



Food, Beverage, Nutrition & Consumer Goods Export  
Sales

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



## Mission

At AMI we build profitable, market sustainable food, beverage, nutrition and consumer brands worldwide.

We achieve that by expanding our clients' international sales & distribution and increasing their global brand exposure.



## Services

AMI is a highly specialized marketing, business development, & consulting firm serving the global food, beverage, nutrition & consumer products industry.

We work closely with CEOs, business owners, and senior executives of our client companies to expand their businesses, reduce expenses, increase profits and develop a long-term sustainable global business platform.

# Sales Channel Experience

We have wide sales channel experience, including the following routes-to-market:

- Consumer packaged **Retail** branded products
- **Foodservice** products for commercial end-users, national chain accounts, coffee shops, health care, business & industry, education & contract catering
- **Industrial** & bulk ingredients and commodities



# Product Category Experience

We have deep industry know-how, including the following product categories:

- **Chocolate & confectionery**
- **Snack foods**
- **Nutrition**
  - health & energy products
- **Beverages**
  - all forms, including liquid Ready- to-Drink and powder
- **Dietary supplements**
  - including Nutraceuticals
- **Fruits & vegetables**
  - all formats, including powder, pastes & extracts
- **Baking**
- **Frozen food**
- **Specialty**
  - gift and novelty



# Advantages

## Why our clients work with us:

- We have over 10,000 customer contacts in 130+ countries
- Shorter sales cycle
- Higher sales & profits
- Knowledge sharing / minimize risk & potential mistakes
- Experienced staff – all have global experience; Arabic, Chinese, Spanish, & Japanese speakers
- We understand your business



# Features & Benefits of AMI



# Proven Effectiveness

## We get results for our clients!

- **Beverage marketer**
  - *100% international sales growth in Year 1; Quadrupled export business in 4 years*
- **Snack food company**
  - *Successfully opened U.K. market. Helped win trademark infringement case*
- **Confectionery manufacturer**
  - *Developed new distribution in 6 countries within 9 months*
- **Re-structured major int'l food conglomerate**
  - *Re-organized into fewer business units; sales and profitability increased as well as customer satisfaction.*
- **Foodservice products company**
  - *Opened European and African continents within first 6 months*





# AMI Team



**Peter Guyer**  
**Founder and President**

- Former:  
Nestle  
expatriate  
GM



**Alex Lindsey**  
**Director - International Sales**



**Krittika Chaopanyanon**  
**Director - Sales & Marketing**



**Shun Oyama**  
**Sales & Marketing**



**George Synan**  
**Sales Representative Asia**



**Ted Horton**  
**Sales Representative Europe**

# Background

**Our executive-level experience is an asset to emerging, middle- market, and multi-national food & beverage companies:**

- Started company in 2004 in Seattle – rapid growth, well-capitalized
- Nestle expatriate manager for 12 years in four countries
- Managing large food and beverage businesses in multiple countries & sales channels
- Negotiating with international retailers, chain accounts, importers and distributors globally
- Identifying & assessing Co-packers, warehouses & Joint Ventures in multiple global markets
- Developing new products & foreign language packaging
- Providing extensive retail, foodservice & industrial sales and marketing background





# Vision

To be the leading international marketing consulting firm for U.S. food, beverage, nutrition and consumer products companies.

We will achieve this by delivering higher value and better results than our clients expect.

# Current & Previous Clients



AMI currently manages over US\$10 million in export sales, growing over 50% annually!





# Values

- Attempt to exceed our client's and other stakeholder's expectations at all times.
- Treat all AMI stakeholders in an ethical, professional, and respectful manner and act with the utmost integrity in all stakeholder interactions.
- Provide value to our clients by respecting their resources, confidentiality, trust and information and strive to deliver the highest possible return on investment.
- Support our employees by including the impact on them in our decision process whenever possible and encourage their input and ideas.
- Represent the U.S. and international food and beverage industry with the highest of standards when working overseas.
- Be well respected amongst our competitors and business leaders, and be viewed as a recognized international business leader in the Seattle market.



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