Food, Beverage, Nutrition & Consumer Goods Export Sales

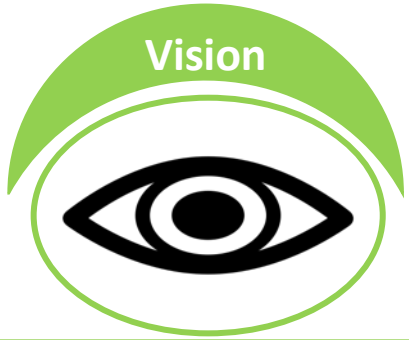
www.athenaintl.com

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.

Vision



To be the leading **export marketing, business development and consulting** firm for U.S. food, beverage, nutrition and consumer products manufacturers.

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

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.

ami
Athena Marketing International

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.

- International market entry
- Export sales management
- International strategic planning / budgeting
- Global market research & consumer trends
- International customer identification, recruitment and assessment
- In-country marketing & promotion
- Trade show management
- Foreign language packaging
- Ingredients review & compliance
- Export sales training

Wide Sales Channel Experience

Athena Marketing International

Retail Consumer Packaged Goods

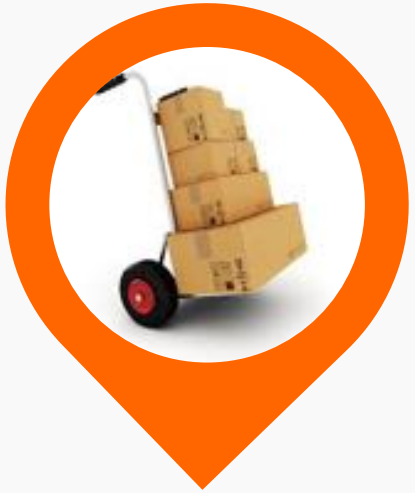
Traditional Grocery
Mass
Specialty
Drug
Discount Retailers

Foodservice Products

Commercial End-users

National Chain Accounts
Coffee Shops
QSR
Health Care
Business & Industry
Education
Contract Catering

