



Food Indus

stimulating the cultivation, trade and use of local food flavours
making the 5000 best of them globally available in many retail stores

The consumer is globalizing. The world is globalizing. Food takes a mayor role in this. Food is the culture liaison. Food is fun. Food blends cultures. Holidays, expats, immigrants, books, newspapers, magazines, television, the internet, all these modern day influences results in a more and more international kitchen. Both in restaurants and in the home kitchen.

This explosion of tastes and flavors results in a complete undefined fusion type of cooking: Potatoes with Indian curry, beans with Moroccan spices, etc, etc. For making this, consumers love instant, ready to easy use global food flavoring components in small, one time use packaging.

The supermarkets and retail chains are under constant pressure for better performance. They must compete with each other on price, ambiance, number of products and service. Supermarkets are just retailers: they love simple things like: high number of products, good margins, high turnover rate, high product density, dry products and products with as long as possible selling period before date due.

Combine the needs of both consumers and supermarkets and you have a promising product opportunity. What if we offer the consumer all these tastes and flavors and we do this in a way supermarkets will love? That give perspective on a very good business model. Add some North/South targets, some ecological focus and of course a very good marketing and distribution model and you've got yourself a business to be proud of.

The concept: All this products in one standard small glass jar 10 cm high and 6 cm width. With a house styled label that's half brand standard, half free supplier content with a square sight part in the front and a specific product barcode in the back, which will be delivered as global brand to retailers in a dedicated shelf system. Thousands of different food supplement / enhancement species and other products. A very high density shelf system that can be used standalone or as combined alley. Sales point delivered in small 6 units per packs. No plastic, but paper on carton tray, is possible by low weight. First in first out capable by telescope type of shelf. Computer based sales analyses advice alley configuration based on alley size and customer profile for initial deliveries. The same for changes based on actual sales. And the same for product recalls and database system generated over due date removals. A small dived iron which holds the rows. Thick round front irons stops the product.

The high shelf density system: 15 jars per horizontal meter. 8 jars per vertical meter. 120 per square shelf meter. An alley part is 1 meter width and is 2 meter high, so 240 product types per alley meter, which is a very high product density, something retail chains likes very much. The alley's are as long and single or double sided depending the available space in an outlet. Possibilities varies from 1 tot 50 meter. The World Alley concept is unique chance for the retail. Maximal dual alley with 2 x 50 (or more) meter is $(2 \times 50 = 100) \times (2 \times 120 = 240) = 24000$ (or even more if the alley is longer) product type locations. Of course fast movers have more rows.

The trade calculation: Retail chains like products with a high margin and low stock positions: suits their business model. Suppliers like marketing less production: give them the chance for full product focus. We calculate a fair storage / distribution / marketing / recall fee, making customer, retail chain, retail outlet and last but not least the supplier satisfied.

The ambiance: The world. Not only one curry, but just twenty. Not five vinegars, but forty tasteful types. Not two type of beans, but thirty types. All spices. All regional blends. Etc. Etc. Etc. Etc. Etc. Etc. Products from everywhere for everyone. Nice products. Attractive labels. Sight on contents.

Supporting website with product information, cultural information, supplier information, receipts, promotions, etc. With forum: user generated content and user driven spreading communication. Plus of course a database driven receipt email newsletter and rss feed. Post your receipts for cooking of preparation. Like Ikea mention the designer with the product.

What's motivating us?

- 1) Food. Delicious.
- 2) Culture. Fun.
- 3) Globalization. Fact.
- 4) Fair. Trade not aid. Development.
- 5) Society. Tolerance.
- 6) Health. Good.
- 7) Branding. Nice.
- 8) Profit. Security for stability.
- 9) Mainstream. For everyone.

Where will our product line available?

- 1) Super markets. Like Albert Heijn or Walmart.
- 2) Gourmet stores. Like Oil and Vinegar.
- 3) Fun stores. Like Xenos.
- 4) Garden markets. Like Intratuin.
- 5) Hardware stores. Like Gamma.
- 6) General stores. Like Hema.
- 7) Food suppliers. Like Sligro or US Food.
- 8) Food wholesalers. Like Makro.

We know for sure that our company will get mayor press attention (up to CNN levels) and that this exposure promote a good relaxing life style. We will promote our business model within international organizations like UN, the FAO (Food and Agricultural Organization of the UN) en the WHO (World Health Organization of the UN). We will seek as much as international media attention as possible.

There are two business models possible: The first one is own production of each product, the second one is just being the collecting brander. Just being the collecting brander is more simple in terms of facilities, receipts, capital use. It is just more simple and give a huge striking power, a move in the market, a much more larger impact. The business model become so simple: just an store meter (for free by the first order), a website and a PDF folder. So just digital communication. Than just collecting of contracts (absolutely no letters of intent) of retail chains. With these contracts suppliers can be contracted and they will like to join it very strong. Every food supplier would put his/her product on these shelves in such large quantity outlets without any own marketing. The purchase team will have contact with so many food manufacturers and all these companies will be confronted with the fair trade, North/South and ecological issues. This can have a huge impact on the direction of the food industry.

The brand name is secured, yet not revealed now for security reasons. The brand is just a distribution brand. Not a producer brand. The risks of recalls and product responsibility are for the supplier, because we are just a packaging, marketing and distributor partner. We sell space (for initial shelf investment) and offer joint insurances. Recalls are not published, but just done. With this large line of products is publishing recalls not functional. Recalls will get a contractual brand sanction, this has the same effect on the suppliers, so that they take highly care for a good product status. The over due date recalls on the initial sales are also for account of the supplier. Arranging packing contracts is one of the things we can do for suppliers.

Our goal is to exit sometime by a trade sale to a big brand company like Unilever or Nestle. To give them (for the right price) a plug and play global responsibility honoring business model that supports North-South cooperation. This will give a substantial payment of further profits at once. Money that can be used to do new inventive world society serving concepts. Also it puts a good concept into the regular market. Ben and Jerry's as product, marketing and distribution strategy and as step further taking trade sales to global brander Unilever is good model case. Corporations as Unilever or Nestle have more spreading power than a start-up, no matter how well the startup performs. Selling the brand is the right thing to do, at least if global impact is the mayor corporate goal.

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