



Founded 2004, based in Atlanta, Georgia USA.

**Greg Seminara**, principal, former Procter and Gamble and Clorox international executive.

**Core Business:** Leading Food/Consumer Goods Route to Market specialists – 96 Countries.

**Manufacturer Clients:** Procter and Gamble, Barilla, Tabasco, Duracell, Lindt, Hormel, Smucker's.

**Recent Government Trade Organization Clients:** USA, Germany, Italy, Ireland, Brasil

**CEO:** USA Food Export Group – leading USA brands focused on international development.

## Sales Intelligence: Transforming business information to “Retail Reality” in 96 countries.

### Distributor/Retailer Databases

**Distributor Database Features:** Coverage: 96 countries and 8,600 distributors of “supermarket” products.  
Search Filters: Country, Category, and Brand Name, average 79 distributors per country.  
Subscription based model. Market leader. Built from viewpoint of export manager.

**Retailer Database Features:** Coverage: 96 countries and 2,500 retailers (supermarket, convenience, etc.)  
Includes retailer weekly promotion flier, e-commerce store, financials, as available.  
Point of Difference: averages 23 retailers per country, not just the five everyone knows.

### Publishing

**Expert Content:** Strategies, insights, and scorecards to accelerate international expansion.

**Export Express Newsletter:** Monthly e-circulation 9,700 (6,000 Europe, 3,000 Americas, 700 Asia).  
Quarterly print circulation: 1,750 (1,000 USA, 750 balance of world).

**Export Guides (15):** *Export Strategy Guide, Distributor Search Guide, Selling to the USA, Scorecard Guide: Export KPI's, Distributor Management Guide, 300 Tips for Export Managers, Export Handbook, People Power, New Distributor Cooperation Model: First Meeting to First Order, Money Matters (Export Finance), Idea Guide, and 4 more.*

### Consulting

International expansion strategy and distributor search expert. 200+ projects across 5 continents and 61 countries.

Consulted for most top industry players: P & G, Nestlé, Pepsico, Kellogg's, General Mills, Hormel, Starbucks, Con Agra, Lindt, Smucker's, Barilla, Tabasco, Blue Diamond, Campbell's, Herdez, and more!

### Training & Speeches

Workshops and speeches for government trade organizations and multinationals. Kellogg's, Johnson and Johnson, Barilla, Lorenz Bahlsen, Duracell, Bolton Group, Kao, German Sweets, APEX Brasil, Food Made in Germany, Italia Del Gusto, ESMA (European Sales and Marketing Association), Bord Bia (Ireland Food).

### Influencer

9,000 industry followers on LinkedIn. Weekly posts generate 250,000 + views yearly.

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## Export Solutions

Gregory Seminara (Founder and Owner)

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