



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 9,900? Export Solutions distributor database has helped 3,000 brand owners in 16 years accelerate the process of finding qualified distributors. Our database covers an average of 90 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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How to ~~Thrive~~ Survive 2025



Global outlook is cautious for 2025, balancing post-covid recovery bumps in Asia and the Americas with dark tariff clouds threatening to rain on our value chains. Managers are challenged to spend less but sell more. Fortunately, families will continue to eat three meals per day and clean their homes no matter who is president or prime minister. Most companies enjoyed a positive 2024, successfully navigating the turbulent path to international development.

Export Solutions three key themes for 2025: country segmentation, customer/channel specific plans, and organizational redesign. These areas are ripe for disruption, as many companies maintain traditional regional business models with too much equitable

treatment across countries and customers. Winners will focus limited resources on high potential “Big Bet” countries, channels, and customers capable of delivering exceptional growth.

Strategic or Opportunistic?

Our country segmentation model designates countries into three clusters: Strategic, Priority, and Opportunistic. Strategic countries represent the five markets that account a high percentage of your business usually featuring large populations and labeled “must win.” It may also include a high potential new “Big Bet” focus country. Typically, strategic countries are places like Mexico for USA companies or the United States for Europeans. Managers must deal with

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Fast Start 2025

New year, tougher challenges as we anticipate a volatile 2025. Business is stable, but there are few dependable growth engines to offset the inevitable crisis or collapse somewhere. Currency FX appears as a major concern due to a strengthening US dollar. Consider Export Solutions ideas for a Fast Start 2025.



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. Front-Load the First Half

Is it possible to shift marketing and promotion programs to the first part of the year? Consider increasing first quarter shipments to delay impact of possible tariff wars and currency fluctuation.

2. Web Meeting with Every Distributor CEO

Check in for his view on his country and the overall market. Understand his likely conservative view on total shipment performance. Reinforce the two key initiatives that must succeed for you to achieve your mutual budget. Confirm plans to visit or invite him to your headquarters.

3. Review Value Chains

Is the price right? Historic pricing models are no longer valid. Price increases, FX fluctuation, and retailer margin grabs may result in your brand at a super-premium price relative to local competition. Validate pricing through retailer web shops and distributor supplied reports. Brand pricing effects your consumer image every day.

4. New Distributor Transition or Country Launch Routinely Require 6 Months to One Year.

Most plans to change distributors or enter a new country feature overly ambitious timelines. My experience is that from "first meeting to first order" is that six months is quick execution and that it can take up to one year before a brand appears on the shelf due to regulatory, pipeline, and buyer category review cycles. Start now to impact second half 2025 shipments.

5. Create and Innovate

Retailers, Distributors, and consumers all want to know "what's new" from all corners of the globe. Share and launch your new product from home, maybe on an exclusive basis with a high-end retailer. Too many annual plans are "copy paste" from previous years. Sponsor a contest inspiring your distributor network to "find new ways to sell old brands."

6. Schedule a Fourth Quarter Distributor Conference

Attendee's will want to arrive with healthy shipment results and solid plans for a strong close. Another option is to form a key distributor advisory council for your top 5-10 distributors and conduct the meeting at your headquarters including your senior leadership team.

2025 appears challenging, as we race from the starting line. Most export managers are "super heroes," with a long history of delivering reliable results.

Ready, set, grow!

Greg Seminara
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Distributor

New Principal Attractiveness Scorecard

Leading distributors are overwhelmed by enquiries from companies looking for a new partner. Export Solutions New Principal Attractiveness Scorecard shares 10 critical factors for distributors to consider.

Criteria	Comments	Score	Weight
Multinational or Regional Challenger	Leaders Bring Prestige, Investment, and Innovation.		
Category Adjacency	Core Category for Distributor: Same Buyers		
Brand Innovation	Unique Selling Point vs. "Me Too" Product		
Investment Model	Full Marketing Support vs. Dead Net Pricing?		
Current Business	Existing Listings/Sales or Pioneer from Zero Sales Base?		
Category Dynamics	Growth Category or Mature?		
Complexity	Shelf Life, # SKUs, Seasonality		
Price Premium	Competitive to Luxury Priced?		
Projected Revenue	Size of Prize for Distributor (Fact Based)		
Projected Gross Profit	Sales x Profit Margin = Gross Profit		

Discover the Americas – Ten Tips

There are 1 billion people living in the Americas, traversing a distance of 9,000 miles from Vancouver, Canada, to Ushuaia at the tip of Argentina. The USA is a top export destination for all international brands, boosted by 500+ chains, broad assortments, and consumers with purchasing power. There is big business in the Americas beyond the USA and Canada. Mexico was a top global performer in 2024 for most USA export brands. Puerto Rico is a core market, with most mainland companies achieving higher volumes there than larger countries like the UK, Germany, UAE, or Japan. South America has struggled, with disappointing trends. However, 2025 looks like a positive entry window in advance of a recovery.

