



CBI
Ministry of Foreign Affairs

Webinar:
**Dates– Export
opportunities in Europe**



...Welcome! This session starts at 10:00 CEST



Important!

- > We cannot hear or see you!
- > If you have audio problems try “phone call” (it will be toll-free or local tariff)
- > Please ask questions using the “Questions” tab. We will answer as many as possible!
- > We have a few polls for you that will automatically pop up
- > This session is being recorded

The screenshot displays the GoToWebinar interface. At the top, there is a menu with 'File', 'View', and 'Help'. Below this is the 'Audio' section, which includes a 'Sound Check' indicator and three radio buttons: 'Computer audio' (selected), 'Phone call', and 'MUTED'. Under 'MUTED', there is a dropdown menu for 'Microphone (HD Webcam C510)' and a volume slider. Below the audio settings is a 'Handouts: 2' section with two items: '2017-05-05_11-59-21.png' and 'GTM iOS.jpeg'. The 'Questions' section is currently empty. At the bottom, there is a text input field with the placeholder '[Enter a question for staff]' and a 'Send' button. The footer contains the text 'Multi sessions different registrants', 'Webinar ID: 980-960-603', and the GoToWebinar logo.



Start-up

Getting to know you

Are you already exporting to Europe?

Answer:

- Yes
- No

Centre for the Promotion of Imports from developing countries



CBI supports **SMEs** strengthening their **economic, social and environmental** sustainability through exports to Europe and regional markets

CBI offers **practical solutions** for the **bottlenecks** in the export value chain

CBI creates value through **knowledge** and deploying **networks** in EU and developing countries in promising sectors


Limited trade-related skills


Limited access to finance


Limited access to market information


Limited business networks





- **Recent developments**
- **Market requirements**
- **Attractive markets**





Main trends

- > General
 - Sustainability
 - At home consumption
- > Dates specific
 - Sugar replacement
 - Healthy snacking
 - Food industry use
 - Ethical sourcing

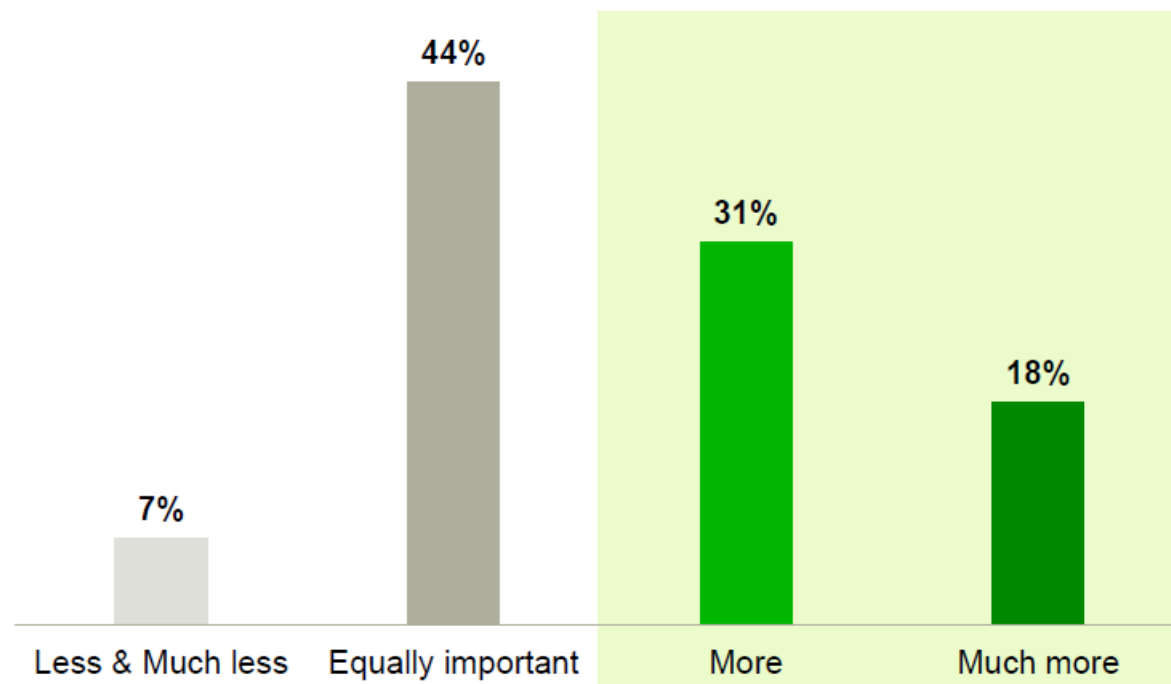




Sustainability

- > As a result of COVID-19 pandemic, 49% of shoppers think sustainability is MORE important to them! (KANTAR Global Research)

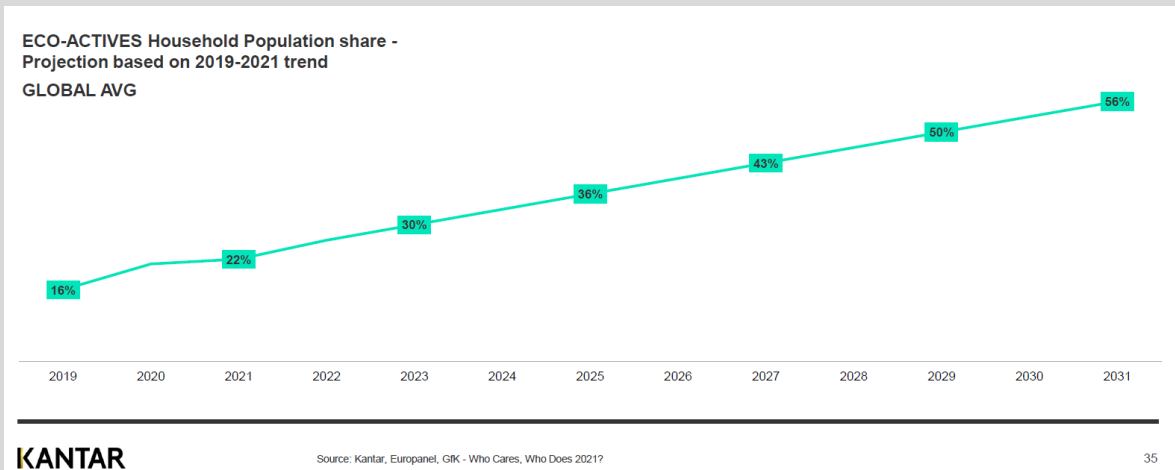
Due to the coronavirus pandemic, sustainability aspects have become more/less important to me





Sustainability

- > New types of shoppers – Eco Actives
 - highly concerned about the environment, and are making the most of actions to reduce their waste.
 - They feel an intrinsic responsibility to be more sustainable, follow the topic more actively and have a greater awareness.





Sustainability - European Green Deal

- Farm to Fork Strategy
- Biodiversity Strategy
- What does it mean for suppliers?
 - 50% less pesticides until 2030
 - more organic products
 - CO2 emission reduction
 - sustainable packaging
 - new labelling
 - more certification





More sustainability certification and labels expected

- > Reducing CO2 emission
- > Preservation of forests resources
- > Biobased and recyclable packaging
- > Social and ethical impact
- > Organic and pesticide free



low environmental impact

high environmental impact



Verified Carbon Standard



Dates specific trends



- Sugar replacement products
 - Date sugar (liquid, crystal), paste, syrup
 - Clean and clear label trend
- Healthy snacking
 - For athletes
- Organic/Free from
- Soft (partial rehydration/pitted)
- Food industry usage
 - Fruit snacks, breakfast cereals, sweetener i confectionary products (sweet spreads, chocolate)
- Luxury dates





Ethical sourcing examples

- › Unicoop (Italy/Palestine)
 - Palestinian Agricultural Relief Committees (PARC)
- › Zaytoun (the UK/Palestine)
 - Fairtrade community interest company
- › Rapunzel (Germany/Tunisia)
 - South Organic
- › Direct Producteur fruits secs (France/Iran/Algeria/Tunisia)
- › SEKEM (Germany/Egypt)
 - Economy of Love
- › Oxfam (Belgium/Palestine)





Legal market requirements

> Contaminants

- Foreign bodies
 - Insects – the carob moth, the lesser date moth, the raisin moth
 - Fumigation - phosphine or CO2 / **Methyl bromide is banned in Europe**
 - Sterilisation
- Pesticide residues
 - Withdrawal of many pesticides (EU Green Deal)
 - Chlorpyrifos set to 0.01ppm since November 2020
- Aflatoxins (4 times withdrawal in 2020/2021)
 - HACCP in implementation



> Product composition

- If used must be declared - glucose syrup, sugars, flour (in chopped dates), vegetable
- Preservatives limit (potassium sorbate max 1000 mg/kg)

> Labelling

- Food information for consumers (nutritional profile, allergens – sulphites)
- Indication of origin/- Products made in Israeli settlements



Buyer requirements



> Quality

- UNECE standard
- Absence of foreign bodies
- Laboratory tests results
- Moisture content
 - Cane sugar varieties - 26% max
 - Invert sugar varieties – 30% mas
- Presentation
 - Pitted, unpitted, clusters, stems
- Sizing (optional)
- Colour and shape of fruit

