Business	Pioneering from Zero
Syndicated Data	Nielsen	No Data
Consumer Research	Local Insights	No Research
Service Level	98% +	Less Than 90%
Innovation	Breakthrough	"Me Too"
Export Manager	Veteran, 5 Years +	New
Customer Contact	With Distributor	Direct
Reporting	Basic Dashboard	Non-Essential Reports
Marketing Budget	Local Events	No Budget
Billback Repayment	30 Days or Less	60-90 Days +
Brand Facts/Content	Online Portal	None
Customer Service	Same-Day Reply	Same-Month Reply
Regional Meetings	Popular. Also HQ Invite.	Never
Sales Contest	During Peak Season	None
Company Visits	Quarterly	Weekly or Never
Awards/Thank You	Celebrates Success	No Recognition
Senior Management Relationship	Your CEO Maintains Distributor Relationship	No Relationship
Distributor Margin	Respects Healthy Margin	Low Margin
Growth Expectation	5–10%	0% or 20% +

Can We Help You? Distributor Search Helper for:



Your
Logo
Here



Procter & Gamble



Johnson & Johnson



Recent Distributor Search Projects

Asia	Europe	Middle East	Latin America
Australia	Germany	Israel	Argentina
China	Ireland	Kuwait	Brazil
Indonesia	Netherlands	Qatar	Colombia
Japan	Nordics	Saudi Arabia	Costa Rica
Malaysia	Spain	UAE	Ecuador
Philippines	United Kingdom	North America	Mexico
Singapore	Africa	Canada	Panama
South Korea	South Africa	United States	Peru



Export Solutions
Distributor Identification Experts

Call the Export Accelerator!

Contact Greg Seminara at greg@exportsolutions.com
to discuss your business development project.

www.exportsolutions.com

Now Serving: 8 Billion

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as Asian consumers stick to their traditional dishes, with European and USA favorites appreciated by a small group of upscale culinary explorers. Confectionery and snack categories remain exceptions, as everyone enjoys a sweet treat. Starbucks and Coca Cola should be recognized for converting tea drinkers, but these leaders operate with massive resources, far beyond most exporters.

Food Diversity Quotient

Examination of a country's Food Diversity Quotient (see page 4 article) supplies important clues on market prioritization. This may increase the attractiveness of global cities like Tokyo, Seoul, and Singapore versus New Delhi or Jakarta. Another option is to pair your product with local dishes to create new recipe ideas. Partner with a local chef and food technologist for ideas. The foodservice channel serves as an important showcase in Asia for Western food.

M & A – Accelerator

Acquisition is an effective strategy to gain critical mass, particularly in Southeast Asia. Many consumers appreciate food from an adjacent Asian country that may be more similar to their own cuisine. Large European and USA companies may "buy local scale" and establish a platform to produce their core brand locally and export to nearby countries. Acquisitions are not "risk free" and frequently require overseas expatriates to share best practices and manage the money.

High Class to Mass

Each country features a gourmet supermarket chain catering to high income consumers. A success strategy is focusing trade promotion resources at these upscale retailers before expanding availability to mass retailers. For example, the top ten percent of Indonesia's population represents a market of twenty-eight million people, similar to Benelux. The middle class totals about fifty million Indonesians, larger than Spain.

E-commerce

E-commerce appears as a primary source of revenue for many overseas brands, particularly in China and South Korea. This requires a unique go-to market and investment strategy. Brands targeting

e-commerce may consider aligning with a distributor specializing in this channel. Volume-oriented companies should also calculate brick-and-mortar retail costs when developing a total-country pricing strategy. A streamlined value-chain model may succeed for e-commerce but not function when competing in the costly battle for shelf-space game.

Right Fit Distributors

There are many powerful distributors in Asia. A key is to align your aspirations and marketing investment with your distributor profile. Companies committed to brand-building activation should partner with massive distributors with omni-channel capabilities. However, if you are operating with a limited budget, consider a smaller, hungry pioneer willing to dedicate more resources to launching innovative, premium products.

Meet the VIP's

Vietnam, Indonesia, and the Philippines feature a combined population approaching 500 million people. All of these countries are at early stages of development, so cost of entry remains low relative to the giant populations and mid- to long-term size of the prize. Indonesia features a labyrinth of registration requirements, patiently handled by the local distributors. Vietnam is the new outsourcing star, as manufacturing companies seek an alternative to China. Both Philippines and Vietnam maintain positive acceptance of "made in the USA" consumer products.