Searching for ideas to improve your business in the Americas? Read Export Solutions business development tips.

1. MexiGrow – 135 Million Reasons

Mexico appears as a top performer, driven by a middle class exceeding 40 million consumers. Mexico benefits from a surge in “nearshoring” projects as USA manufacturers shift production from Asia. Manufacturers will discover familiar retailers such as Walmart, Sams Club, HEB, and Costco. Some in Mexico remain cautious due to renegotiation of the USMCA trade agreement with the USA and Canada.

2. Island Strategy

The Caribbean consists of 26 countries encompassing 7,000 Islands. These nations mean “big business” for many brand owners as they are primarily dependent on nearby countries for their food supply. USA companies sell everywhere and European brands do well in countries where there are historical relationships: i.e., UK sales to Jamaica and Bermuda, Spain sales to the Dominican Republic, and French sales to Martinique. A common strategy is to select a distributor in the bigger countries and use a consolidator like Walton & Post or Massy to service the smaller islands.

3. Discover PriceSmart

PriceSmart enjoys impressive growth with their 54 membership clubs scattered through 12 countries including Colombia, Panama, Guatemala, and the Dominican Republic. Most buying activities are conducted through offices in San Diego or Miami. Local distributors also sell to PriceSmart outlets in their own countries.

4. Oh Canada

Canada’s GDP ranks tenth in the world. Population exceeds 41 million, boosted by a welcoming immigration policy. Canada features five major retailers, but many stores can be classified as independents. Export Solutions Retailer database tracks 135 unique banners. An upside for many companies is to pursue national presence through partner coverage through Vancouver, Calgary, Montreal, Ottawa, as well as Toronto. Many companies maintain a good presence in Toronto but never visit or drive results in the other 70% of the country.

5. Breaking Down Brasil

Brazil population surpassed 215 million people located in 26 states spread throughout a geography larger than the continental USA. Success strategies for Brasil may require you



to start with individual states like Sao Paulo or sell direct to leading regional customers. Consider a local producer for a manufacturing joint venture. Brasil is too big to ignore.

6. Walmart & Cencosud (Jumbo)

These leading retailers offer direct import programs. These are worth considering for companies without authorized distributors and ability to travel to visit markets in Latin America. Watchout appears that if you sell direct to Walmart & Cencosud, that may prevent you from offering other market customers an equitable value chain due to local distributor service requirements.

7. Puerto Rico & Panama

These represent attractive territories for most USA and European brands. Both countries feature large, modern supermarkets and best in class local distributors. Many USA companies source 1-2% of their USA business from Puerto Rico.

8. Big Bet – USA

USA remains the largest opportunity for overseas brands. Our database tracks more than 500 USA retailers, most open to innovative new products supported by marketing and trade promotion. Consider local production, a market specific broker network, and at least one manager based in the USA. Be prepared to participate in “Hi-Low” promotions and navigating wholesale distributors like Kehe and UNFI.

9. Mercosur Stabilizing

Chile has returned to growth mode and its historic appreciation for international brands. Most economists predict that Argentina has “bottomed” with inflation reduced significantly. Argentina is attractive due to 46 million people with strong appreciation for international food brands. Better to start now building Argentina while the entry costs are minimal relative to the size of the opportunity

10. 1,766 Distributors – Latin America

Export Solutions distributor database tracks 1,766 distributors across 29 Latin American countries and islands. This is virtually complete coverage of all the legitimate brand builders in the area. For the USA, we provide information on more than 682 regional importers and distributors as well as 578 food brokers. Contact Export Solutions for help Discovering the Americas.

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	North America	Mexico
Singapore	Africa	Canada	Panama
South Korea	South Africa	United States	Peru



Call the Export Accelerator!

