



# 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 9,800? Export Solutions distributor database has helped 3,000 brand owners in 16 years accelerate the process of finding qualified distributors. Our database covers 96 countries, with an average of 90 distributors of supermarket type products per nation. Search by country, category, brand name, or country of origin. Experts for Europe, Middle East, USA, Latin America, and Asia with complete regional coverage. “Spend time *selling* to distributors versus *searching* for distributors.”

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## Re-Globalization: From BRICs to Backyard



The last twenty-five years revealed that many BRIC dreams turned into expensive nightmares. Today, most consumer companies sell more to Canada than to China or to Ireland (or Iceland) than India. Romania and Poland offer a brighter future than Russia. The process of Re-Globalization has generated new insights on constructive strategies to navigate export development for 2025 and beyond.

### BRIC's to Backyard

Almost forty percent of the world's 8.2 billion people reside in highly populated Brasil, Russia, India, and China (BRIC) nations. Globalists pounded the table for years on the importance for retailers and brands to pioneer in the

BRICs as a route to future prosperity. The reality is that brands from China, India, and Brasil achieved more success exporting their food culture to the west than our basic efforts to convert them to our favorites! A 2025 model advocates a regional “Backyard” strategy, expanding focus to neighbors closer to home. In these countries, consumers enjoy similar eating habits and may possess some familiarity with our brands. For most companies, there is more incremental business through increased attention to adjacent, high GDP countries like Canada, Mexico, Spain, Poland, Saudi Arabia, or USA (overseas brands).

### Market Share vs. Markets Sold

Export managers bonus depends on

*continued on page 7*



# Transform ImPossible to Possible

I love the story of Hamdi Ulukaya, founder of Chobani. Hamdi moved to the USA from Eastern Turkey where his family ran a small dairy farm. In 2005, Hamdi purchased an outdated, 70-year-old Kraft yogurt factory in upstate New York with a small business loan. Hamdi decided to pioneer Greek Style yogurt



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to USA consumers in a category dominated by giants like Danone and Yoplait. This began his journey of making high quality food more accessible. Today, Chobani is the USA's number one yogurt brand, with sales exceeding \$2 billion dollars across multiple categories including coffee creamers and oat milk.

What are the lessons learned when you study inspirational leaders that challenge industry convention?

## 1. Win Fewer Battles

Focus your limited resources on exceptional results in a handful of priority countries. Too many export managers appear geared to accelerate their country count versus winning in high potential countries like Saudi Arabia, Mexico, Poland, South Korea or the USA for overseas suppliers.

## 2. From High Class to Mass

Visibility at high profile retailers like Whole Foods, Waitrose, Esselunga, and Spinney's signal to the balance of the market that your brand is something special. Build credibility by investing in sampling and activation at "influencer" retailers and resist the temptation to expand too quickly to other retailers without marketing support.

## 3. Make Money for the Retailer

Retail buyers have sales and profit targets to reach, just like you. Companies that invest and align with retailer marketing programs will gain supporters from the procurement team. This results in favorable shelf space and incremental merchandising. Vendor of the Year is usually "Spender of the Year"!

## 4. Boots on the Ground

Retail is detail and the managers that dedicate time to a pursuit of in-store excellence will be rewarded. Escape hot conference rooms filled with powerpoint presentations and head to the field for store checks. Sponsor a Perfect Store shelf contest. Supermarkets: Where "Export dreams translate to retail reality."

## 5. Find the Right People

Export Solutions distributor database tracks 90 distributors per country, with all calling on the same key account customers. Partner with distributors where the owner shares a high level of enthusiasm, engagement, and commitment to your mutual goals. Request a Brand Champion from each distributors senior management team to insure continued focus on your company priorities.

Answer the questions "What if" and "Why not" to transform impossible export dreams to possible results.

Good luck!

**Greg Seminara**  
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## 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

## 20 Classic Export Quotes

A few are original, but I must thank my international friends and mentors for the majority.  
What are your favorite export quotes?

