

# Export Express

Insights to Accelerate International Expansion



Our Mission: Help Manufacturers “Spend time **Selling** to Distributors versus **Searching** for Distributors”

## New Retailer

### Database

Export Solutions has launched a new retailer database. This exciting tool provides instant information on 2,950 leading retailers in 96 countries. Subscribers track leading customers by banner, format and store count. The database supplies retailer financial information and latest news. Interested? See pages 2 and 3 for more information. Contact Export Solutions for a free sample retailer database access. We can help!

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Global Retailer Coverage

## 2,950 Retailers – 96 Countries

Looking for a few new customers? Export Solutions has launched a user friendly database, tracking more than 2,950 retail banners in 96 countries. The database extends through virtually every country in Europe and the Americas plus 17 countries in Asia Pacific and 11 in the Middle East. Features include excellent coverage of chain supermarkets, hypermarkets, clubs, cash and carry, and convenience formats. Solid initial reporting is supplied for drug store, natural food, and e-commerce channels. Our retailer database serves as a companion product to our distributor database which tracks 9,700 distributors in 96 countries.



### Top 100 Retailers Worldwide

Our database provides complete coverage of the top 100 retailers worldwide. This provides up to date information for all local banners of Walmart, Carrefour, Kroger, Tesco, Casino, Auchan, Costco and many more. Another attractive benefit is “one click access” to retailers’ web sites and latest news. Subscribers can directly access retailer financial reports and investor presentations for larger, publicly traded companies.

### 24 Retailers Per Country

Many companies market information on the top 5 retailers that everyone knows. Export Solutions recognizes that many export brands depend on many small to mid-size retailers specializing in gourmet products or “alternate” channels. For example, we track 58 UK retailers, 48 in Japan, 70 in Mexico and 127 in Canada. For USA subscribers, information is shared on more than 472 customers!

### Valuable Management Tool

All managers complete reports requiring up to date information for key customers. Information for the world’s retailers is only two minutes away with access to our retailer database. Brand owners must move beyond containers sold measurements to country level “Listing Maps.” Listing Maps capture your brands’ authorized assortment, by customer. This allows export managers to work with distributors to fill in the “white space” gaps in every country.

### Special Offer – Act Now!

An annual subscription to the retailer database is \$495. This supplies one year, unlimited access to more than 2,950 retailers in 96 countries. In addition, subscribers may receive annual access to both our retailer and distributor databases for \$1,275, a savings of almost \$200. Note: special pricing for government trade organizations.

**NEW!**

## Retailer Search Made Simple Canada Example

**Export Solutions**  
Distributor Identification Experts

About | Distributor Database | Retailer Database

Search By Country, Format, or Keyword. Keyword may include Retailer name. Like what you see? [Click here](#) to purchase current retailer lists.

Continent: USA & Canada | Country: Canada | Format: All Formats

Keywords:

**127 Listings** Page 1 of 2 Next >> Go To Page: 1 2

Country	Retailer	Count	Formats	Profile	News	Financial
Canada	7 Eleven					
Canada	Loblaws	2,300	Drug Store, E-Commerce, Hypermarket, Supermarket, Wholesale			
Canada	Costco	95	Cash & Carry/Club, E-Commerce			
Canada	Federated Coop	290	Convenience, Supermarket, Wholesale			
Canada	Fortinos	23	Supermarket			

### Search by Country

Coverage: 96 countries and 2,950 retailers

### Search By Format

- Supermarket
- Convenience
- Drug Store
- Natural Food
- Club, Cash & Carry

### Search by Retailer Name

Supplying profiles, store counts, formats, news and info for Top 100 international retailers plus all overseas branches

### Combo Search

Example 1: Who are supermarket retailers in Canada?

Example 2: How many stores does Loblaws operate by banner, in Canada?

**ORDER NOW!**

## FAQ's – Retailer Database

### Why did you create the retailer database?

Export managers dedicate a lot of time to researching countries, retailers and preparing business plans. A standard KPI measure is tracking product listings for key customers. I believe that our industry could benefit from a global retailer database to instantly locate retailers and their store counts in 96 countries. The retailer database is a logical extension of our leading distributor database which has helped more than 3,000 companies build export sales during the last 10 years.