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

www.exportsolutions.com

Export Manager Report Card

Assessment Criteria	Considerations	Rating: (10 = Best)
Annual Plan Development, Execution, Delivery	<ul style="list-style-type: none"> • Aligned, reliable, committed 	
Export Experience – Food/Consumer Products	<ul style="list-style-type: none"> • New to 20 years + 	
Ability to Influence Distributors	<ul style="list-style-type: none"> • Focus on your priorities 	
Pioneers New Business	<ul style="list-style-type: none"> • From concept to containers 	
Work Ethic	<ul style="list-style-type: none"> • Office time vs. overseas trips? 	
International Citizenship	<ul style="list-style-type: none"> • Language skills, cultural alignment 	
Category Knowledge	<ul style="list-style-type: none"> • Viewed as expert: buyers, distributors 	
Business Leadership	<ul style="list-style-type: none"> • Partners with internal functions 	
Distributor Relationships	<ul style="list-style-type: none"> • From sales reps. to owner 	
Thought Leadership	<ul style="list-style-type: none"> • Creates and shares best practices 	
Export Strategy	<ul style="list-style-type: none"> • Logical vision and road map 	
Profitable, Sustainable, Exports	<ul style="list-style-type: none"> • Sells profitable cases 	
Retail Store Conditions	<ul style="list-style-type: none"> • Brand presence vs. market share? 	
Brand Building – Promotions	<ul style="list-style-type: none"> • Creativity, effectiveness, efficiency 	
Problem Solving – Response Time	<ul style="list-style-type: none"> • Same day to one week? 	
Customer Relations	<ul style="list-style-type: none"> • Senior access at top retailers 	
Analytical Skills: Shipments, Nielsen	<ul style="list-style-type: none"> • Trends, opportunities, plan 	
Digital Savvy	<ul style="list-style-type: none"> • E-commerce, social media 	
Supply Chain Management & Forecasting	<ul style="list-style-type: none"> • Accuracy and efficiency 	
Results vs Budget, Market, Category (CY, PY, 3 Years)	<ul style="list-style-type: none"> • Flat to 10% + 	

How to **Thrive** Survive 2025

continued from page 1

the complexities of demanding requirements for strategic countries. Priority countries are mid-size countries where you maintain a good distributor partnership combined with periodic promotions and support. Opportunistic countries are profit generators, where you sell and ship to a screened, qualified partner (or customer), but offer limited engagement beyond order fulfillment. For many companies, half of their export countries may be opportunistic which is fine, as long as the opportunistic countries do not drain resources and investment from strategic countries.

Channel your Energy

Dig deeper. Many country level business plans feature national assortment and promotional programs designed to appeal to mass supermarket chains. Each country features high growth retailers or upscale chains with consumers with a preference and purchasing power for premium brands. There is a long list of inspirational supermarkets that fit this exclusive club: Waitrose, Esselunga, Jumbo (Americas), Danube, Spinneys, Harris Teeter, and Dairy Farm units like Cold Storage. Defined Channel specific plans are also appropriate to participate in growth through emerging channels. The Club channel will register \$350 billion in sales across the Americas and Asia. E-Commerce continues to grow and is the primary source for international brands in many Asian countries. Brand leaders require unique coverage teams to service small shop “high frequency” stores. In South Korea, distinct approaches are required to optimize your sales at retailers like E-Mart, Costco, Coupang and 7-Eleven that compete through dramatically different formats.

Design your Future

International represents the growth engine for most companies, attracted by the ultimate goal of selling to more of the world’s 8.2 billion consumers. The business has changed with omni-channel retailers, digital marketing, and Teams calls. However, most companies remain glued to historical geographic regional manager type models. This functions, but with paperwork overload, many export managers spend too much time “babysitting” versus “baby making”

2025 Winning Strategies	
Geographic	<ul style="list-style-type: none"> • Segment Countries: Strategic, Priority, Opportunistic • Big Bet: Choose Focus Country • Accelerate USA Development for Overseas Brands
Sales Execution	<ul style="list-style-type: none"> • Channel Specific Sales Plans • Over Deliver at Upscale Supermarket Chains • In-Store Visibility: Is This Store a 10? • Listing Maps – Every Country
Team	<ul style="list-style-type: none"> • Upgrade Underperforming Distributors • People Power: Shift Resources to New Business Development • Appoint “fractional” Country Managers

... New business! Too many executives replace top-tier frequent flier status with a full Teams meeting calendar.

I love the example of a USA company that hired a global new business development leader dedicated to launching in challenging nations like Indonesia and Brasil. Several companies have international Club channel captains, experts at navigating Costco (and PriceSmart) everywhere. A new role of digital marketing manager focuses on development and sharing of online content. Headquarter based supply chain positions usually provide better customer service than overwhelmed region managers.