Measure market share <b>NOT</b> markets sold.
Distributors Respect What the Brand Owner Inspects.
If it is not scored, it is ignored.
Separate Board Room (or Powerpoint) promises from Retail Reality.
How do you measure a good store from a bad store? Is the store a 10?
If you can't beat them, buy them.
Select your distributors, do not let your distributors select you.
Trade Show Advance Preparation will "Make hope and pray (for visitors) go away."
Spend time selling to distributors vs searching for distributors.
What is the Size of the Prize?
What's Measured is Treasured.
Retail is Detail!
Are you a Hunter or a Gardener?
Crawl, Walk, Run, Fly.
Think Big, Start Small, Scale Fast. (Jim Carroll)
Sales are Vanity, Profit is Sanity, Cash Flow is reality.
What is the plan? Put it in Writing!
Vendor of the Year is usually Spender of the Year.
Impossible contains the word possible.
Why Not? (Thanks Hugo.)



## Distributor Database – Helper for 3,000 Export Managers

For sixteen years, export managers have depended on Export Solutions distributor database as an essential tool for quickly locating qualified distributors in 96 countries. Greg Seminara, founder and creator, answers 10 common questions regarding database functionality and coverage.

### Why did you create the database?

As a distributor search consultant, I was constantly looking for distributors the “old way”: Colleague referrals, embassies, trade shows, and google searches. During a 2007 Italy project, it took me six weeks to identify five qualified distributors. I decided to pioneer a database. Today, export managers can obtain information on 115 Italian multi-category distributors in ten seconds through my database.

### Describe the database coverage.

The database covers 96 countries and more than 9,800 distributors and importers. This includes 34 European nations and most countries across Asia, Middle East, and the Americas. Subscribers use filters to search the database by category, country of origin, or brand name for 500 top brands. Information sourced from more than 300 company global distributor lists and in-market store checks.

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

- Created by industry export professionals, not directory aggregators or other online companies with no relevant food industry experience.
- Our database is searchable by country, category specialization, brand name, or combination of all three filters.
- Each distributor is personally validated by Greg Seminara. Distributors can not self register or pay to be in our database.
- Our specialization is distributor search, with 400+ projects completed across five continents. Contact Export Solutions for a free copy of our 84-page Distributor Search Guide.



### What information is provided?

Distributor name, web site, categories handled, key brands, telephone, contact person, and email address.

### How often is the database updated?

The database is updated virtually every day! We started with 1,400 distributors in 2007 and today, we track more than 9,800. Distributor company names and web site links are accurate. Distributor’s category specialization rarely changes. No database is perfect! Distributors’ brands handled and contact details do change. We strive to make revisions, but some contact details may require a refresh. However, subscribers always maintain direct web links to the distributor for the most up-to-date information.

### What product categories are covered?

Distributors include specialists for branded food products, confectionery & snacks, beverage, natural foods, gourmet products, ethnic food, health and beauty care products, and household products. We offer outstanding coverage of distributors focused on Italian, Spanish, German, UK, USA, Asian, and Latin American brands. Distributors handle any product that is normally sold through Supermarkets, Foodservice, or Pharmacy trade channels.

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

Successful managers use the database to screen distributors to develop a

list of Prime Prospect candidates per country. The database is an excellent tool to invite qualified candidates to a meeting at an international trade show like Sial, Gulfood, or ISM.

### 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.

### 2,950 Retailers–96 Countries

Our Retailer database covers more than 2,950 retailers in 96 countries. This includes an average of 26 retailers per country. For most retailers we include a direct link to their web shop for price surveys. This serves as an excellent tool for online price checks and competitive assessment. We do not provide buyer contact information.

### What is the price for a subscription?

\$1,275 for an individual subscription to the distributor and retailer database for one year for all 96 countries. Distributor database only \$975. Access now at [www.exportsolutions.com](http://www.exportsolutions.com). Invoice provided immediately after purchase. Free sample for Singapore where our coverage extends to 167 distributors.

# Can We Help You?

## Distributor Search Clients



Your Company Here



## 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	<b>North America</b>	Mexico
Singapore	<b>Africa</b>	Canada	Panama
South Korea	South Africa	United States	Peru



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Distributor Identification Experts

### Call the Export Accelerator!

Contact Greg Seminara at [greg@exportsolutions.com](mailto:greg@exportsolutions.com)  
to discuss your business development project.