> Certifications

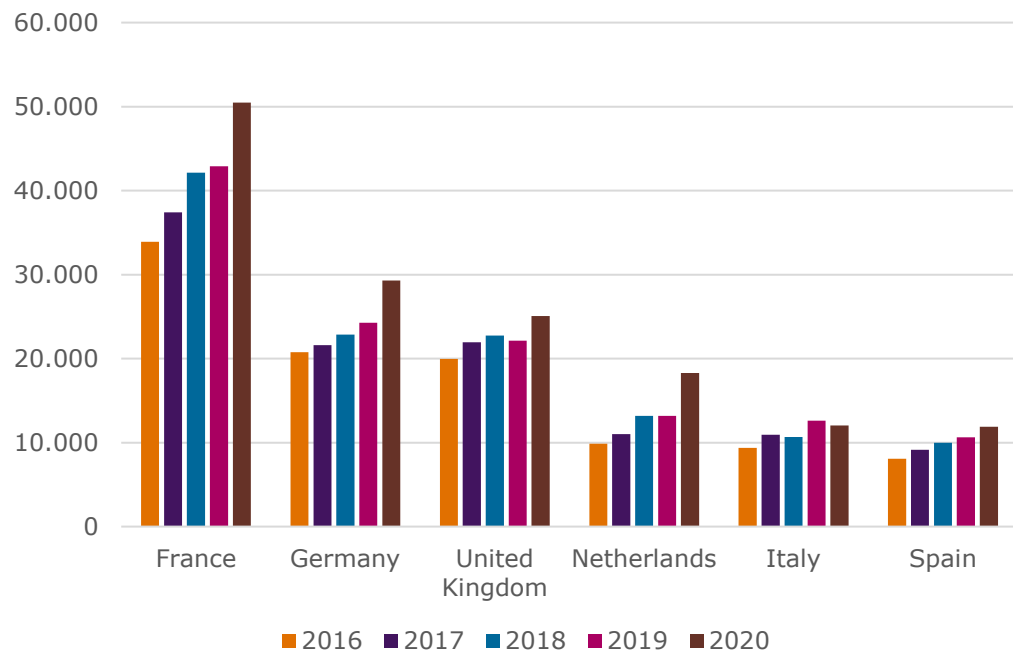
- Food safety
 - BRCGS, IFS, FSSC 22000
- Organic
- Sustainability
- Ethnic (Halal, Kosher)

> Price and delivery terms

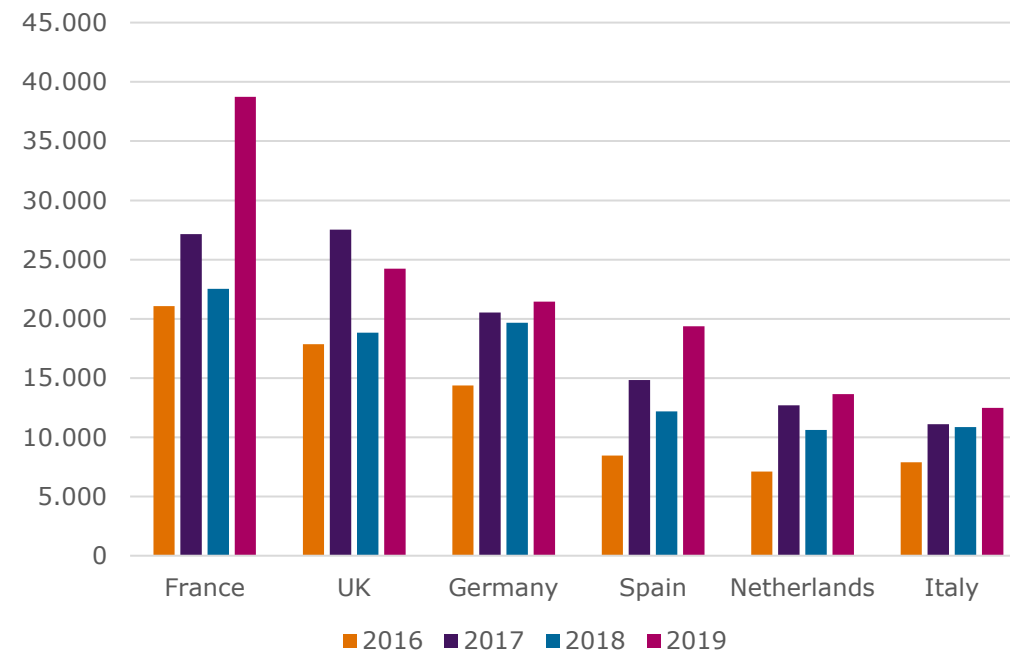


Largest European markets

Import



Consumption





Markets

EU Markets of your
interest

Which markets would you like to learn more about?

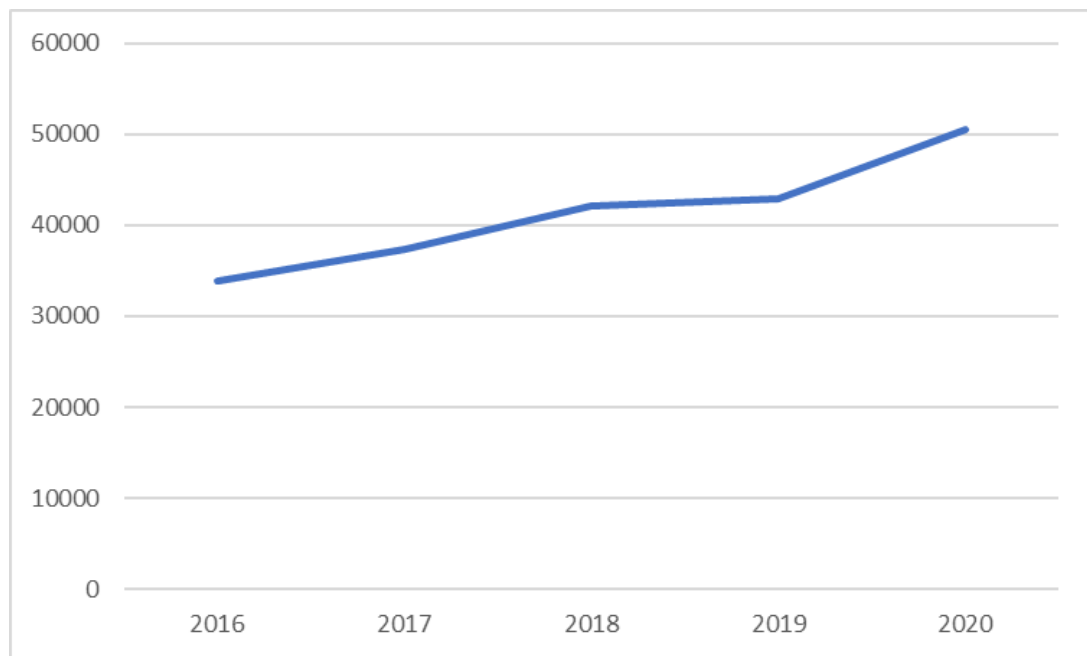
Select 2:

1. France
2. The United Kingdom
3. Germany
4. Spain
5. The Netherlands

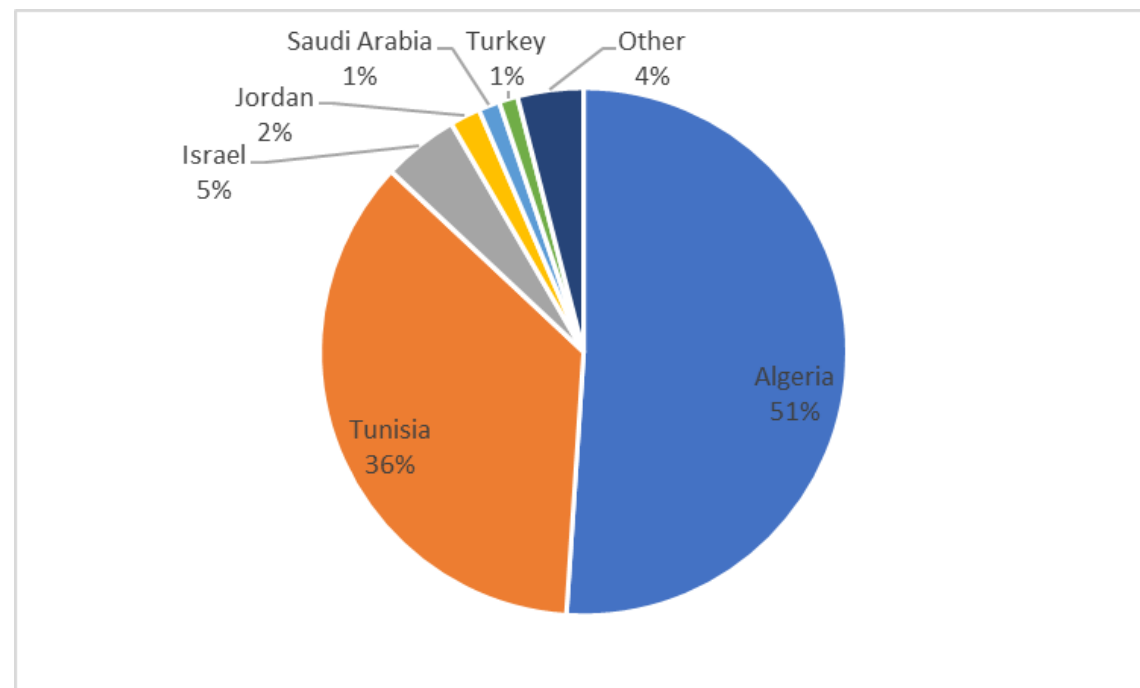


France: the leading European market for dates

French dates import, tonnes



Leading suppliers to France, 2020





France – market entry

- > Advantage for French speaking suppliers (North Africa)
- > Leading cultivars
 - Deglet Nour or Medjool
- > Naming of the origin
- > Ethical (sustainability) certification helps in entering the market
- > Certification
 - IFS preference
 - Halal
- > Organic certification
- > nutri-score
- > Seasonality





France – brands, companies, segments

> Retail

- Private labels less dominant compared to Germany and the UK
 - Carrefour, (Carrefour, Carrefour Bio and Petit Prix labels), Leclerc (Couleurs Vives label), Super U (U label), Intermarché (Paquito label), Auchan (Auchan, Mmm and Bio).
- Independent brands La Favorite and Sun (by Color Foods), Holy Fruits (by Mondial Fruits Secs), Brousse (by Brousse Vergez), Daco Bello (by Daco France),
- Ubranded by weight
- Producer brands
- Ethically aware brands and companies
 - Agro Sourcing, Ethiquable, Direct Producteurs Fruits Secs, Ethik Essence