### What is your geographic coverage?

96 of top 100 GDP countries worldwide. This includes most Asian, Middle Eastern, and European countries. Our database covers every country in the Americas. In Africa, we cover South Africa.

### What is your format coverage?

Excellent coverage of chain supermarkets, hypermarkets, clubs, cash and carry, and convenience formats. Solid initial coverage of drug stores, natural food stores, and e-commerce channels. Our database does not cover DIY/hardware, toy, office, liquor, or sporting goods channels.

### Retailer database: featured info

**Profile** – Retailers profile and link to their internet home page.

**Formats** – Retailer's stores segmented by format and banner.

We track supermarkets, hypermarkets, cash and carry, convenience stores, discounters, drug stores, natural food stores, and e-commerce retailers.

**News** – Latest retailers' news. In some cases (Asia), we substitute a link to the retailer's latest promotional flyer.

**Financial** – Many leading retailers are publicly traded. A link is provided to their latest financial results. We do not offer estimated financial information for privately held or family owned retailers.

### How is your coverage of global retailers?

We offer total coverage for top 100 global retailers. This includes all of their branches and banners. Searchable! Use filters to research Walmart, Costco, Carrefour, Tesco, Metro, Casino presence by country. Database covers retailer's total store outlets as well as a breakout by banner and format.



### What can I use the retailer database info for?

- Obtain an instant snapshot of an average of 24 retailers per country for 96 countries.
- Track presence of global retailers like Walmart, Carrefour, and Metro AG.
- Create country specific listing maps where distributors measure brand authorization by retailer.
- Conduct home office based international category reviews and price checks from retailers' e-commerce sites (not all retailers).
- Prepare annual reviews and reports with up-to-date information on leading retailers and channels.

### Searchable

The database offers filters allowing you to search by country, format, or retailer name. You can also use a combination of filters for your research.

### Can I get a free sample of the retailer database?

Sure! Check [www.exportsolutions.com](http://www.exportsolutions.com) for a complete profile of United Kingdom retailers.

### Do you provide retailer's annual sales or market share information?

Accurate annual sales information is available through the financial link for publicly traded companies. We do not provide estimated financial information for privately held and family owned retailers. Channel blurring occurs between supermarket, convenience, e-commerce, and even natural food operators. We do not provide market share due to difficulty to accurately isolate and define channel market share information, particularly with so many privately held retailers.

### How accurate is the retailer data?

Export Solutions' retailer database is updated weekly, so information is highly accurate. Retailer names, web sites, and formats rarely change. This makes the database 99% accurate at the company level. New stores open every day, resulting in store counts that may be 95% accurate. We intend to update store counts on a regular basis.

### How much does retailer database access cost?

An annual subscription to the retailer database is \$975. This supplies one year, unlimited access to more than 2,950 retailers in 96 countries. Special offers available for our distributor database customers. Note: special pricing for government trade organizations.

### How do I access the retailer database?

Visit [www.exportsolutions.com](http://www.exportsolutions.com) and click the retailer database page. You can place a subscription or individual continent (i.e., Europe) into a shopping cart. Register and check out via credit card. The process takes two minutes and we automatically send you an invoice.

### About Export Solutions

Export Solutions was founded in 2004 and is based in Atlanta, Georgia in the USA. Export Solutions serves as a leading provider of business intelligence to the food and consumer goods industries. Our distributor database covers 9,700 distributors in 96 countries and has been used by more than 3,000 clients. Our *Export Express* newsletter has a circulation of 9,900 and is viewed as an important source of insights, strategies, and templates for international development. [www.exportsolutions.com](http://www.exportsolutions.com).

**NEW!**

## Kroger USA 15 Banners – 2,726 Stores



**Export Solutions**  
Distributor Identification Experts

About | **Distributor Database** | Retailer Database

15 Listings

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Country	Retailer	Stores	Formats			
United States	Dillons-Kroger	80	Supermarket	Profile	News	Financial
United States	Food 4 Less-Kroger	130	Supermarket	Profile	News	Financial
United States	Fred Meyer-Kroger	133	Hypermarket	Profile	News	Financial
United States	Frys-Kroger	123	Supermarket	Profile	News	Financial
United States	Harris Teeter-Kroger	246	Supermarket	Profile	News	Financial
United States	Jay C -Ruler-Kroger	71	Supermarket	Profile	News	Financial
United States	King Sooper-Kroger	150	Supermarket	Profile	News	Financial
United States	Kroger Banner	1,309	Supermarket	Profile	News	Financial
United States	Kroger Corporate	2,796	Convenience, E-Commerce, Hypermarket, Supermarket	Profile	News	Financial
United States	Marianos-Kroger	40	Supermarket	Profile	News	Financial