[www.exportsolutions.com](http://www.exportsolutions.com)

## Export Solutions Distributor Assessment Grid

Criteria (weighting)	Rating	Evaluation Factors
<b>Corporate Credentials</b> <b>30%</b>		Size, sales force, logistics, # employees. Reputation (reference check existing brands). National, multi-channel coverage. Financial stability.
<b>Category Expertise</b> <b>20%</b>		Sells brands in my category. Shelf space for existing brands. Buyer contacts at target retailers. Category analysis and insights.
<b>Brand Building</b> <b>15%</b>		Ideas to build or launch my brand? Marketing plan, cost, timing. Success stories.
<b>Cost to Serve</b> <b>15%</b>		Fair, transparent value chain relative to size of business, brand investment, and work required.
<b>Enthusiasm for My Brand</b> <b>20%</b>		Advance preparation, CEO involvement. Follow-up on commitments. Alignment with your vision.
<b>X Factors: People, Admin., Professionalism, etc.</b> <b>+/-</b>		CPG/FMCG background for leaders. Efficiency of scheduling meeting. Office environment. Do you enjoy the people?



### Rating System

Rating	Score
Excellent	5
Very Good	4
Average	3
Fair	2
Poor	1



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## Re-Globalization: From BRICs to Backyard

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shipments against the annual budget not country count. Selling a few pallets to Portugal or containers to the USA is not a meaningful measure of market development. Driving your existing business to the “next level” is a worthwhile ambition, embraced by many distributors as it signifies some consumer acceptance and immediate cash flow. This market renewal plan demands a new model, with expanded marketing, trade promotion, boots on the ground, and engagement, not just a new partner. Measure market share not markets sold!

### Distributor Specialization

Export Solutions distributor database tracks an average of 90 distributors per country. All call on the same customers, but many appear as generalists, capable of representing any brand in any aisle. Category specialists offer extra appeal, with their deep knowledge and buyer connections. This is a critical factor for ultra competitive categories like snacks, beverages, or Italian foods or brands with specific handling requirements like health and personal care, dairy or frozen food. E-commerce specialty distributors exist today as well as pioneers excited to partner with low-budget, innovative, better-for-you, challenger brands.

### M & A or Co-Pack?

Glocalization remains a natural evolution from tactical export to international, category champion. An offshore factory allows you to tailor your product range to local taste profiles and size/format preferences. An acquisition in your category may serve as a trojan horse, supplying scale and expertise to leverage and support the launch of your global brand. “If you can’t beat them, buy them.”

### Overseas Fractional Managers

Clustering your export team at headquarters needs to be supplemented by in country “Face Time” in core markets. Hiring a dedicated country manager can be costly, \$150–\$200,000 for an experienced export manager including travel and benefits. Consider an off payroll, contractor for a target country. This local manager may handle distributor management and customer development on a part-time basis. Frequently, these managers represent two or three companies for a fixed monthly fee, ranging from \$3,000–\$10,000 per month depending on the local salary structure and time demands.

### “The Right Way”: Brand Building

Successful brands claim a long history of brand building success in their home country. Highlights include creative promotions, sampling, and media activation. A winning strategy is to

fund this classic marketing playbook overseas. Pick one high potential country where your brand maintains acceptable presence, but could benefit from a promotional lift. Test a Right Way strategy to drive your sales and market share to a new level.

### Digital Toolkit & Reporting

Most companies need to redesign their international reporting framework and resource library. AI programs may offer far better forecasting than humans. Tik Tok, You Tube and other forms of local influencer marketing are effective and efficient 2025 strategies for consumer marketing. Does your company offer a library of global video content along with guidelines and standards for marketing your brand? Retailer sponsored e-commerce web sites allow us a quick and easy method to validate authorized distribution, retail pricing, and promotional activity, along with a competitive presence from our desktop.

### Global Retailer Alignment

Walmart, Amazon, Costco, Carrefour, and Aldi generate more than \$1.5 trillion dollars in annual sales. These giants operate international operating platforms, even with local procurement. The practical step is to form global customer teams, linking offshore sales executives with corporate team leaders. It’s a safe bet that these customers will only add sales and clout. What is your global customer strategy?

## 5 Critical Questions to Thrive in 2025

1. Are we willing to pursue international acquisitions?
2. Would your company consider overseas contract packing (versus export)?
3. Can we test a high spend investment plan (“The Right Way”) in a strategic country?
4. Would you invest in offshore head count (contractor?) to improve distributor focus?
5. Europeans: can we develop the USA market implementing the USA playbook? USA factory, broker network, competitive pricing, USA team, channel strategy, 30-50% trade promotions?