> Industry

- Fruit bars, confectionary (chocolate, cookies), drinks, breakfast cereals

> Foodservice

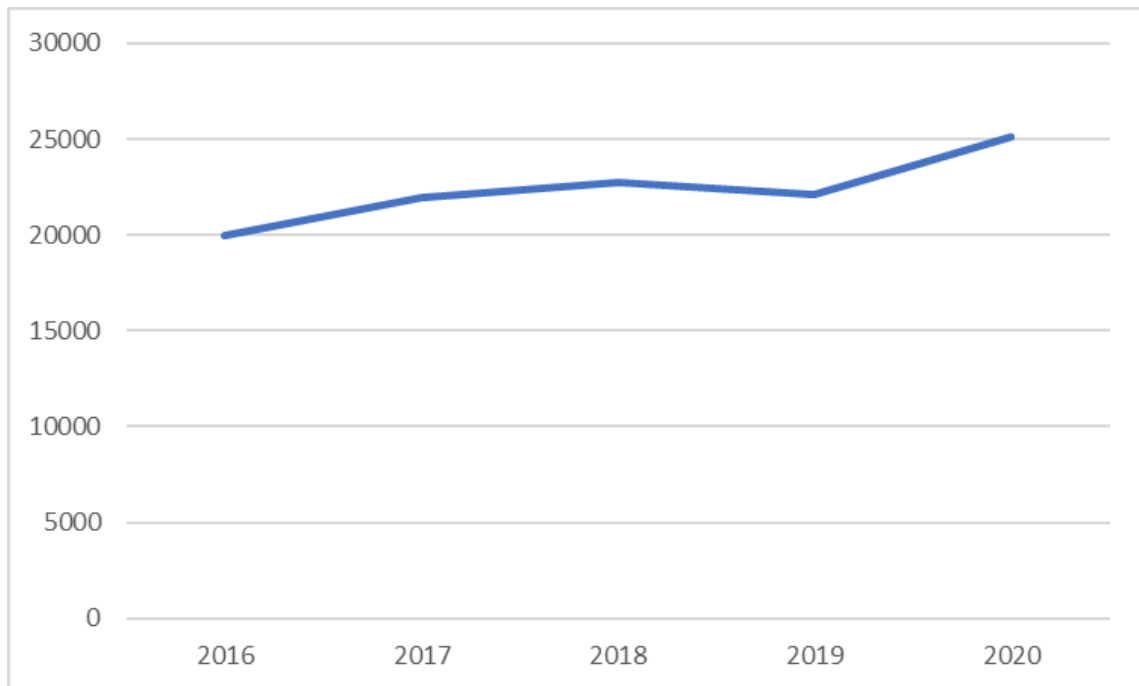
- Healthy food restaurants (own snacks, granolas, drinks – smoothies, nut milks)



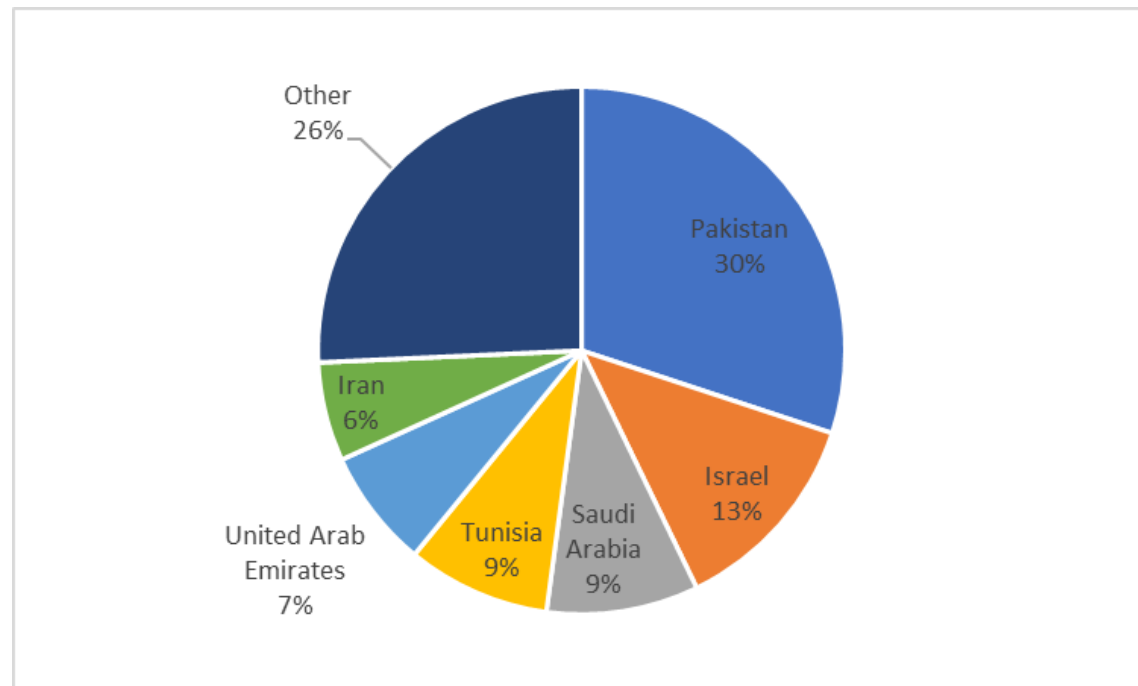


The United Kingdom: opportunities for emerging suppliers

The UK pepper import, tonnes



Leading suppliers to the UK, 2020





The UK – market entry

- > Largest private label share in Europe
- > High quality requirements
 - Demanding retailers
 - Possibility to pack in the country of origin
- > BRCGS preference
- > Large number of “smaller” importers
- > A lot of ‘ethnic’ importers
 - Fudco, Afak Trading, Al Harmain Dates, Damasgate, Golden Saffron, Organic UK, Sahara UK Foods, WG Buchanan ...
- > Leading Fairtrade market in Europe
- > Many ingredient users
 - Usually do not import directly





UK – brands, companies, segments

> Retail

- Dominance of private labels (Tesco, Sainsbury's, ASDA, and Morrisons)
- Leading independents brands – Whitworths, Crazy Jack, Wholefoods and Tree of Life
- Brands of producing countries
 - Hadiklaim from Israel (Jordan river brand) and Siafa International from Saudi Arabia (Madina brand)
- Increasing online trade (Ocado, Just Ingredients)

> Food processing

- Many innovative products

> Foodservice

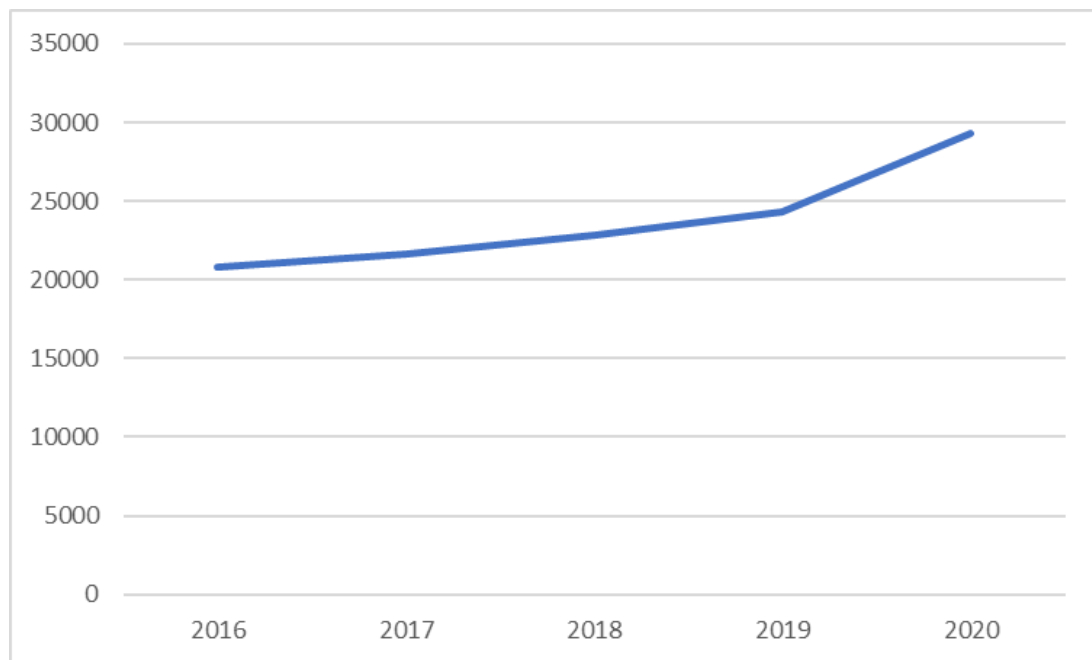
- Increasing work from home population, catering services increasing