Industrial & Bulk Ingredients



Manufacturers

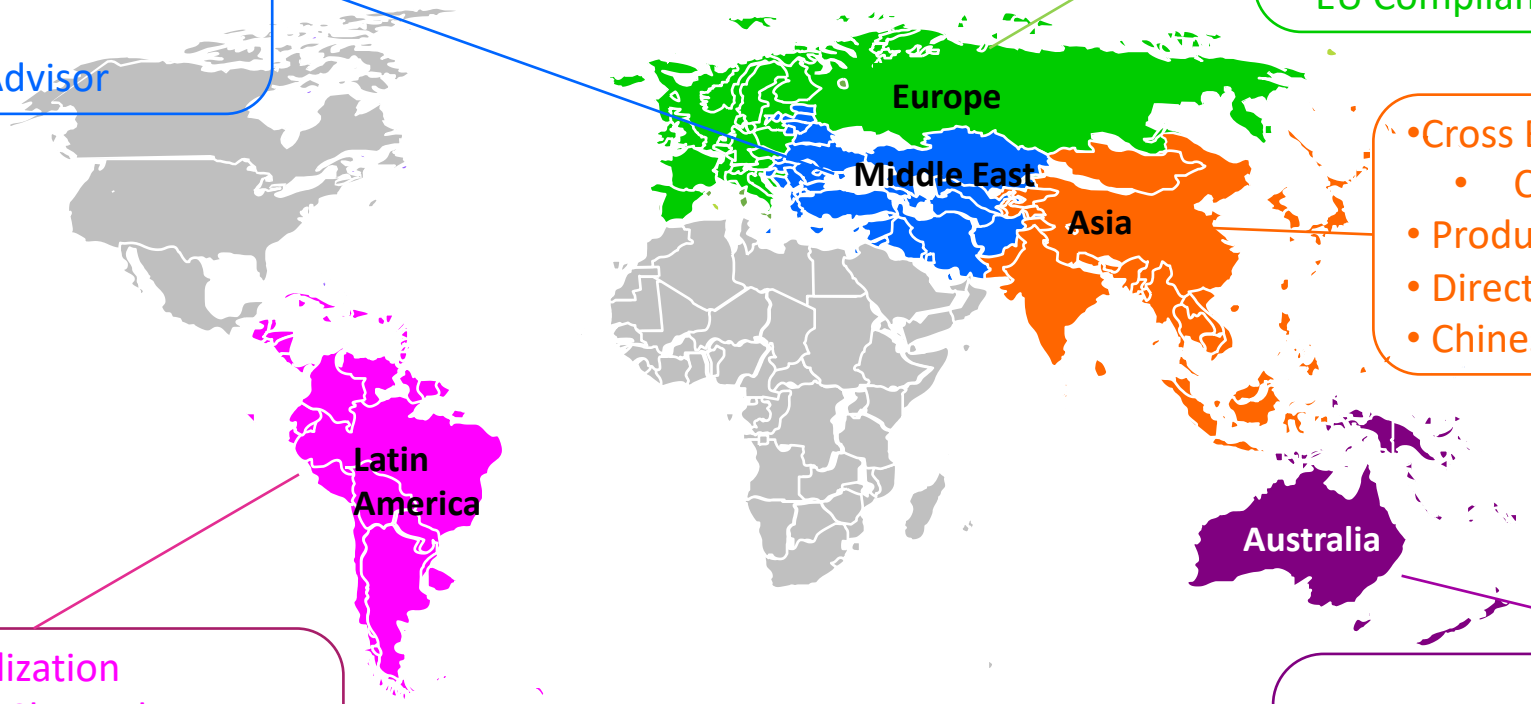
Deep Product Category Experience

- **Chocolate & Confectionery**
- **Snack Foods**
- **Frozen Foods**
- **Fruits & Vegetables**
  - All formats including powder, pastes and extracts
- **Beverages**
  - All Forms, including Liquid Ready- To-drink And Powder
- **Nutrition**
  - Health & Energy Products
- **Dietary Supplements**
  - Including Nutraceuticals
- **Baked Goods**
- **Cleaning Products**
- **Personal Care**
- **Specialty**
  - Gift And Novelty

Our Specialty Practices

- Arabic Labelling
- Halal Compliance Consultation
- Foodservice & Retail Channel Expertise
- GCC Regulatory Advisor

- Natural Products Category Expertise
- EU & Swiss Organic Compliance
- 3PL Bonded Warehouse Distribution Rollout
- EU Compliant Labelling



- Cross Border E-Commerce
  - China: Alibaba, T-mall, JD.com
- Product Localization
- Direct to Retail Relationships
- Chinese Speaking Employees

- Product Localization
- Mass Market Channel
- Mercosur Regulatory Advisors
- Brazil Ministry of Health Approval

- US-Australia Free Trade Agreement Consulting
- Foodservice, Retail & Ingredient Channel Sales
- Phytosanitary Advisors
- Dairy & Other Import Compliance

Why AMI?

Hiring Internal Employees $$$$	Outsourcing International Sales $ + = ami
High fixed salaries	Variable sales commission
Fixed costs (health insurance, 401K)	No fixed costs (health insurance, 401K)
Recruiting time & expenses	No recruiting time & expenses
Limited global network	Strong established worldwide network of buyers/databases
Limited international knowledge	Diverse international expertise and foreign language ability
Deep category knowledge in the U.S.	Deep category knowledge in global export markets

Proven Effectiveness

Foodservice products company
Opened European and African continents within first 6 months

Beverage marketer
100% international sales growth in Year 1; Quadrupled export business in 4 years

Re-structured major int'l food conglomerate
Re-organized into fewer business units; sales and profitability increased as well as customer satisfaction

Confectionery manufacturer
Developed new distribution in 6 countries within 9 months

Snack food company
Successfully opened U.K. market. Helped win trademark infringement case

Brands Represented by AMI

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Athena Marketing International

AMI Team

Peter Guyer

Founder and President

Alex Lindsay

Director - International Sales

Kim Maloney

Sales & Customer Service Associate

George Synan

Sales Representative Asia

Ted Horton

Sales Representative Europe

Swati Jain

Marketing Associate

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

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