### Search by Country

Coverage: 96 countries and 2,950 retailers

### Search By Format

- Supermarket
- Convenience
- Drug Store
- Natural Food
- Club, Cash & Carry

### Search by Retailer Name

Supplying profiles, store counts, formats, news and info for Top 100 international retailers plus all overseas branches

### Combo Search

Example 1: How many **Harris Teeter** stores are there?

Example 2: How many stores does **Kroger** operate by banner, in the USA?

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

# *473 USA Customers*

## **How many are you selling to?**



### *Export Solutions Retail Database Covers 473 Customers*

332 Supermarket Chains

38 Natural Foods

49 Convenience Chains

27 Wholesalers

#### **Features**

- ✓ Up-to-date store counts
- ✓ Direct link to retailers' web sites
- ✓ Financial information for publicly traded retailers
- ✓ 127 Canadian retailers plus 2,400 retailers in 94 other countries
- ✓ Free sample access

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



## 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	3,560	x	x	x			SKU 1, 2, 3 stocked at only 2,000 Supercenters
Costco	605					x	Special SKU 5 for Costco
Kroger	2,723	x	x	x	x		Category Review March
Albertsons	2,278	x	x	x			New shelf set
Publix	1,360	x	x	x			BOGO Ad November
Ahold-FL	2,051	x	x	x	x		New SKU 4 listing
HEB - USA	350	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.

### *Our Added Value*

- Retailer coverage: 96 countries worldwide.
- Tracking an average of 24 retailers per country, not just the top 5!
- Direct links to retailers’ web sites, news, and financial reports.
- New! Up-to-date store counts as of December 2023.
- Great value! **\$495 for one year – 96 countries.**



**Order via credit card now: [www.exportsolutions.com](http://www.exportsolutions.com)**

## Listing **MAP**

“Required Template for Every Country”

- “Stores are Doors” –  
What is your retail penetration?
- Assign score based upon total results
- Capture plans/timing to fill “white space”
- Fundamentals
  - One page scorecard
  - Update monthly
  - Top 10 customers
  - Top skus/items



**M** Merchandising

**A** Assortment

**P** Pricing

**S** Shelf Management

**MAPS** focus drives sales



## Country Shelf/Pricing Tracker – USA Sample\*

\*Complete for all countries/retailers

Retailer	Your Brand Share	Share of Shelf	Eye Level (yes or no)	Next to Brand B	Key Item \$2.99	Price Gap vs. Private Label	Comments/Plans
Walmart SC	35%	42%	Yes	No	2.69	+ .50	Shelf review September
Kroger	35%	28%	No	Yes	2.99	+ .30	Increase shelf share to minimum 35%
Albertsons	35%	25%	No	No	3.19	+ .20	Increase shelf share to minimum 35%
Publix	35%	45%	Yes	Yes	2.99	+ .20	Maintain space in new schematic

## Promotion Plan

Retailer	Stores	Promotion Date	Special Price	# Stores Displaying	Projected Cases	Comments
Walmart	3,560	February	1.97	3,000	50,000	Displays: 15 cases/store
Kroger	2,723	March	1.99	1,500	20,000	Easter ad
Albertsons	2,278	June	1.99	500	10,000	Alberstons LLC only
Publix	1,360	October	1.99	1,000	15,000	Ad + display

### Talk to an Expert

- Find Distributors in 96 Countries
- International Strategy Road Map
- Fix Problem Markets
- Next Level Sales Management
- 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)