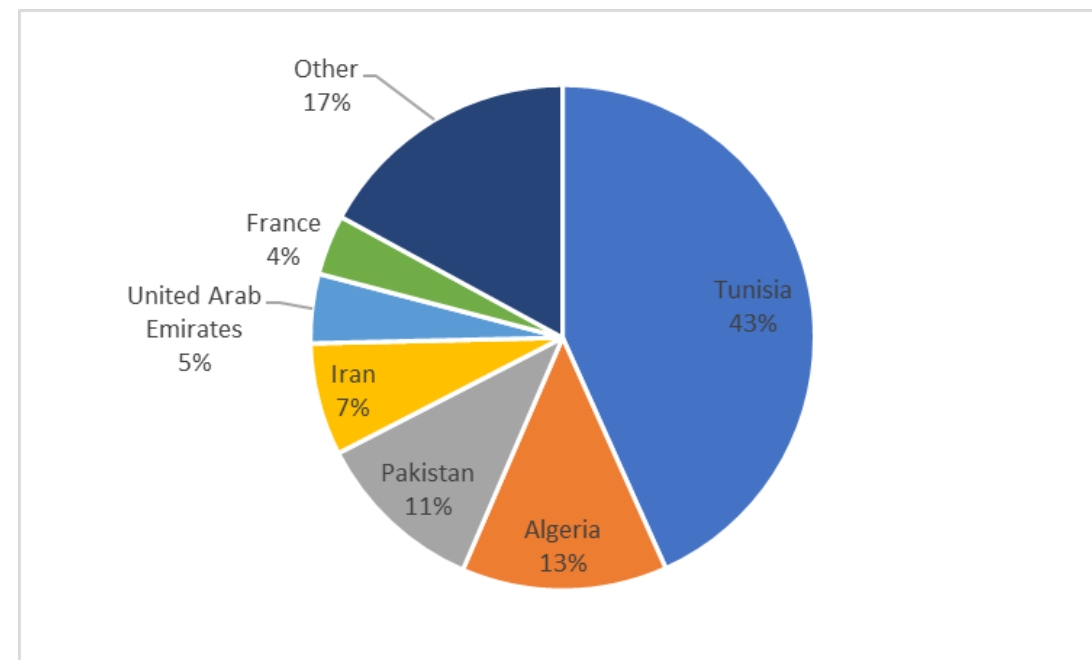


Germany: huge organic market

German dates import, tonnes



Leading suppliers to Germany, 2020





Germany – market entry

- > Price competitive market
- > High requirements
 - IFS preferred certification
- > Largest organic market in Europe
 - Organic retail chains strongest in Europe
 - Above organic (Bio-dinamic, private, Fair-Trade ...)
- > Possibility for long-term partnerships through sourcing programmes, especially for organic products
 - Hand in Hand
 - Rapunzel and Centre de conditionnement de fruits (CCF) - Tunisia





Germany – brands, companies, segments

> Retail

- Large share of private labels
 - Strong hard discounters (Lidl, Aldi Nord, Aldi Süd)
- Independent brands: Seeberger, Farmer's Snack, Carl Wilhelm Clasen Kluth
- Organic retail chains (Biomarkt, DM or Alnatura)
- Ethnic (Turkish) shops sell significant quantities

> Food processing

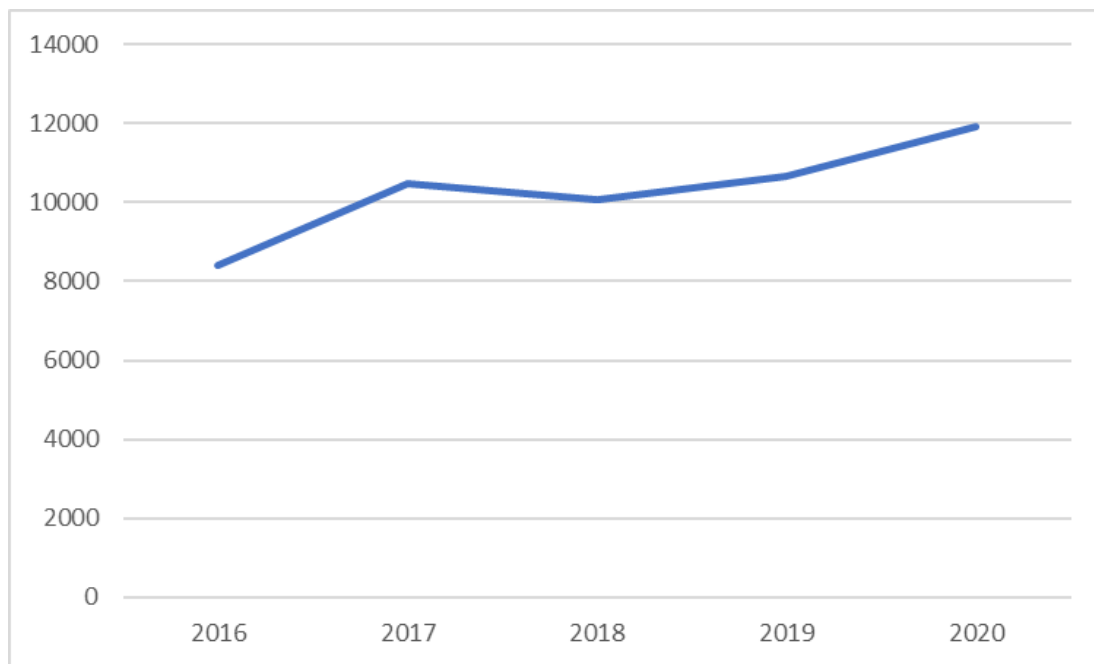
- A lot of innovative products especially in healthy/organic confectionary segment
- Foodservice
 - Healthy restaurants
 - Ethnic restaurants especially after immigrant crisis
 - E.G Sonnenallee street in Berlin



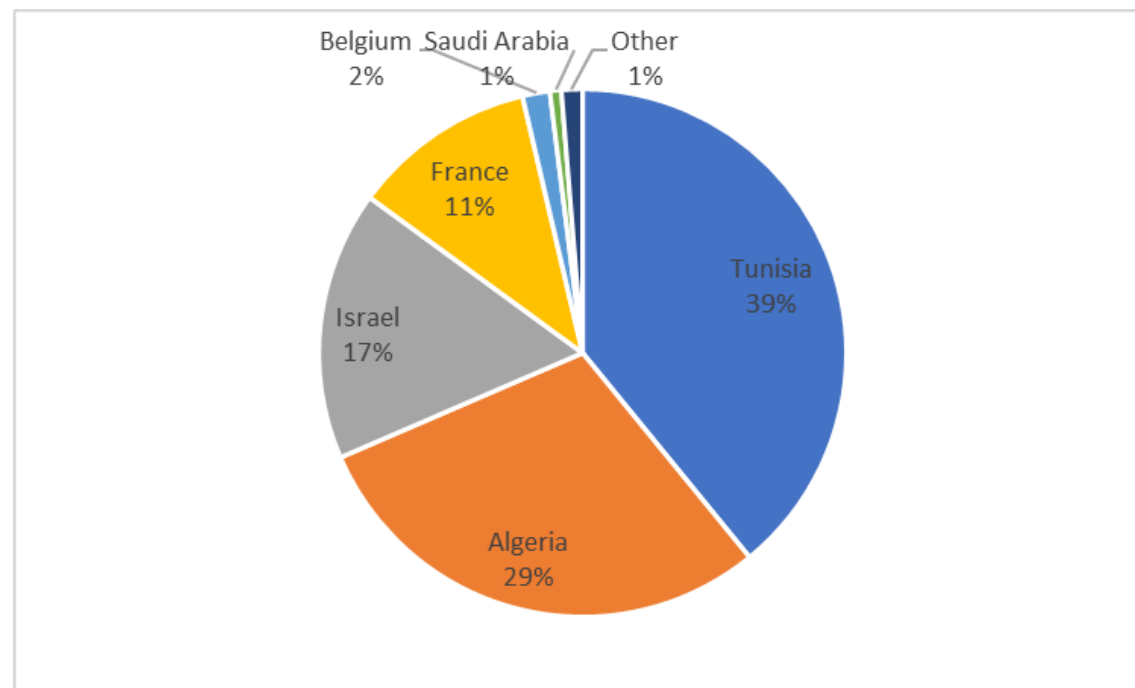


Spain: significant increase of import

Spanish dates import, tonnes



Leading suppliers to Spain, 2020





Spain market entry

- > Strong competition from Algeria and Tunisia
 - Logistical advantage
- > High quality and relatively good prices
 - Average import prices higher compared to most of other markets
- > Possibility to supply own brand or retail-packed product





Spain– brands, companies, segments

> Retail

- Strong dominance of private labels
 - Local – Mercadona (Hacendado label), Carrefour, Lidl (Alesto label), Alcampo (Auchan label), Eroski, Dia and Aldi
- Independent brands: El Monaguillo (by Bernabe Biosca Alimentacion, produced in Tunisia), Casa Pons (by Importaco, sold in Mercadona), Frumesa, Borges, Fernández and Campomar (organic)



> Food industry

- Increasing usage of date paste

> Foodservice:

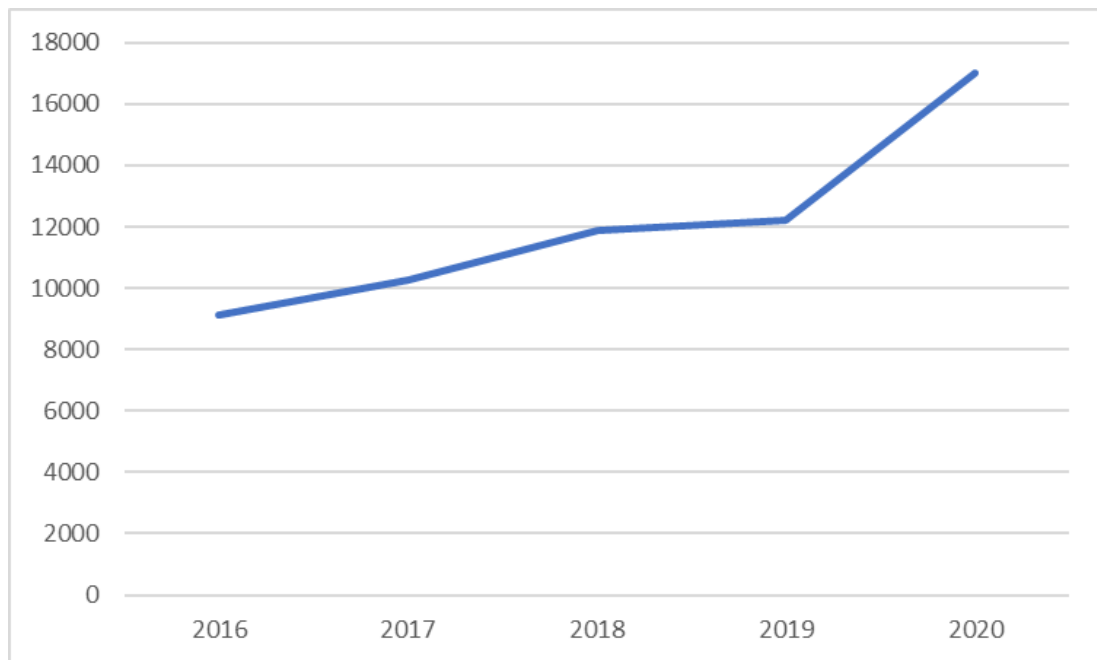
- Innovative and traditional sweets (e.g. dátiles rellenos)



