

USA Development – #1 Opportunity



USA Focus - Rationale

- Many international brands available, but sales lag below potential.
- 330 million consumers. World Food is popular: Italian, Japanese, Mexican, German, Thai, Spanish, etc.
- 319 Retail Chains – How many are you selling to?
- Buyers open to innovative new products, backed by marketing.
- USA Opportunity: Bigger than all BRIC countries combined!



Export Solutions

Distributor Identification Experts

How We Help

- **Analyze USA opportunity for your company:**

Category review, pricing models, and "size of the prize"

- **Next level development plan for companies already selling to the USA:**

What's working? What's not?
Action plan: What to do next?

- **Broker/Distributor/Importer Identification:**

National, Regional, or Trade Channel specific solutions. Export Solutions database tracks 534 USA brokers and 526 distributors/importers.

- **Develop strategic plan for USA:**

Priority brands, pricing model, regions, customers, and partners.

- **Are you ready for USA?**

Company credentials presentation in USA format, label compliance, etc.



Contact us for a copy of our *Selling to the USA Handbook*. This free guide is packed with practical insights, market facts, and best practices to advance your business to the next level in the world's largest market.

Hire a USA Expert

- USA strategy recommendation
- Category analysis and plan development
- Identify priority channels, regions, and retailers
- Broker/Distributor identification Specialist
- Have a USA pro with 20+ years experience on your team



Contact Greg Seminara at
gseminara@exportsolutions.com to
discuss your USA development project.

www.exportsolutions.com



USA Case Studies

Export Solutions helps International brands improve their USA sales or gain initial entry to the USA

Client: Leading European Canned Food Brand

Project: Design USA entry strategy and arrange meetings with leading importers.

Client: European Ethnic Food Brand

Project: Arrange meetings with potential importers, distributors, and brokers.

Client: Global Beauty Care Brand

Project: Organize and select USA importer, distributor, and broker network.

Client: UK – Non-Food Brand

Project: Design USA market entry strategy. Hire USA manager. Arrange meetings with leading USA brokers.

Client: Global Confectionery Brand

Project: Design strategy to improve sales to the USA Market. Analyze category and hire USA broker network.

Client: Asian OTC Brand

Project: Identify OTC importers or brokers.

Client: Leading Italian Food Brand

Project: Analyze market to take sales to next level.

Client: Your Brand

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Top 20 USA Grocery Chains



		USA Sales (\$ billions)	Stores
1	Walmart SC.	290	3,570
2	Kroger	126	2,765
3	Albertsons	60	2,291
4	Ahold Delhaize	39	1,962
5	Publix	36	1,260
6	HEB - USA	25	345
7	Meijer	20	245
8	Shop Rite	17	352
9	Giant Eagle	10	417
10	Hy Vee	9	245
11	Wegman's	9	100
12	Southeastern Grocers	8	582
13	Winco	7	122
14	Demoula's	5	79
15	Save Mart	4	214
16	Stater Brothers	4	172
17	Ingles	4	200
18	Price Chopper	4	134
19	Weis	3	207
20	Raleys	3	125

Take Your USA Business to the Next Level

Export Solutions Services

Current Business Assessment

Opportunity Gap Analysis

Customer/Channel Prioritization

Broker, Importer, Distributor Identification

USA Entry Plan

Measures: Concept to Shelf

Consumer/Trade Promotion Plan

Connect with Channel/Retailer experts

Team staffing and recruitment

Double Your Business Plans



"Spend time *Selling* to Distributors versus
Searching for Distributors"

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USA vs. Europe Differences – Industry Fundamentals

	USA	Europe
Store Size (avg.)	50,000 sq. feet	20,000 sq. feet
Unique Items/store	40,000	18,000
Private Label Value Share	19 %	25-50 %
Price List (wholesale)	Same pricing model for all retailers	Price may vary by retailer
Annual Negotiations	Category Review	Standard Practice
Organizational Model	Food Brokers	Food Distributors
Data Transparency	Account/Store Level Data	Country Level Data
Store Level Service	Merchandisers required for compliance	Conditions controlled by Chain Headquarters
Retail Coverage	National/Regional	Unique retailers by country
Sunday Coupons	Popular Practice	In-ad only

Note: Every market maintains differences. However, industry manufacturers everywhere share the common goal of securing more shelf presence while retailers demand more discounts.

319 USA Customers How many are you selling to?



Export Solutions Retail Database Covers 319 Customers

202 Supermarket Chains

27 Natural Foods

37 Convenience Chains

29 Wholesalers

Features

- ✓ Up-to-date store counts
- ✓ Direct link to retailers' web sites
- ✓ Financial information for publicly traded retailers
- ✓ 74 Canadian retailers plus 1,900 retailers in 94 other countries
- ✓ Free sample access

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