Asia's Next Billion

	Population (millions)	Top 20%* (income)
China	1,426	285
India	1,417	283
Indonesia	280	56
Japan (80%)	126	100
Philippines	113	22
Vietnam	100	20
Thailand	72	14
South Korea (80%)	52	40
Malaysia	33	7
Taiwan (80%)	24	19
Total	3,643	846
*Top 80%: Japan, South Korea, Taiwan		

Where is Your Team?

In the past, export managers serviced Asia with a few grueling two-week trips per year. Advanced companies created regional headquarters in expat-friendly hubs like Hong Kong and Singapore. Today, winners are shifting emphasis to local hires in the VIP's, Malaysia or Thailand. These emerging countries feature talented executives trained by multinationals at an affordable compensation package when paid in local currency. These managers wake up in the market, speak the language, and dominate the attention of leading distributors.

Export Solutions Can Help

Export Solutions has executed more than 50 projects across Asia. This includes multiple distributor search projects across India, Japan, South Korea, Indonesia, Philippines, Taiwan, and even Mongolia and Myanmar. Export Solutions' Asia-Pacific distributor database is extensive, supplying information on more than 2,000 distributors across 17 countries. This translates to an average of 120 distributors of all types of branded products covering every aisle of the store. Looking to accelerate your business in Asia? Export Solutions can help!

Exporter Classification*

Type	Description	Export Profile
10	Multinational	Strong market share everywhere across multiple categories.
9	Global	Multinational. Mix of leading countries and niche participation.
8	Category Champion	One core mass category. Strong performance globally.
7	Icon	Well known, niche leader. Global availability. Example: Tabasco.
6	Regional Leader	Strong share across one continent/region. Some export success.
5	National Hero	National treasure, #1 brand. Exports to homesick expats, tourists.
4	Player	Respectable share in home country. Opportunistic exports.
3	Participant	“Me too” product. Opportunistic exports. “Trader”/private label.
2	Challenger	Innovator. Some listings in home country. New to export.
1	Start-up	Trying to get traction in home country. Export “dreamer.”

**Export Solutions' classification system*

Distributor Classification*

Stars	Title	Description	Prime Prospects
★★★★★	Champion	<ul style="list-style-type: none"> • Massive distributor • Handles multinational/ #1 brands across many categories 	<ul style="list-style-type: none"> • Brand leaders • \$\$\$ marketing budgets • Exporter types: 6-10
★★★★	Captain	<ul style="list-style-type: none"> • Category captain • Handles leading brands in one segment 	<ul style="list-style-type: none"> • Category innovators/ leaders • \$\$ marketing budgets • Exporter types: 5-9
★★★	Player	<ul style="list-style-type: none"> • Mid-size distributor • Handles #2/3 brands or niche leaders across many categories 	<ul style="list-style-type: none"> • Differentiated, premium brands • \$-\$\$ marketing budgets • Exporter types: 4-7
★★	Participant	<ul style="list-style-type: none"> • Respected local • Diversified product portfolio • Results equal to investment 	<ul style="list-style-type: none"> • Flexible, challenger brands • \$ marketing budget • Exporter types: 2-4
★	Pioneer	<ul style="list-style-type: none"> • Small distributor • Entrepreneurial, open to innovative new companies 	<ul style="list-style-type: none"> • Start-up brands • “Pay as you go” marketing • Exporter types: 1-3

*Export Solutions' classification system

Need more information? Visit www.exportsolutions.com.

FAQ's – Distributor Database

Why did you create the distributor database?

Export Managers dedicate a lot of time to networking, always searching for good distributor recommendations. We waste precious time at trade shows speaking to “pretenders” with no hope of adequately representing our brands. I thought that the supermarket industry could benefit from a global distributor database to instantly find the leading distributors in any country.

How did you compile the distributor database?

Export Solutions sources distributor candidates using six specific strategies. This includes having access to the global distributor lists of more than 300 brands and store checks in at least 25 countries per year.

How accurate is the contact data?

Export Solutions' distributor database is updated every day! Distributor company names, web sites, and specialization rarely change. This makes the database 98% accurate at the company level. The distributors' key contact for new product inquiries and their email addresses may change as a result of job moves. Email address accuracy ranges from 80-90% depending on the country. We employ three separate mechanisms to keep up to date with changes.