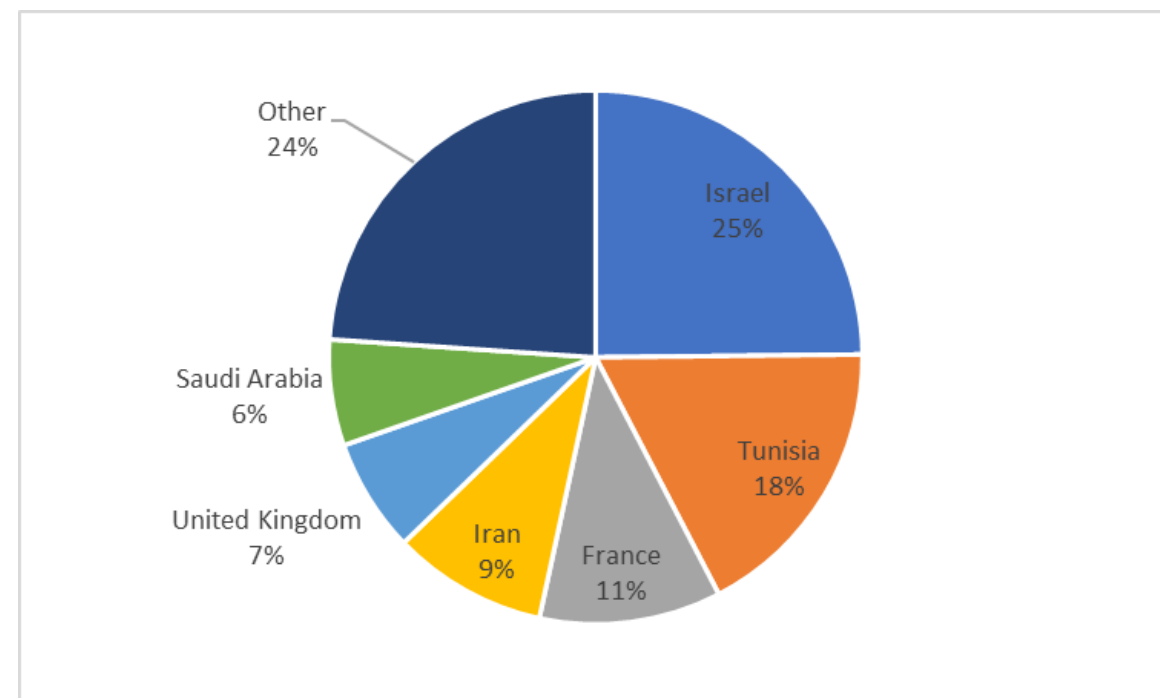


The Netherlands – re-exporter of dates

Dutch dates import, tonnes



Leading suppliers to the Netherlands, 2020





The Netherlands – market entry

- > Main market for Israeli dates
 - High quality competition
- > Significant re-export
- > Sustainability and ethical trading initiatives among strongest in Europe
- > Be practical and pro-active
 - Dutch buyers are searching for new origins, products and ideas
 - Variety of emerging suppliers: South Africa, Jordan, Peru, Palestine, Iraq ...
- > Well informed importers
- > Price conscious consumers





The Netherlands – brands, companies, segments

> Retail

- Strong dominance of private labels
 - Local – AJ, Jumbo
 - International – Lidl, Aldi
- Specialised shops: Holland&Barret
- Independent brands: Tropicks,

> Specialised importers:

- Catz International, Nutland, Delinuts, • Rhumveld Winter & Konijn ...
- Organic: Tradin Organic, Gebana BV
- Agents: QFN, Global Trading And Agency

> Food industry:

- Date syrup, innovative products (cheese ingredient)

> Foodservice – healthy restaurants, smoothie bars





Questions & Answers





CBI
Ministry of Foreign Affairs

Opportunities in exporting Dates

The retail sector

LYDIA GERRATT

London, 23rd November 2021



Lydia Gerratt

- ❖ A Senior Buyer of food and non-food products for 19 years in UK supermarkets
- ❖ A Buyer for Waitrose for 16 years, the UK's most respected supermarket for good quality food with an extensive range of private label and branded products
- ❖ A core expertise is developing private label products, ranges, and entire categories for Waitrose, as well as an in depth knowledge of brands, both food and non-food
- ❖ Specialising in grocery ingredients, fruit & vegetables, fresh & frozen foods which have been grown, produced and manufactured in UK, Europe and worldwide
- ❖ An International Trade Consultant for 7 years



AGENDA

1. Introduction
2. Consumer insights
3. Supermarket analysis
4. The 'GAP'
5. Technical
6. Pricing
7. Future Trends 2021 - 2022

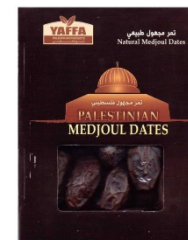


1. INTRODUCTION

The Value Chain



**IMPORTER
Wholesaler
Brand**



GROWER

Bulk

Retail packs



**SUPERMARKET
FOODSERVICE**



**MANUFACTURER
Private Label /
Brands co-packer**





Buyer's expectations



How do supermarket buyers think? And what do they believe are your responsibilities to them?

- Supermarket buyers expect the supplier (exporter) to be the EXPERT of their product category
- In return, the buyer will put your products on the supermarket shelf, with access to millions of customers, be part of the supermarket's marketing, advertising and PR programme and, be associated with the supermarket brand

What the buyer wants to know

- Your company and products
- Consumer insights, category and market information
- What is the GAP – what makes your proposition unique
- Commercials
- Technical requirements – EU Food Safety Regulations



2. CONSUMER INSIGHTS

Your company and products

What makes you different to your competitors?

- Is it your country of origin; the climate, environment, temperature?
- Technical competence?
- Flavour profile?
- Price competitiveness?
- A new food trend?
- Are your products unique?

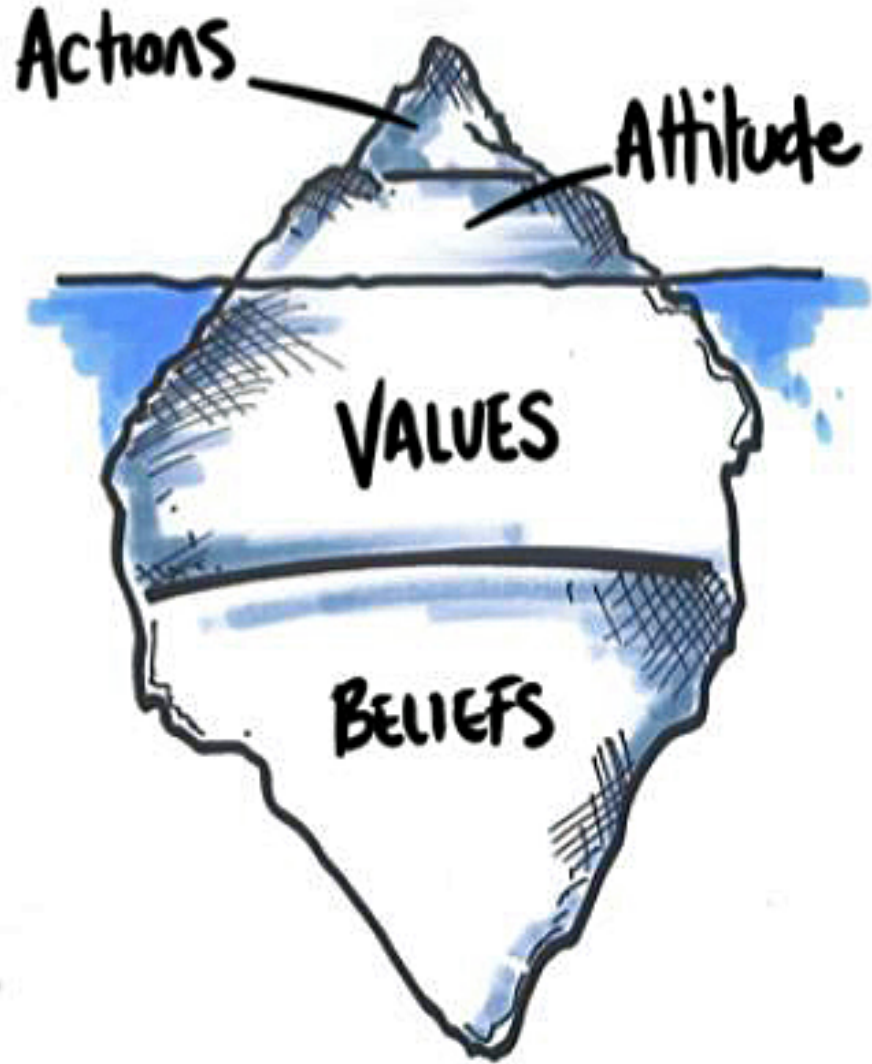


2. CONSUMER INSIGHTS

Understand your customer

Who are your customers? Are they

- **ABC1 premium shoppers**
 - high socio economic group with a higher than average of disposable income
 - Age group 45-65+ years
 - Greater disposable income gives this consumer the luxury of time; these consumers have the time to research and find the foods, recipes and health information they value
- **C2DE mass market shoppers**
 - average socio economic group, average disposable income
 - Majority age is approximately 25-55+ years
 - This group is the mass market, approximately 70% of European consumers
 - Usually families, with both parents working, time is a luxury they do not have



2. CONSUMER INSIGHTS

Consumer Values and Beliefs

- Beliefs and values are deeply ingrained from a young age; they contribute to a person's purchasing behaviour.
- It is important to develop a deep understanding of who is buying your products, how are they using your products at home (cooking, eating, snacking, etc) and **how does this fit in with their values and belief system** regarding quality, the environment, Fairtrade, animal welfare, etc.
- A consumer's beliefs and values about food outweigh their demographic grouping for income. They will choose to either spend more or less of their disposable income depending on the value the place on food.