# Can We Help You?

## Distributor Search Helper for:



Your  
Logo  
Here



Procter & Gamble



Johnson & Johnson



## 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



**Export Solutions**  
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)

# *We've Got You Covered!*

## Distributor Database Coverage

**Confectionery & Snack**  
2,876 Distributors

**Ambient Beverage**  
1,806 Distributors

**Gourmet & Ethnic Foods**  
3,577 Distributors



**Middle East**  
974 Distributors  
12 Countries

**Asia**  
2,089 Distributors  
17 Countries

**USA Importer/Distributor**  
654 Distributors

**Latin America**  
1,676 Distributors

**Europe**  
3,322 Distributors

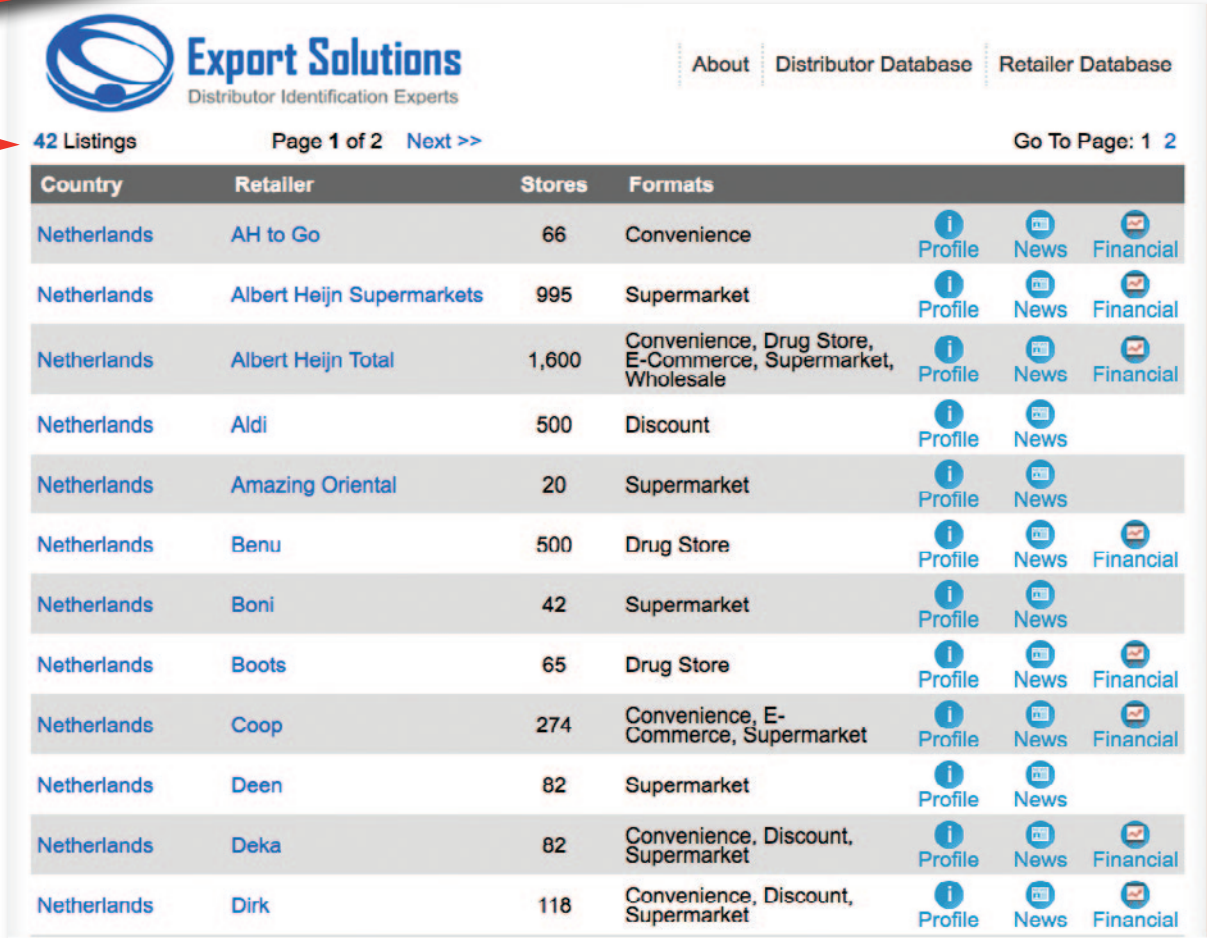
*9,700 distributors – 96 Countries*

**Subscribe now at [www.exportsolutions.com](http://www.exportsolutions.com)**

“Spend time *Selling* to Distributors versus *Searching* for Distributors”

