

431 USA Customers

How many are you selling to?



Export Solutions Retail Database Covers 431 Customers

291 Supermarket Chains

31 Natural Foods

46 Convenience Chains

28 Wholesalers

Features

- ✓ Up-to-date store counts
- ✓ Direct link to retailers' web sites
- ✓ Financial information for publicly traded retailers
- ✓ 126 Canadian retailers plus 2,300 retailers in 94 other countries
- ✓ Free sample access

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*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	3,572	x	x	x			SKU 1, 2, 3 stocked at only 2,000 Supercenters
Costco	585					x	Special SKU 5 for Costco
Kroger	2,726	x	x	x	x		Category Review March
Albertsons	2,278	x	x	x			New shelf set
Publix	1,335	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	361	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.

USA: 10 Priority Investments

USA development remains a top opportunity for many European brands. Most companies sell to the USA, but maintain sales levels far below potential. The USA is complex, with 12 trade channels, 431 retailers, 50 states, and food brokers controlling sales. Which investments will deliver the greatest return?

Investments	Strategy	Insights
USA-Based Sales Manager	Mandatory oversight of your USA development.	Base salary range: \$130 to \$200 K. Location: Atlanta, Chicago or close to importer.
Broker Network	Upgrade channel and regional broker networks.	Brokers sell to most customers, not importers. Bonus brokerage model works!
High Class Retailers	Build sales base with laser focus on retailers catering to upper income consumers.	Whole Foods, Fresh Market, Harris Teeter. "From High Class to Mass."
Trade Promotion	Customer specific promotions.	Invest in retailers preferred promo vehicles. 15% TPR promotions do not excite anyone.
E-Commerce	Hire Amazon broker to create visibility. Establish budget for pay-per-click investment.	Amazon: primary source for "homesick" consumers looking for their favorite brand.
Export Solutions	USA market development helper for leading European brands.	Point of difference: Sales oriented. Targeted, logical road maps; USA solutions.
Supply Chain	Analyze options to create more cost efficient supply chain. "Factory gate to store shelf."	Consider USA factory or co-packer. Regional third-party distribution centers.
Sampling	Maximize consumer trial. Direct to consumer, multi-product, sample boxes are popular.	Everyone loves free trial sizes. Costco sampling drives sales volume.
Data	Leverage category data to sell your brand. Nielsen and IRI are respected.	USA buyers require detailed analytics for new listings, not just a nice story.
Retail Safari	Spend 25 percent of your time visiting stores. "Retail University."	"Retail Reality", not board room promises. Atlanta, Dallas, LA = real USA (not NYC/Miami).

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
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 discuss your USA development project.
www.exportsolutions.com