

CASE STUDY



Leveling Up Global Sales with Stronger Distributor Partnerships

THE CHALLENGE

Sparkling Ice's international sales were scattered and underperforming. With little focus on global market development and underwhelming distributor relationships, they lacked the structure and support to scale outside the U.S.

THE STRATEGY

AMI designed and executed a global growth strategy built on stronger partnerships and smarter support:

- Recruited larger, professional importers in high-potential international markets
- Supported global expansion by exhibiting at key international trade shows
- Improved marketing resources and customer service for importer partners to strengthen relationships and boost performance

Sometimes it's not about selling more—it's about selling smarter. By upgrading distributor relationships and investing in market development, AMI helped Sparkling Ice go from scattered sales to strategic global presence.



THE RESULTS

- ✓ **100% increase** in international sales in the first year
- ✓ **400% growth** in global sales over four years
- ✓ **25+ countries** now carry the client's products and represent a sustainable source of revenue

Contact AMI today to discuss how we can assist your business.

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CASE STUDY



Expanding Distribution and Boosting Sales Across Europe

THE CHALLENGE

CLIF Bar needed a better way to serve and grow their European customer base. While demand was growing, their U.S.-based logistics setup created long lead times, currency challenges, and inefficiencies that limited scalability and customer satisfaction.



THE STRATEGY

AMI crafted a forward-thinking expansion strategy that delivered both logistical efficiency and market access:

- Established a European subsidiary and warehouse
- Shipped full container load quantities from the U.S. to Europe
- Enabled faster delivery, easier transactions in Euros, and better customer communication via local, native-speaking support
- Positioned the brand to scale more sustainably across the continent

THE RESULTS

- ✓ Opened a **European logistics facility** to streamline operations
- ✓ Gave customers access to **faster delivery (2-3 days)** and smaller order minimums
- ✓ **Improved the buying experience** with localized invoicing and customer service
- ✓ Saw sales increase by **over 50%** in the European market

What started as a logistics challenge became a launchpad for European growth. By helping CLIF Bar localize operations, AMI unlocked a faster, more customer-friendly, and profitable path forward.

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CASE STUDY



Scaling Global Growth for a U.S. Nutritional Supplements Brand

THE CHALLENGE

Swanson Vitamins had ambitious international growth goals—but their sales abroad were fragmented and hard to scale. Without a clear go-to-market strategy, they were juggling 75+ small international customers across various platforms and markets.

THE STRATEGY

AMI stepped in with a smarter, streamlined approach:

- Conducted deep-dive global market research into the nutritional supplement landscape
- Assessed competitors' positioning, pricing, and market share
- Proposed a shift from scattered, small buyers to large regional distributors with established warehousing and distribution capabilities
- Focused on diversified, geographically strategic partnerships in Europe, Latin America, and the Middle East

By replacing complexity with clarity, AMI helped Swanson Vitamins unlock the power of global markets—showing that the right partners (and strategy) make all the difference.



THE RESULTS

- ✓ Appointed regional distributors within a few short months
- ✓ Increased first-year international sales by **more than 500%**
- ✓ Gained **operational efficiency** by moving from 75+ accounts to a few strategic partners
- ✓ Expanded reach with fewer, but stronger, partners driving volume and visibility

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CASE STUDY



U.S. Snack Brand Expands into Canada with Leading Distribution Partner

THE CHALLENGE

Catalina Crunch wanted to accelerate its global expansion, starting with Canada—but lacked the local network, retail access, and bilingual packaging required to make it happen. The brand needed an experienced partner who could deliver a turnkey solution to drive results quickly.

THE STRATEGY

AMI developed and executed a Canada-focused launch strategy centered on:

- Partnering with a top-tier Canadian distributor in the grocery retail channel
- Securing initial placements in the country's leading natural and grocery retailers, including Whole Foods Market
- Creating a regulatory roadmap for bilingual packaging and Canadian compliance
- Building a long-term retail growth plan to expand into national grocery chains and mass retailers
- Initiating strategic discussions and preparation for launching into Costco Canada

With AMI's support, Catalina Crunch turned Canada from a priority into a success story—laying the groundwork for national scale and long-term growth.



THE RESULTS



Sales increased by nearly **290%** over two years



Now listed in the **top natural retailers** in Canada, including Whole Foods Market



Bilingual packaging development underway to support mass retail expansion



On track to launch with Costco Canada, Loblaws, Walmart and other **national retailer chain accounts**, further accelerating brand reach

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CASE STUDY



Accelerating Growth in Japan for a Global Pet Food Brand

THE CHALLENGE

Although Petcurean had solid sales in Japan, they felt untapped potential was being left on the table. They needed a trusted partner to evaluate their existing distributor and uncover new ways to increase sales and market share in a complex, competitive market.

THE STRATEGY

AMI dug deep to craft a data-backed plan for sustainable growth:

- Analyzed consumer behavior and specialty pet food trends in Japan
- Determined value chain margins
- Identified opportunities for channel expansion and maximum sales penetration
- Assessed the e-commerce and direct-to-consumer (D2C) sales channel
- Evaluated the current distribution setup to spot gaps and opportunities

AMI's strategic guidance empowered Petcurean to optimize its presence, build smarter partnerships, and accelerate sales in a meaningful way.