What's new?

Our database has expanded to 96 countries and 9,300 distributors. It's now searchable, supplying country and category filter inputs or brand names! We also offer 90-day access if you purchase a country or category list. This allows you to work online and enjoy “one click access” to distributors' web sites. Naturally, we prefer that you purchase an annual subscription with unlimited access to the entire database for one year.

What is the difference between Export Solutions' distributor database and other “lists”?

1. Created by industry export professionals, not directory aggregators or other online companies with no relevant food/consumer goods industry experience.
2. Each distributor is personally validated by Greg Seminara. Distributors can not self register or pay to be in our database. We know the difference between a “best in class” distributor and a “one man show.”



3. Our distributor database is designed for manufacturers of branded products normally sold through supermarkets, pharmacies, and food service channels. We do not include distributors of commodities or ingredients.

4. Call us! Our specialization is distributor search, with 300+ projects completed. Contact us for a free copy of our Distributor Search Guide.

5. Our database is searchable by country, category specialization, brand name, or a combination of all three filters.

Which type of companies use our database?

Database clients range from small start-ups to the largest companies in food and consumer goods. Export Solutions' database has had more than 3,000 clients, including brand owners from all over the world. Leading government trade organizations from USA, Italy, Germany, and Brasil also develop special agreements to gain access.

What product categories are covered?

Distributors include specialists for branded food products, confectionery and snacks, beverage, natural foods, gourmet products, ethnic food, health and beauty care products, household products, and general merchandise. We offer outstanding coverage of Italian, German, Spanish and UK food distributors. Many distributors can handle any product that is normally sold through supermarkets, convenience, foodservice/catering, or pharmacy trade channels.

What are best practices in getting the most productivity from the database?

Successful companies use the database to screen companies to develop a top five list of high-potential candidates. They send a short introductory email with a web link to their company site. Then, the export manager follows up with a phone call within 48 hours. The database is an excellent tool to invite potential candidates to an international trade show like Sial, Anuga, ISM or Sweets and Snacks. Note: mass mailing distributors usually generates less than desirable results.

Does Export Solutions provide any additional information on the distributors?

Export Solutions knows many of the distributors in our database. Clients of our Premium Subscription or Talk to An Export Expert Services can gain access to our insights via phone on the best distributor candidates in any of the 96 countries we cover.

How do I access the distributor database?

Visit www.exportsolutions.com and click the distributor database page. You can place a subscription or country or category access into a shopping cart. Register and check out via credit card. The process takes two minutes and we automatically send you an invoice.

NEW!

Distributor Search Made Simple

Search By Country, Category, or Keyword. Keyword may include Brand name or Distributor name. Like what you see? [Click here](#) to purchase current distributor lists for 95 countries.

Continent: Country: Category:

Keywords:

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Location	Company	Website	Category	Specialties/Brands
Finland	Admico	www.admico.fi	Gourmet and Specialty Food	Gourmet /FineFood:Fiddes Payne/Jamie Oliver
Finland	Aduki	www.aduki.fi	Natural Food and Personal Care	Natural and Organic Food Specialists
Finland	Alfmix	www.alfmix.fi	Grocery, Italian Food and Beverage, Confectionery and Snack	Confectionery: Bertolli, Chuch & Dwight, Dancake, Guylian, Energizer, Fascini, Poco Loco, Toms, Rocky Mountain, Interfood

Search by Country

Coverage: 96 countries and 9,300 distributors

Search By Category

- Confectionery & Snack
- Gourmet/Ethnic Foods
- Beverage (Ambient & Hot)
 - Italian Food
 - Natural Food
 - Health & Beauty

Search by Brand Name

Tracking distributors for more than 500 of the world's most famous brands.

Combo Search

Enter multiple factors:

Example 1: Who are confectionary /snack distributors in Japan?

Example 2: Who is the Barilla distributor in Mexico?

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We've Got You Covered!

Distributor Database Coverage

International Foods
3,345 Distributors

Confectionery & Snack
2,751 Distributors

Italian Food
1,417 Distributors



Europe
3,161 Distributors
34 Countries

Asia
2,038 Distributors
17 Countries

USA Importer/Distributor
614 Distributors

Latin America
1,593 Distributors
29 Countries

Middle East
942 Distributors
12 Countries

9,300 distributors – 96 Countries

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*“Spend time **Selling** to Distributors versus **Searching** for Distributors”*