3. SUPERMARKET ANALYSIS

Understand the market

Supermarket	Market share	Type	Core customer	Demographic	Brand values
Tesco (UK)	27%	Mass market (all over the UK)	25-65+, mainly families	C2DE	Price
Sainsbury's (UK)	15%	Good quality to mass market	25-75+, mainly families and older	ABC1C2D	Good quality, mid-price
Aldi (UK)	8%	Discounter	25-65+	C2DEF (ABC1)	Price
Waitrose (UK)	5%	Premium	35-75+, single/couples	ABC1	Premium quality, service
M&S (UK)	3%	Premium	25-75+	ABC1C2D	Premium, special occasion
Ocado (UK)	2%	Premium	25-65+, families	ABC1	Premium
Albert Heijn (The Netherlands)	35%	Premium	35-75+, single/couples	ABC1	Good quality
Lidl (Germany)	25%	Discounter	25-65+	C2DE (mass market)	Price
Edeka (Germany)	25%	Mass market to good quality	25-65+, mainly families	ABC1(C2DE)	Good quality, price
Rewe (Germany)	19%	Mass market to good quality	25-65+, mainly families	ABC1(C2DE)	Good quality, price



3. SUPERMARKET ANALYSIS

Resources: stay informed

ocado Find a product

[Log in](#) [Register](#) [Book a delivery](#) [Checkout](#) Minimum spend of £40

Browse Shop

Product	Price	Rating	Action
M&S Collection 18 Medjool Dates Pitted 18 per pack	£5.50 (30.6p each)	★★★★★ (7)	Add to trolley
M&S Collection Medjool Dates With Stones 500g	£5.50 (£11.00 per kg)	★★★★★ (31)	Add to trolley
M&S Collection 12 Medjool... 220g	£4 (£18.18 per kg)	★★★★☆ (9)	Add to trolley
M&S Collection Medjool Dates With Stones 500g	£5.50 (£11.00 per kg)	★★★★★ (31)	Add to trolley
Ocado Medjool Dates 500g	£4.95 (£9.90 per kg)	★★★★☆ (148)	Add to trolley
M&S Collection 18 Medjool Dates Pitted 18 per pack	£5.50 (30.6p each)	★★★★★ (7)	Add to trolley
M&S Collection 12 Medjool... 220g	£4 (£18.18 per kg)	★★★★☆ (9)	Add to trolley
Natooora Californian Ban Bon Medjool Dates 180g	£5.99 (£33.28 per kg)	★★★★★ (77)	Add to trolley
M&S Pitted Deri Dates 200g	£3.25 (£16.25 per kg)	★★★★☆ (9)	Add to trolley
Ocado Medjool Dates 180g	£2.02 (£11.22 per kg)	★★★★☆ (211)	Add to trolley

Food Cupboard » Crisps, Snacks & Nuts » Nuts & Seeds » Dates

Product	Price	Rating	Action
M&S Organic Medjool Dates with Stones 180g	£2.50 (£13.89 per kg)	★★★★★ (22)	Add to trolley
M&S Organic Deglet Nour Dates with Stones 250g	£2.90 (£11.60 per kg)	★★★★☆ (6)	Add to trolley
Offer Crazy Jack Organic Soft RTE Dates 200g	£2.12 (was £2.50) (£1.06 per 100g)	★★★★☆ (39)	Add to trolley
Value Whitworths Stoned Dates 300g	£1.50 (50p per 100g)	★★★★☆ (28)	Add to trolley
New Ocado Chopped Dates 250g	£2.35 (94p per 100g)		Add to trolley
New Ocado Pitted Dates 250g	£1.50 (60p per 100g)		Add to trolley
Tree of Life Organic Pitted Dates 1kg	£7.25 (72.5p per 100g)	★★★★☆ (30)	Add to trolley
M&S Pitted Deglet Nour Dates 250g	£2 (80p per 100g)	★★★★★ (7)	Add to trolley
Tree of Life Pitted Dates 500g	£1.99 (39.8p per 100g)	★★★★☆ (31)	Add to trolley
M&S Organic Dates 250g	£2.50 (£1.00 per 100g)	★★★☆☆ (4)	Add to trolley

Brands

- M&S
- Gü
- Ocado
- Guylian
- McGuigan
- Bricchetto
- JP Chenet
- Lindt
- Pasta Evangelists
- Rekorderlig
- Whitworths
- Yumello
- Abakus Foods
- Arthur Metz
- Brampton



3. SUPERMARKET ANALYSIS

Resources: stay informed

Waitrose (UK premium supermarket) produce an annual '[Food & Drink](#)' report detailing their;

- > consumer insights
- > food trends
- > wellbeing
- > technology
- > how people shopped
- > predictions for future growth

3. SUPERMARKET ANALYSIS

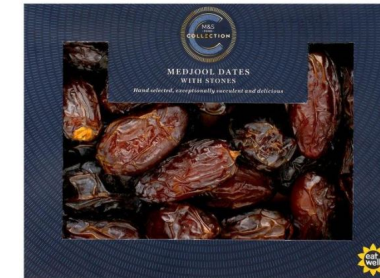
The category: Dried Fruit & Nuts (Fresh)



M&S
— FOOD —



M&S Organic
Medjool dates
£2.50, 180g



M&S Medjool
£5.50, 500g



M&S Medjool
dates, no stones
£5.50, 18 dates



M&S Medjool
dates, no stones
£4.00, 12 dates



3. SUPERMARKET ANALYSIS

The category: Dried Fruit & Nuts (Fresh)



M&S
EST. 1884

M&S
— FOOD —



3. SUPERMARKET ANALYSIS

The category: Dried Fruit & Nuts (Homebaking)



M&S
— FOOD —



M&S Delgat Nour dates, no stones
£2.50, 180g



M&S Organic Delgat Nour dates,
no stones
£2.50, 180g

3. SUPERMARKET ANALYSIS



The category: Dried Fruit & Nuts (Fresh)



WAITROSE & PARTNERS



WR Organic Medjool dates
£2.75, 180g



WR Medjool dates
£4.50, 400g



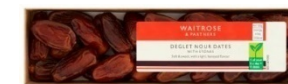
WR Medjool dates, no stones
£2.75, 165g



WR Medjool dates
£2.50, 180g



WR Hadwari dates
£2.40, 175g



WR Delgat Nour dates,
£2.25, 225g

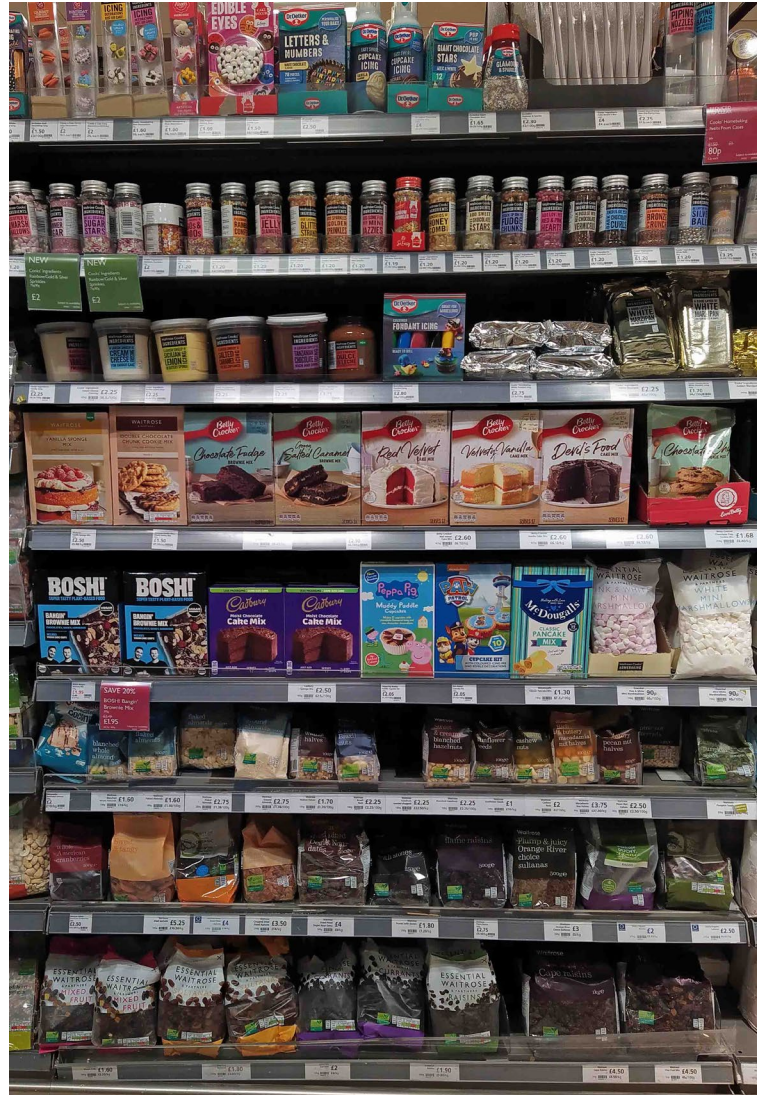


WR Organic Delgat Nour dates,
£3.00, 250g



The category: Dried Fruit & Nuts (Homebaking)

WAITROSE & PARTNERS



WR Organic
Delgat Nour dates
£2.25, 250g



WR Delgat
Nour dates
£4.00, 500g



WR Soft Dates
£2.25, 270g



WR Dates, no
stones
£1.50, 250g



WR Dates, chopped,
no stones
£2.35, 250g

3. SUPERMARKET ANALYSIS

The category: Dried Fruit & Nuts (Fresh)