THE RESULTS



In 120 days, AMI delivered a robust **Go-To-Market strategy**



Provided a detailed category overview, DTC and competitive analysis



Shared **actionable recommendations** for increasing sales and improving distribution



Increased sales in the Japanese market

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CASE STUDY



Expanding International Sales & Brand Awareness with Key Distribution Partnerships

THE CHALLENGE

ROAR Organic wanted to expand internationally with an unknown U.S. brand while competing against established global sports drink and flavored water brands.



THE STRATEGY

AMI developed and executed an international strategy centered on:

- Positioning the brand as clean hydration with natural electrolytes, antioxidants, and only 20 calories to fill the gap between sports drinks and flavored waters
- Targeting health-conscious consumers in markets with strong functional beverage growth, such as Latin America, Caribbean, and the Middle East
- Partnering with experienced distributors specializing in better-for-you products and functional beverages for effective market entry
- Focusing on premium grocery, club, and health retail channels to build brand credibility and drive volume

AMI demonstrated successfully that Roar Organic could achieve global success by filling the gap between traditional sports drinks and flavored waters, offering clean, functional hydration that meets the needs of modern consumers globally.

THE RESULTS



Sales increased by **406%** in the first year and **215%** in the second year



Expanded into **15+ countries** in just two years



Positioned the brand as a **category innovator** in the RTD beverage space

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CASE STUDY



Taking a U.S. Chocolate Brand Global—Without Adding Headcount

THE CHALLENGE

Guittard Chocolate Company wanted to grow internationally but didn't have the bandwidth or infrastructure to make it happen. With zero export sales, no international distribution network, and a small team focused on U.S. operations, they needed a partner who could manage the process end-to-end.

THE STRATEGY

AMI took the reins to build a global sales strategy from scratch:

- Identified and contacted qualified foreign importers and distributors
- Represented the brand at key international trade shows to generate interest and visibility
- Selected and managed the best-fit partners to drive early-stage growth
- Oversaw sales and marketing efforts to quickly establish global demand

AMI helped Guittard Chocolate Company scale internationally, drive demand, and ultimately attract the attention of a major buyer—without requiring extra internal resources.



THE RESULTS



Increased sales from zero customers outside North America to **6 countries on 3 continents in the first nine months**



Distribution network built across 20+ countries



Acquired by a multinational company after rapid international growth

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CASE STUDY



Cross-Border E-Commerce & Strategic Distribution

THE CHALLENGE

Mommy's Bliss wanted to expand international distribution, get products on major pharmacy chain shelves, and break into China's cross-border e-commerce market—all without the cost and complexity of building a global network from scratch.

THE STRATEGY

AMI brought a cost-effective, research-driven game plan to the table:

- Conducted in-depth research into high-potential export markets
- Identified and evaluated trusted global distributors with existing pharmacy retail connections
- Developed a low-cost entry strategy to expand footprint without massive overhead
- Supported the launch of the client's own T-Mall.com storefront (a leading B2C platform in China) to tap into consumers

With AMI's help, Mommy's Bliss didn't just "go global"—they did it smartly. By combining digital and retail strategies, they positioned their brand for long-term international success.



THE RESULTS



15+ countries secured with professional supplement distributors



Brand placement in **well-known pharmacy chains** across the Middle East, Asia, Europe, and Latin America



Direct-to-consumer success with a **branded storefront** on T-Mall.com, China's premier B2C platform



Leaner, faster growth without the cost and complexity of building from scratch

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CASE STUDY



Entering Japan's Premium Market

THE CHALLENGE

Oral Fixation Mints was receiving steady interest from abroad, but without a strategy or team to assess global opportunities, their international growth remained out of reach. They needed expert guidance to prioritize markets, build the right partnerships, and create a scalable international sales platform.

THE STRATEGY

AMI stepped in to provide end-to-end support—from market analysis to on-the-ground execution:

- Conducted a comprehensive market assessment to identify the strongest international opportunity
- Flagged Japan as a high-potential market based on demand for upscale confections
- Leveraged AMI's importer network to connect the client with a major Japanese distributor specializing in premium imported goods
- Supported Japanese packaging, ingredient approval, and marketing localization
- Arranged for the client to exhibit at a top international trade show in Japan

For emerging brands, entering the right market with the right partner can be a game-changer. AMI helped Oral Fixation Mints turn interest into action and meaningful revenue.



THE RESULTS



+300% increase in sales after entering the Japanese market



Localized packaging and ingredients enabled **seamless import and distribution**



Placement with a **top-tier importer** positioned the brand for long-term growth in Japan

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CASE STUDY



A Smarter Sales Model for a Global Food Conglomerate

THE CHALLENGE

Despite solid distribution and brand recognition, this Korean multi-national conglomerate was falling short on growth and profits. The CEO suspected its siloed, product-based structure was to blame and turned to AMI for a more unified, strategic approach.

THE STRATEGY

AMI performed a comprehensive assessment of the company's structure and competitive landscape:

- Conducted internal interviews and competitive analysis
- Identified redundancies across business units and inefficiencies in sales coverage
- Proposed consolidating the sales force into one unit, enabling reps to sell all products
- Recommended a shift from product-based sales teams to a channel- and account-based sales model

Sometimes, growth isn't about adding more—it's about working smarter. AMI helped this conglomerate unlock their full potential by restructuring around efficiency, alignment, and strategic sales coverage.



THE RESULTS



Increased sales and profitability across multiple regions



Streamlined internal collaboration through unified teams



Improved customer satisfaction, with a more coordinated and responsive sales approach

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