## *“The Right Way” – New Country Launch*

Retail buyers and distributors are receptive to brand launches from multinationals. Why? Multinationals succeed, as they introduce new products “The Right Way.” Export Solutions recaps 30 components of launching “The Right Way.” Exporters create magic with limited budgets! Winners check as many boxes as possible on “The Right Way” scorecard.

<b>Product</b>	<b>Retailer</b>
<input type="checkbox"/> Meaningful innovation – not “me too”	<input type="checkbox"/> Boost category sales, margin, and profit
<input type="checkbox"/> Consumer market research insights	<input type="checkbox"/> Syndicated data (Nielsen) – category facts
<input type="checkbox"/> Technical confirmation of product differentiation	<input type="checkbox"/> Invest in retailer “push” programs
<input type="checkbox"/> Reasonable retail price – premium (not sky high)	<input type="checkbox"/> 4-6 high value promotional events per year
<input type="checkbox"/> Test market results – similar country or retailer	<input type="checkbox"/> Retailer VP, distributor CEO at intro call
<b>Marketing</b>	<b>Excitement</b>
<input type="checkbox"/> 360 marketing plan: TV, in-store, social, PR	<input type="checkbox"/> Launch party – memorable location
<input type="checkbox"/> Sampling	<input type="checkbox"/> PR, social media, trade press
<input type="checkbox"/> Social media	<input type="checkbox"/> Celebrity endorsement
<input type="checkbox"/> Displays: end of aisle and shelf blocks	<input type="checkbox"/> Distributor sales contest
<input type="checkbox"/> Special offers – retailer fliers	<input type="checkbox"/> Donation to local charity
<b>Team</b>	<b>Scorecard</b>
<input type="checkbox"/> Distributor – best in class, category expert	<input type="checkbox"/> Year 1: invest; year 2: break even; year 3: profit
<input type="checkbox"/> Local manager – launch oversight	<input type="checkbox"/> Sales volume (retail sell-out)
<input type="checkbox"/> Marketing, social media, PR agencies	<input type="checkbox"/> Market share
<input type="checkbox"/> Brand/technical resource from headquarters	<input type="checkbox"/> Retail availability (weighted distribution)
<input type="checkbox"/> Total distributor engagement: reps. to CEO	<input type="checkbox"/> Year 2 commitment and enthusiasm



# Introducing



## America's Favorite Brands

20 Companies | 200+ Top Brands | \$85 Billion Combined

### Executive Board

**Export Solutions**

Greg Seminara, *CEO*

**Sun-Maid**

Carsten Tietjen, *President*

**Campbells**

Julio Gomez, *Vice-President*

**Church & Dwight**

Arun Hiranandani, *Vice-President Elect*

**Kao USA**

Julie Toole

**Mizkan**

Noel David

### Advisory Board

**Bazooka Candy**

Santiago Ricaurte

**Blue Diamond**

Edgar Fernandes

**Bush Beans**

Dave Bauman

**Chobani**

Claudia Baizabal

**Duracell**

William Vera

**Ferarra Candy**

Josh Lipman

**General Mills**

Dennis Baez

**Heartland**

Andy Renner

**Idahoan**

Ryan Ellis

**Johnsonville Sausage**

Cory Bouck

**KDRP –Motts**

Billy Menendez

**Reynolds**

Brent Falvo

**Tabasco**

Megan Lopez

**Welch's**

Marc Rosen

**Connect | Learn | Share | Grow**

View our activities for export managers – [www.usafoodexport.com](http://www.usafoodexport.com)