Showing up remains a key differentiator in gaining distributors attention and resources. I am frequently fielding complaint calls about massive, best in class type distributors. My first question to the brand owner is “How frequently are you visiting”? One multinational Director told me his team was not allowed to visit countries outside his top tier without VP approval. A successful European distributor told me “We invest in companies that invest in us,” especially visiting to work collaboratively on market challenges.

Fractional, non-payroll, local country managers are an innovative solution to secure incremental distributor focus without airfare. These managers wake up in the market, provide day to day visibility, and real time status on market trends, new item performance,

and promotion effectiveness. Fractional managers may represent two or three non-compete companies and are cost effective, particularly in the Americas and Southeast Asia.

Upgrade your Distributor Team

Sports fans recognize that their favorite team experiences cycles of success and under performance. Each team features superstars, core players, as well as disappointments and “under achievers.” The same concepts hold true when considering an unemotional analysis of your distributor network. Your distributor network contains heroes, hitting your objectives year after year. But there are also countries where you have underperformed for years and remain with a distributor who is no longer a good fit with your long-term objectives. For companies marketing their brands to 20, 30 countries or more, it is a normal business practice to change distributors to partner with a player that is more aligned with your 2025 aspirations. Export Solutions distributor database tracks an average of 90 distributors per country.

Distributors are usually attracted to new business opportunity of building brands with existing sales from a smaller distributor as that translates to immediate income against their fixed costs.

The ability to thrive versus survive in 2025 depends on your ability to shake things up through a fresh look at country segmentation, customer/channel prioritization, and organizational design.

Select Your Distributors, Do Not Let Your Distributors Select You!

How many emails do you receive a week from “distributors” wishing to represent your brand? How much of your trade show time is wasted on impromptu meetings with enthusiastic “traders” who make bold promises, but never order? Why are we surprised when you search these companies on the internet to discover there is no information or a web site “under construction?” Many companies’ distributor networks contain these small, anonymous distributors who aggressively pursued a famous brand, but rarely deliver. Give them an “A” for effort, but distributor search must include proper due diligence of all potential candidates, not just the small one chasing you.

Do you believe that the best distributors are waiting in line at trade shows or speed dialing export managers? The most powerful distributors are busy building brands for their existing partners. However, all distributors are open to representation of new companies. In fact, many of the more strategic distributors assign a brand manager to new business development. This senior person is dedicated to evaluating new company representation inquiries like yours.

Hiring the right local partner is the third most important step in optimizing your sales. This follows creating a differentiated product and willingness to invest in marketing support. Listed below are some practical tips on selecting the right company to optimize your business in a new country.

Identify a Pool of Preliminary Candidates

Create a large group of potential candidates. This could include distributors or local producers of related products. Include qualified candidates that have emailed or visited at a trade fair. Highlight companies that are specialists in the market sector that you are aiming at. Export Solutions streamlines this process with our industry leading distributor database containing an average of 90 distributors (large and small) per country.

Establish Partner Selection Criteria

What are the key attributes of your most successful distributors? Category specialization? Multi channel coverage? Synergy with related brands? Choosing a large “Best in Class” partner versus a “Small, Hungry” company willing to pioneer a new brand is an important preference.

Determine Candidates Preliminary Interest Level

Send a brief summary of your product proposition and company credentials to the 5-8 most promising candidates. An immediate follow-up phone call to your top candidates is an appropriate personal connection. Distributors expressing an interest should complete a brief company overview recapping their corporate capabilities: Sales, Coverage, Key Principals, etc.

Schedule a Meeting in the Candidate’s Office

Interview at least three candidates depending on the size and scope of a project. Schedule the meeting 4-6 weeks in advance. Provide a specific agenda at least 3 weeks in advance, including pre-work such as category market analysis. Meet the distributor’s team that would work on your business, as well as senior management. A distributor’s office provides clues on company culture, scale, and capabilities.



Prepare Distributor Assessment Grid

Create a list of key questions to ask each candidate. Topics could include local category dynamics, cost of entry, and distributor success stories. Create a standard grid to evaluate and compare all candidates on a common platform. Contact us for our free Distributor Search Guide with assessment grids, agendas, sample questions and templates for every aspect of the distributor search process.

Independent Evaluation of Candidates Performance for Existing Brands

Visit supermarkets and other retailers to observe category conditions. At the same time, evaluate each candidate’s performance for his existing clients. Do his current brands maintain a strong presence in the market? Or are his brands hard to find on the shelf? Complete these visits to leading retailers independently, as an accompanied trip may lead you to check stores which may not be representative of marketplace reality.