Tesco Organic Medjool dates £2.50, 200g



Tesco Finest Medjool dates £2.50, 200g



Tesco Medjool dates £1.00, 3s



'Eat Me' Delgat Nour dates £2.00, 200g



Jordan River dates £3.10, 800g



The category: Dried Fruit & Nuts (Homebaking)



Tesco Deglet Nour dates
£3.30, 450g



Tesco Soft dates,
no stones
£1.50, 250g



The category: Dried Fruit & Nuts



Albert Heijn

Albert Heijn Fresh

Albert Heijn Homebaking



AH Medjool dates, €2.49, 250g



AH Medjool dates & cream cheese, €2.50, 110g



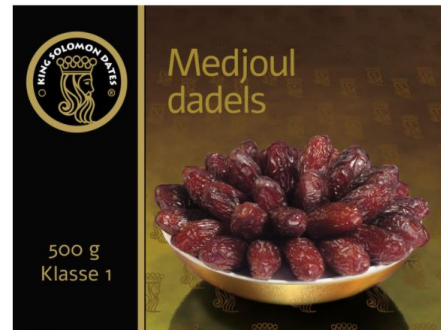
AH Organic dates, €4.99, 500g



AH Pitted dates, €2.29, 250g



AH Organic Medjool dates, €3.39, 225g



AH Medjool dates, €5.99, 500g



AH Chopped dates €1.79, 250g



AH Medjool dates, €2.29, 175g

Ethnic Supermarkets



Green Valley
Medjool Dates

Ethnic Supermarkets



Damas Gate
Premium Medjool
dates, 800g



Damas Gate
Medjool dates,
450g



Damas Gate
Medjool dates
270g



Damas Gate Large
Medjool dates,
450g



Damas Gate
Medjool dates,
1KG



Damas Gate
Medjool dates
600g



Damas Gate
Medjool dates,
900g



Damas Gate Organic
Medjool dates snack
50g



4. THE 'GAP'

What is the 'GAP'?

The GAP is a missing product in the supermarket category product assortment that a consumer would purchase if it was on shelf.

WHY should a buyer list your products?

- What are the benefits of your product:
 - Attracts more customers?
 - Provides innovation and 'newness'?
 - Offers better prices for customers?
 - Offers better profit margins for the supermarket?
 - Authentic, provenance, made in the country of origin?
 - Organic?
 - Fairtrade?



4. THE 'GAP'

What is the 'GAP'?

What makes your products and company unique?

- What are the benefits of your product:
 - **Authentic, provenance, made in the country of origin?**

Date Palms are native to Jordan: the unique climate (hot in the summer and gently warm in the winter), a perfect environment of rich, fertile soil along the Jordan river to the Wadi Araba, provide the best conditions to produce excellent quality, full flavoured, softly textured Medjool Dates

- **Provides innovation and 'newness'?**

Jordan provides an excellent quality alternative to Californian and Israeli Medjool dates. Sales of Medjool have been steadily increasing over the past 5 years, while maintaining a price premium. An alternative, additional supply of Medjool is beneficial to both consumers and retailers to provide sufficient volumes of top tier product to satisfy increasing demand. Healthy eating benefits for the growth in flexitarian eating

- **Organic?**

Yes



5. TECHNICAL

Food Technology requirements

- Farm – Global G.A.P
- Packhouse/Processing site – BRC, HACCP
- Certifications – Organic, Fairtrade, LEAF, etc
- Product
 - Analytical testing e.g. MRL pesticides
 - Shelf life
- Nutrition data
- Allergen data
- Packaging specifications
- Product Labels information
 - Allergens
 - Claims
 - Consumer information





Empowering responsible supply chains



5. TECHNICAL

Corporate Social Responsibility

- Sedex registered
- SMETA certified



6. PRICING

Cost Prices and Margins

Exporter cost
Exporter ex-farm price
cost of finished, packed, product per UNIT

European Importer cost		
Importer cost price	Importer margin 30%	Importer selling price to the supermarket

European Supermarket cost price, margin and retail selling price			
Supermarket cost price	Supermarket margin 35%	Supermarket cash profit margin	Supermarket retail price for the customer (the retail selling price)

1.00 €

1.00 €	30%	1.43 €
--------	-----	--------

1.43 €	35%	0.76 €	2.19 €
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This is your true cost of each finished product UNIT grown, picked and packed at your farm, air/ship to the importer and your profit margins

The importer margin of 30% pays for; handling containers/pallets at port (shipping or airfreight), distribution from port to importer warehouse, re-packing and/or re-palletising, managing stock according to supermarket orders, warehousing, QC checks, technical checks (pesticide MRLs, etc), product wastage, distribution to the supermarket, marketing and promotional money to the supermarket to promote products, employee costs, etc.
The approximate importer net final margin is approximately = 2%

The supermarket margin of 35% pays for; supermarket stores (hundreds or thousands), distribution depots, deliveries to each supermarkets 24 hours, QC checks, technical checks (paperwork, brix, etc), product wastage, marketing and promotions to customers, employee costs (tens of thousands of employees), etc.
The approximate supermarket net operating margin is approximately = 1% - 4%

$$\% \text{ Margin} = \frac{(\text{selling price} - \text{cost price}) \times 100}{\text{selling price}}$$

$$\text{Cost price} = \text{selling price} - (\text{selling price} \times \% \text{ margin})$$



7. FUTURE TRENDS 2021 - 2022

Consumer trends

We are facing the long-term impact of Covid-19 and this will certainly influence consumer behaviours in the future:

Price

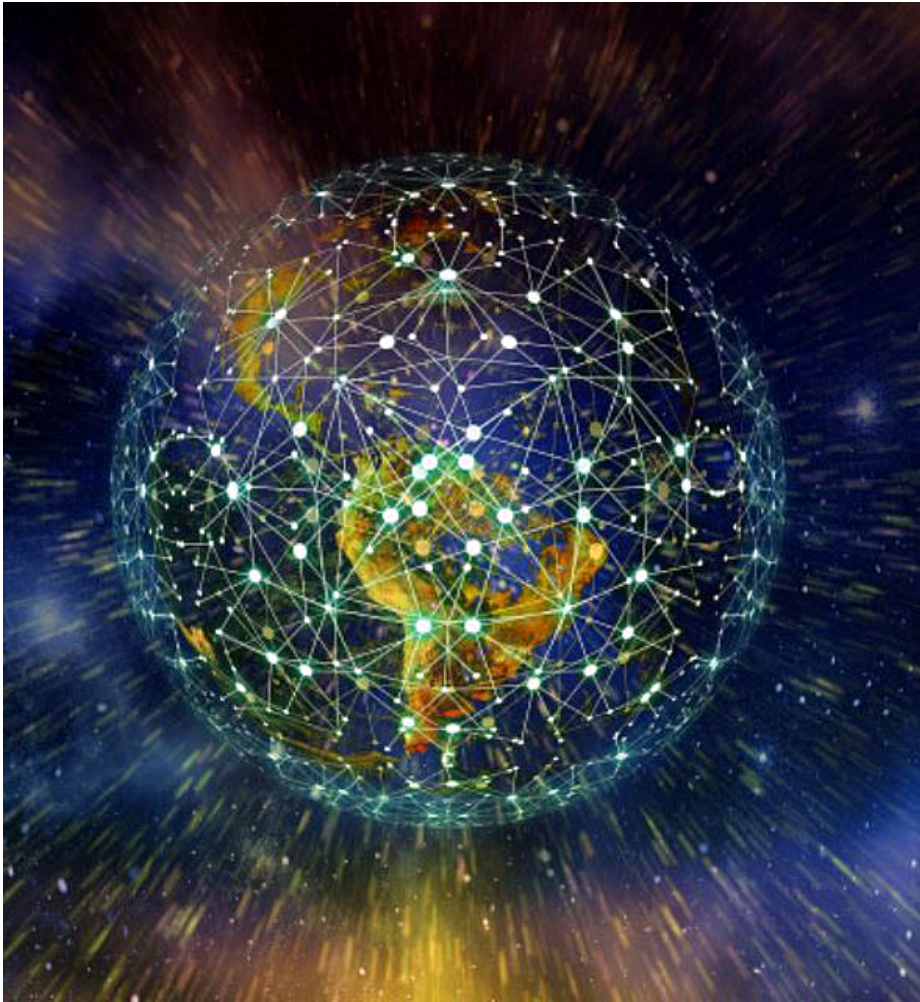
- Loss of income will affect the disposable income of all consumer demographics and in turn, the size of the shopping basket

Health and well being

- Flexitarian: Plant based eating (vegan and vegetarian trends)

Cooking from scratch

- Benefit = cheaper meals
- Knowledge of ingredient provenance = awareness of health and/or 'goodness' of the food we are eating
- Sustainability and the environment





APPENDIX

Sainsbury's brand listing

This is a list of questions which [Sainsbury's](https://www.about.sainsburys.co.uk/suppliers/becoming-a-supplier) (UK supermarket) asks new suppliers to provide before they even recommend a meeting with a buyer, from the Sainsbury's Future Brands team:

<https://www.about.sainsburys.co.uk/suppliers/becoming-a-supplier>;

1. What is your brand name?
2. What are your contact details?
3. Please provide a link to your website
4. Please provide a link to your Instagram
5. Describe your brand in a sentence (please clearly state what your product is)
6. Which independent safety certifications do you/your manufacturer have e.g. BRC, SALSA?
7. Have you spoken to Sainsbury's before?
8. If yes, who have you spoken to and what was the feedback?



APPENDIX

Brands: Sainsbury's example

9. Where are you currently listed? And do you have confirmed listings that you can disclose in the next 6 months (e.g. disclosure wouldn't breach any existing confidentiality obligations and/or applicable competition laws)?
10. Who is your main competitor?
11. How are you differentiated from your competitor/similar products?
12. How many SKUs do you have?
13. What is your RRP (recommended retail price, by SKU) and product size/weight?
14. How does your RRP compare vs. the category average?
15. What is your current unit cost price, by SKU?
16. What is your rate of sale (units per store per week) by SKU through the different channels where you sell?
17. What data shows that customers like your products?