## *Export Solutions' New Distributor Checklist*

- \_\_\_ Contract/Agreement
- \_\_\_ Price Calculation Model
- \_\_\_ Business Plan: objectives, marketing, spending, key dates
- \_\_\_ Category Review: Pricing, Shelf, Assortment, Merchandising
- \_\_\_ Label Compliance
- \_\_\_ Shelf Life
- \_\_\_ Order Lead Time
- \_\_\_ Minimum Order
- \_\_\_ Pick up Point
- \_\_\_ Payment Terms
- \_\_\_ Payment Currency
- \_\_\_ Damage Policy
- \_\_\_ Product Registration
- \_\_\_ Forecast: Year 1
- \_\_\_ Pipeline Order & Inventory
- \_\_\_ Brand Facts
- \_\_\_ Product Samples
- \_\_\_ Appointment Letter
- \_\_\_ Brand Specifications in System: Distributor & Customers
- \_\_\_ Training: Key Account Managers, Retail, Administrative Staff, Warehouse
- \_\_\_ In Store Standards: Pricing, Shelf Management, Merchandising
- \_\_\_ FAQ's/Handling Common Objections
- \_\_\_ Key Account Presentation
- \_\_\_ Customer Appointment Dates
- \_\_\_ Category/Business Review: Tailored to Each Key Account
- \_\_\_ Retail Sales Contest
- \_\_\_ Checkpoint Calls
- \_\_\_ Market Audit Date
- \_\_\_ Reporting: Track Distribution, Pricing, Shelf Positioning, Merchandising, etc.



### **Talk to an Expert**

- Find Distributors in 96 Countries
- International Strategy Road Map
- Fix Problem Markets
- USA Market Expert
- Export Workshops
- Motivational Meeting Speaker



Contact Greg Seminara at (001)-404-255-8387 to discuss your business development project.

[www.exportsolutions.com](http://www.exportsolutions.com)

## *Why do Export Managers Partner with Export Solutions for Distributor Search Help?*

- ✓ **Industries Leading Distributor Rolodex**
  - Excellent relationships across 96 countries
  - Database tracks 90 distributors per country
  - 400+ distributor search projects completed.
- ✓ **10 Step Distributor Search Process**
  - Logical, thorough due diligence process
  - Professional approach yields positive results
  - Publisher: *Distributor Search Guide*
- ✓ **Independent Expert Assessment**
  - Expert partner to export managers
  - Focused on all aspects of distributor search
  - Working for you!
- ✓ **Results**
  - 90%+ success rate
  - Align with “Best in Class” distributors
  - Typical project takes 4 months from project brief to distributor selection
- ✓ **Make Your Life Easier!**
  - Identifies 5-8 qualified candidates per country
  - Organize meetings with top candidates
  - Sounding board during assessment process
  - Export Solutions participation sends positive message to distributors.



### **Export Solutions Can Help!**

- Distributor Search helper in 96 countries

**Contact Greg Seminara at**  
**[gseminara@exportsolutions.com](mailto:gseminara@exportsolutions.com)**  
**or (001)-404-255-8387**  
**[www.exportsolutions.com](http://www.exportsolutions.com)**





# Where Do You Want to Grow?

## Asia/Africa/Middle East

	Australia – 287 Distributors
	China – 161 Distributors
	Hong Kong – 182 Distributors
	India – 108 Distributors
	Indonesia – 80 Distributors
	Japan – 177 Distributors
	South Korea – 147 Distributors
	Malaysia – 129 Distributors
	Philippines – 121 Distributors
	Singapore – 167 Distributors
	Thailand – 104 Distributors
	Vietnam – 52 Distributors
	Israel – 82 Distributors
	Saudi Arabia – 114 Distributors
	U.A.E. – 201 Distributors
	South Africa – 115 Distributors

Plus 14 more countries

## Europe

	Austria – 73 Distributors
	Belgium – 92 Distributors
	Croatia – 79 Distributors
	France – 137 Distributors
	Germany – 203 Distributors
	Greece – 93 Distributors
	Hungary – 72 Distributors
	Italy – 115 Distributors
	Netherlands – 162 Distributors
	Poland – 109 Distributors
	Romania – 92 Distributors
	Spain – 173 Distributors
	Sweden – 111 Distributors
	Switzerland – 104 Distributors
	Turkey – 96 Distributors
	U.K. – 283 Distributors

Plus 19 more countries

## Americas

	Argentina – 60 Distributors
	Bolivia – 55 Distributors
	Brazil – 162 Distributors
	Canada – 236 Distributors
	Chile – 101 Distributors
	Colombia – 90 Distributors
	Costa Rica – 78 Distributors
	Ecuador – 79 Distributors
	Guatemala – 66 Distributors
	Mexico – 209 Distributors
	Panama – 67 Distributors
	Paraguay – 60 Distributors
	Peru – 90 Distributors
	Uruguay – 59 Distributors
	USA – 662 Distributors
	USA – 577 Brokers

Plus 15 more countries

*Use Export Solutions  
Distributor Database to fill in  
the Gaps in your Coverage Map*