What is the Distributor’s Plan?

If selected, what is the distributors Year One plan? Customer targets, price calculation, marketing plan, volume expectations? Timeline and benchmarks? Key issues? Resources required? Does their plan align with your vision and the size of the market opportunity?

Reference Checks Represent an Important Next Step

Request references of 5 of the distributors top 10 clients. Call at least three references and request insights into performance and capabilities. Acknowledge that these are likely to be positive references, but they always provide significant value. Run a Dun & Bradstreet or other type of credit report on leading candidates. See Distributor Assessment template on page 31.

Future

Companies conduct rigorous assessments before hiring new employees. A higher level of intensity must be displayed during the distributor search process. When you choose a distributor, you are selecting a whole team to represent your company in a country, not just one individual.

Export Solutions’ Motto: **Select your distributors, do not let your distributors select you.**

Distributor Search Best Practices

Activity	Bad Practice	Best Practice
Distributor Profile	No portfolio synergies.	Representing similar size, premium brands from your aisle/country.
Candidate Model	Agent or third party not based in destination country.	Distributor of international, third party brands.
Web Site	None! Watch out.	Modern/informative site. Lists current companies handled.
Candidate Selection	Evaluate one candidate only.	Consider 3-5 candidates, depending on complexity.
First Contact	Random solicitation by unknown company.	Trade show or formal phone meeting with respected distributor.
Market Visit	Start partnership without market visit.	Local assessment: office meeting, warehouse inspection.
Store Check	No store check to validate distributor capabilities.	Full day store check to measure results for existing brands.
Reference Check	No financial or commercial checks.	Check current principals plus financial institutions (D & B).
Year I Plan	No plan. "Buy and ReSell."	Logical plan with targets, activities, timelines, costs.
Price Calculation	Sell at dead net price. Arbitrary mark-up.	Transparent price calculation from factory to store shelf.



Strategic Services

New Market Prioritization & Launch Plan

Our extensive market segmentation work helps clients quickly identify the best markets based upon their brand profile and investment approach. Normally, we can quickly help brands segment markets into three groups: Strategic, Priority, and Opportunistic.

Contact Us for Export Solutions

Is the Store a 10?

"The shelf doesn't lie!" Why are you surprised when a distributor misses their sales numbers and you perform a few random retail checks and the stores look awful? Or your "star" distributor proudly brings you to supermarkets where your brand's presence looks better than the sample display you built in your headquarter office?

A classic question is "how do you determine a good store from a bad store?" Some multinational leaders feature well defined shelf guidelines for positioning and placement and the pursuit of a "perfect store."

A more common practice is for an export manager to share a pretty photo of a sample shelf layout, created by the marketing department. A few general objectives are supplied, but no formal training, sales rationale or KPI measures.

"Is the Store a 10?" is a tailored program from Export Solutions that succeeds in providing simple shelf standards and a methodology so that every member of a distributor organization will be crystal clear on store level performance expectations. Basically, each store is graded with points awarded for assortment, shelf space, shelf positioning, pricing, and off-shelf display.

Listed below are key elements of developing a "Is the Store a Ten?" program for your distributor teams.

1. Develop Clear Standards

Award points based upon a "physical count" of authorized items or shelf facings or answers to a "yes or no" question. Example: Is there a secondary display? Create a simple 10 point scale, where a "1" is poor and a "10" is the best.

2. Align With Key Account and Retail Sales Teams

This initiative is best explained to key influencers in the distributor organization in-store. Meet with them at a supermarket and discuss program execution for their customer or market. The program will fail if you only discuss it with a brand manager or distributor CEO at the office.

3. Conduct Training Session

Share the program with the entire retail team. Provide a rationale and sales facts for our objectives. Provide FAQs on common questions or issues. Role play. Launch a "Is the Store a 10?" shelf drive with prizes. Establish clear KPIs.

4. Measure Improvement: Today a "5"... Tomorrow?

It is likely that early scores may be closer to a 5 than a perfect 10. This is okay in most cases. The goal is to incorporate a cultural shift in evaluating stores and capture improvement

5. Planogram Serves as the Official Record

I love the distributors that flood us with photos of great store layouts. I swear that sometimes the image is the same display taken from several different angles. Validate performance with a copy of the approved planogram or schematic.