APPENDIX

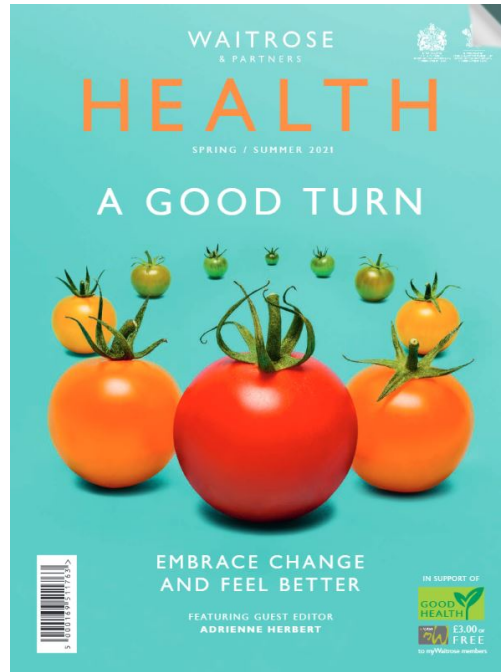
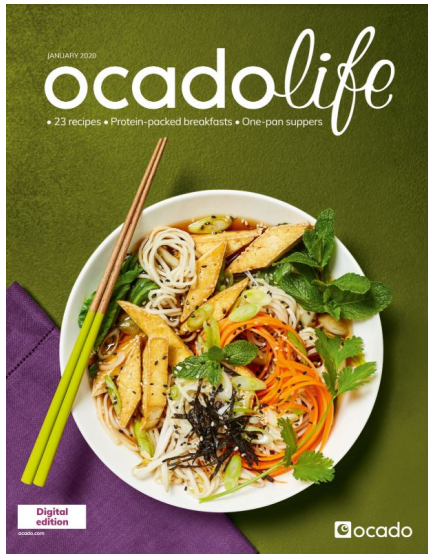
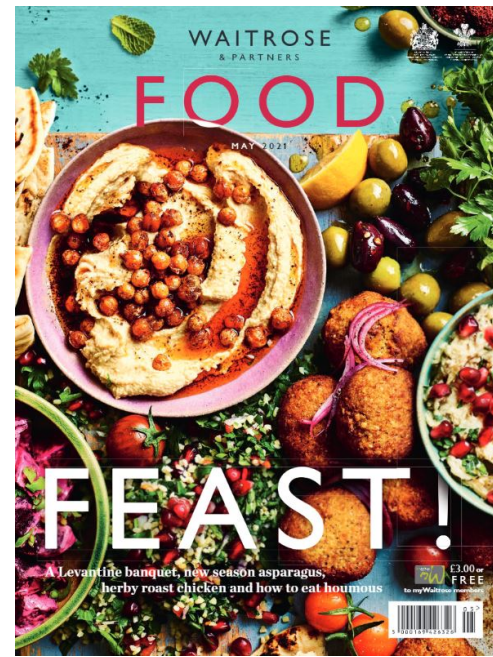
Brands: Sainsbury's example

18. Who are the key people on your team and why will they make this brand a success?
19. How much investment have you raised so far?
20. Who are your key investors?
21. If successful, how would you look to support your brand within Sainsbury's?
22. Where would you like to take your brand in 3 years' time?
23. Where did you hear about Future Brands? (in the press, trade show, word of mouth etc

Medjool dates

This indulgent selection of topped, filled and chocolate-dipped Medjool dates would make a lovely gift or a sweet treat for the family after Iftar. Presented in a gorgeous box, these dates are sure to wow.

Pick up all your Ramdan essentials in the stores listed below.





Please ask
your QUESTIONS?



André Wielink

- > Founder & Managing Partner of Die Frischebox
- > Largest importer of dates in Europe
- > Import directly from Africa, the Middle East and Asia





Die
Frischebox
INNOVATIV - EXKLUSIV



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D – 76287 Rheinstetten
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About us

Frischebox belongs to two partners, Mr Can Tanay & Mr André Wielink with both equal shares. C.Tanay (59yrs, born in Turkey) is specialist in the etnical market, A. Wielink (46yrs, born in the Netherlands) has a strong background in Retail. And both like the challenge of difficult business-cases.

Milestones:

2013: Start of „ Die Frischebox GmbH“, compamy coming-out on the „Fruit Logistika“ in Berlin

2015: Strategic Partnerships with Tanay GmbH and Importaco SA in Spain

2019 Red Rhino-Brand is introduced on the German Market (www.redrhino-nuesse.de)

2021: 29 employees, 2nd Office in Bühl, 4.800m² for warehousing of which 2.000m² cold storage,
over 5.000 MT of Dried Fruits & Nuts

Plan 2022 Office in Turkey



Frischebox

Goals & Strategy

Goals:

- 1) Being the best in quality/price ratio in order that we can strengthen our position on our markets in dried fruits.
- 2) Each year proposing to our retail clients a novelty (product and/or retail concept)

Strategy:

Die Frischebox GmbH works with a strong network of international partners, who deal exclusively with us in the segments: Sourcing, Purchasing, Import, Product(-Innovation) and Production, These partners must be strong enough to be able to deliver the biggest european Markets in Dried Fruits and Nuts.

Quality

Goal:

Being always on top (higher level) of the european quality demands (GFSI). Social Compliance / Responsible Sourcing is a very important topic for us. Most of our partners in Origin are Sedex or BSCI-Certified or follow that way of working.

Our Organic-certification allows us permanent growth in the product range. Since Q1 2017 we have been DEMETER-certified



Our vision & our values

We don't want to be the biggest, but we want to be the best. Sustainability plays a major role in this, not only in terms of our products and partnerships, but also in terms of our environment. We firmly believe in longterm partnerships that also share our values.



We consider honesty as our main principle for doing business and we expect the same from our business partners. And we strive for punctual deliveries where customer satisfaction is the focus.

Some references



Supplier Criteria

European Market is asking for Quality Standards like GFSI-Certifications (Global Food Safety Initiative), Organic, Globalgap, GMO free and other demands.

For us is important:

- A certain level of Quality Standard
- Product Specialists
- Honesty
- Exclusivity
- Full of Energy
- Creativity
- Open-Book Working
- Clear „yes, I can do“ or „no, I can't“
- Production Capacity



We offer:

- Help in Quality Matters
- Factory Audits & Analyses
- Market Information in Europe
- To be part of the Network

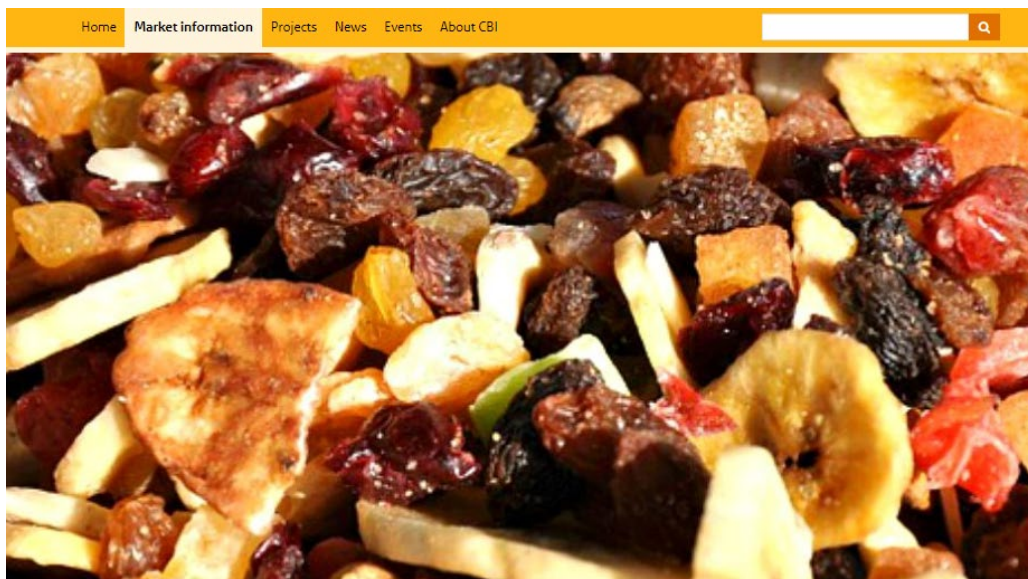


Questions & Answers





Visit www.cbi.eu/market-information



Home > Market information > Processed Fruit and Vegetables and Edible Nuts

Exporting processed fruit and vegetables and edible nuts to Europe

Find out about opportunities on the European market for exporters of processed fruit and vegetables and edible nuts. There are a few important European trends for this sector. They include sustainability, environmental issues, healthier diets, food safety, transparency and convenience.

Do you want to increase your chance of success on the European market? Invest in healthy and sustainable production. Also, partner with European buyers. They can help you develop and promote sustainable products.

Read our market information and tips carefully. They can help you export processed fruit and vegetables and edible nuts to the European market.

Sector studies

- > What is the demand?
- > Which trends offer opportunities?
- > What requirements should your product comply with?
- > How to respond to COVID-19 in the Processed Fruit, Vegetables and Edible Nuts s...
- > The EU Green Deal – How will it impact my business?

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- > Tips to find buyers
- > Tips to do business
- > Tips to go digital
- > Tips to organise your export

- > Sector Information
- > Tips
- > Promising Export Products

**Find research for your
processed fruits,
vegetables, or edible nuts!**





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UPCOMING WEBINARS

- **November 25: Agri blockchains**
- **November 30: Kidney beans**
- **December 8: Fresh fruit & vegetables**
- **December 9: Outsourcing in Europe**
- **December 10: Changing apparel market**
- **December 16: Home deco & textiles**

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End of session

We're happy to work with you to achieve great results
in sustainable economic development



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