**NEW!**

## Netherlands 42 Retailers



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Country	Retailer	Stores	Formats	Profile	News	Financial
Netherlands	AH to Go	66	Convenience	<a href="#">Profile</a>	<a href="#">News</a>	<a href="#">Financial</a>
Netherlands	Albert Heijn Supermarkets	995	Supermarket	<a href="#">Profile</a>	<a href="#">News</a>	<a href="#">Financial</a>
Netherlands	Albert Heijn Total	1,600	Convenience, Drug Store, E-Commerce, Supermarket, Wholesale	<a href="#">Profile</a>	<a href="#">News</a>	<a href="#">Financial</a>
Netherlands	Aldi	500	Discount	<a href="#">Profile</a>	<a href="#">News</a>	
Netherlands	Amazing Oriental	20	Supermarket	<a href="#">Profile</a>	<a href="#">News</a>	
Netherlands	Benu	500	Drug Store	<a href="#">Profile</a>	<a href="#">News</a>	<a href="#">Financial</a>
Netherlands	Boni	42	Supermarket	<a href="#">Profile</a>	<a href="#">News</a>	
Netherlands	Boots	65	Drug Store	<a href="#">Profile</a>	<a href="#">News</a>	<a href="#">Financial</a>
Netherlands	Coop	274	Convenience, E-Commerce, Supermarket	<a href="#">Profile</a>	<a href="#">News</a>	<a href="#">Financial</a>
Netherlands	Deen	82	Supermarket	<a href="#">Profile</a>	<a href="#">News</a>	
Netherlands	Deka	82	Convenience, Discount, Supermarket	<a href="#">Profile</a>	<a href="#">News</a>	<a href="#">Financial</a>
Netherlands	Dirk	118	Convenience, Discount, Supermarket	<a href="#">Profile</a>	<a href="#">News</a>	<a href="#">Financial</a>

### Search by Country

Coverage: 96 countries and 2,950 retailers

### Search By Format

Supermarket  
Convenience  
Drug Store  
Natural Food  
Club, Cash & Carry

### Search by Retailer Name

Supplying profiles, store counts, formats, news and info for Top 100 international retailers plus all overseas branches

### Combo Search

Example 1: Who are supermarket retailers in the **Netherlands**?

Example 2: How many stores does **Albert Heijn** operate by banner, in the Netherlands?

**ORDER NOW!**

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# Where Do You Want to Grow?

## Asia/Africa/Middle East

	Australia – 284 Distributors
	China – 161 Distributors
	Hong Kong – 182 Distributors
	India – 110 Distributors
	Indonesia – 80 Distributors
	Japan – 176 Distributors
	Korea – 147 Distributors
	Malaysia – 128 Distributors
	Philippines – 120 Distributors
	Singapore – 164 Distributors
	Thailand – 103 Distributors
	Vietnam – 52 Distributors
	Israel – 82 Distributors
	Saudi Arabia – 111 Distributors
	U.A.E. – 206 Distributors
	South Africa – 114 Distributors

Plus 14 more countries

## Europe

	Austria – 72 Distributors
	Belgium – 91 Distributors
	Croatia – 78 Distributors
	France – 134 Distributors
	Germany – 203 Distributors
	Greece – 93 Distributors
	Hungary – 71 Distributors
	Italy – 114 Distributors
	Netherlands – 162 Distributors
	Poland – 107 Distributors
	Russia – Not Available
	Spain – 173 Distributors
	Sweden – 110 Distributors
	Switzerland – 104 Distributors
	Turkey – 96 Distributors
	U.K. – 281 Distributors

Plus 19 more countries

## Americas

	Argentina – 60 Distributors
	Bolivia – 55 Distributors
	Brazil – 151 Distributors
	Canada – 232 Distributors
	Chile – 99 Distributors
	Colombia – 87 Distributors
	Costa Rica – 77 Distributors
	Ecuador – 62 Distributors
	Guatemala – 66 Distributors
	Mexico – 206 Distributors
	Panama – 65 Distributors
	Paraguay – 59 Distributors
	Peru – 84 Distributors
	Uruguay – 59 Distributors
	USA – 654 Distributors
	Venezuela – 38 Distributors

Plus 14 more countries

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