A 2025 objective for all is to escape the boredom of hot conference rooms to spend more time witnessing retail reality. Export managers are paid on container sales, but this represents only warehouse inventory. A store shelf is where export dreams are translated to retail revenues. Contact me to discuss implementing "Is the Store a 10?" for your company.

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Export Solutions
Distributor Identification Experts

Does Your Distributor Network Need A Check Up?



Exporters manage distributor networks extending to 20, 50, 70 countries or more!

Every company has a few distributors that under perform.

“Under achievers” prevent us from attaining our personal objectives.

Distributor Network Check Up

- Independent assessment from Export Solutions
- Establish methodology for ranking Best in Class distributors and “Laggards”
- Supply strategies for recognizing top distributors and upgrading the bottom performers
- Benchmark external brands from your category
- Practical and “action oriented” approach

Export Solutions Can Help!

- Distributor Network Assessments
- Motivational Speeches
- International Strategy
- Find Distributors in 96 Countries



Export Solutions
Global Experts, Local Solutions

Contact Greg Seminara at gseminara@exportsolutions.com or (001)-404-255-8387.

www.exportsolutions.com

“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.

Product	Retailer
<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
Marketing	Excitement
<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
Team	Scorecard
<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

Country Listing Map – USA Example*

“Required Template for Every Country”

Retailer	Stores	SKU 1	SKU 2	SKU 3	SKU 4	SKU 5	Comments/Plans
Walmart SC	3,558	x	x	x			SKU 1, 2, 3 stocked at only 2,000 Supercenters
Costco	614					x	Special SKU 5 for Costco
Kroger	2,723	x	x	x	x		Category Review March
Albertsons	2,273	x	x	x			New shelf set
Publix	1,400	x	x	x			BOGO Ad November
Ahold-FL	2,051	x	x	x	x		New SKU 4 listing
HEB - USA	365	x	x	x			Category Review March
Meijer	266	x	x	x	x		Holiday Display Program
Shop Rite	312	x	x	x	x		New SKU 4 listing
Giant Eagle	216	x	x	x			SKU 4 delisted

*Instructions: List top 10 customers for every country. List all your key SKUs (items). “X” indicates item stocked at customer. Blank space represents a distribution void.

Create Your Own Export Library



Distributor Search Guide



Export Handbook



Selling to USA Handbook



Distributor Management Guide



Finance & Logistics



*Idea Guide:
New World – New Business*



*Export Treasure Chest
My Favorite Templates & Forms*



*People Power
Strong Teams Build Great Brands*



All guides available free at www.exportsolutions.com in the *Export Tips* section.

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View our activities for export managers – www.usafoodexport.com

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 9,900 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 9,900. 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. Invoice provided immediately after purchase. Free sample for Singapore where our coverage extends to 167 distributors.

Where Do You Want to Grow?

Asia/Africa/Middle East

	Australia – 287 Distributors
	China – 161 Distributors
	Hong Kong – 176 Distributors
	India – 108 Distributors
	Indonesia – 81 Distributors
	Japan – 179 Distributors
	South Korea – 148 Distributors
	Malaysia – 129 Distributors
	Philippines – 124 Distributors
	Singapore – 167 Distributors
	Thailand – 104 Distributors
	Vietnam – 52 Distributors
	Israel – 82 Distributors
	Saudi Arabia – 114 Distributors
	U.A.E. – 204 Distributors
	South Africa – 115 Distributors

Plus 14 more countries

Europe

	Austria – 73 Distributors
	Belgium – 94 Distributors
	Croatia – 78 Distributors
	France – 137 Distributors
	Germany – 206 Distributors
	Greece – 94 Distributors
	Hungary – 73 Distributors
	Italy – 115 Distributors
	Netherlands – 164 Distributors
	Poland – 110 Distributors
	Romania – 92 Distributors
	Spain – 175 Distributors
	Sweden – 113 Distributors
	Switzerland – 104 Distributors
	Turkey – 99 Distributors
	U.K. – 293 Distributors

Plus 19 more countries

Americas

	Argentina – 60 Distributors
	Bolivia – 57 Distributors
	Brazil – 158 Distributors
	Canada – 249 Distributors
	Chile – 128 Distributors
	Colombia – 99 Distributors
	Costa Rica – 70 Distributors
	Ecuador – 63 Distributors
	Guatemala – 79 Distributors
	Mexico – 211 Distributors
	Panama – 71 Distributors
	Paraguay – 61 Distributors
	Peru – 93 Distributors
	Uruguay – 60 Distributors
	USA – 682 Distributors
	USA – 578 Brokers

Plus 15 more countries

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

