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AgEnt

A private sector Agro-Enterprises advice and assistance service to stimulate the successful development of agro-products, enterprises and export markets in Sri Lanka.

Issue No. 9 from AgEnt's business, production processing and Marketing Information Center

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WOMEN "AGRO-ENTERPRISE" DOMESTIC AND EXPORT MARKETING WORKSHOP

EXPORT MARKETING PRESENTATION (SELECTED SLIDES)

Prepared by AgEnt's International Marketing/ Agro-Processing Advisor Anthony Dalgleish

NOVEMBER 1993

Fifth Floor, Deutsche Bank Building
86, Galle Road, Colombo 3 Sri Lanka. Tel: 94-1-446447, 446420
Fax: 94-1-446428

INTRODUCTION

AgEnt's Business Information Center has freely available a wide range of information pertaining to export markets/prospects etc; and the project's Agro-Business Advisor (Mr. Gamini Kumarage) and domestic Marketing/Agro-processing Advisor (Mr. Anton Wijeratne) can help women entrepreneurs in the agro-enterprise sector to determine whether an opportunity exists for their concept/product; and whether AgEnt is in a position to offer appropriate advice/assistance.

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SIMPLIFIED OUTLINE OF AgEnt'S CLIENT APPLICATION/ APPROVAL PROCESS

1. CLIENT COMPLETES "AgEnt" COMPANY INDIVIDUAL PROFILE FORM SUPPORTED BY .... COVERING REQUEST FOR POSSIBLE ASSISTANCE LETTER

   MARKETING PLAN

   FINANCIAL HISTORY

   ETC

2. AgEnt APPRAISES CLIENT SUBMISSION TO ESTABLISH WHETHER APPLICATION MEETS BROADBASE ASSISTANCE CRITERIA

3. IF "YES" TO 2., AgEnt SEEKS INDEPTH MEETING WITH CLIENT, IDEALLY AT OWN OFFICE/PRODUCTION POINT .... AgEnt MAY WELL REQUEST MORE INFORMATION/CLIENT MEETINGS TO DETERMINE VIABILITY OF CLIENT APPLICATION

4. IF AgEnt AGREES TO ASSIST AND/OR MAKE AVAILABLE A "SHARED INVESTMENT GRANT" TO A CLIENT, THIS WILL BE OFFICIALLY FORMALISED IN WRITING BETWEEN BOTH PARTIES (WITH ANY SPECIAL CONDITIONS WHICH MAY APPLY)

The Island

Wednesday 24th November, 1993 Registered in Sri Lanka as a Newspaper Vol. 13 No. 278 PRICE Rs. 7.0

ECONOMY AND BUSINESS

Business Editor: Eriq Dewanarayana

A dynamic company wins export orders

The Hiran Cordials Co., of Moratuwa, a small privately owned foods manufacturer and distributor, has recently secured its first export orders valued in excess of Rs. 350,000 for their "all natural" tropical dried fruits range, supported by a substantial number of export enquiries following overseas promotional trips in recent months.

The company, which is jointly owned by Mr. & Mrs. Henricus and Helen Fernando, strongly believed a few years back that Sri Lanka's abundance of quality tropical fruits could represent an outstanding dried fruits export marketing opportunity.

Mrs. Fernando, who heads the company's research and development department, was specifically responsible for developing the company's quality dried fruits range via small scale/low risk batch production, to ensure that the company's products could firstly beat competitors from Thailand at a quality/price performance level, as this country is widely recognized as the No. 1 producer/exporter of many tropical dried fruits. The company then sent its samples and pricing to overseas buyers in target export markets to establish "whether they truly had a quality, price competitive product range".

As a result of highly favourable overseas buyer responses, USAID's private sector Agent agro-enterprise project assisted the company to identify and purchase via a "shared technology investment grant", an ultra modern overseas fruit dryer capable of producing a volume, uniform quality export product.

Agent's international marketing/agro-processing advisor — Anthony Dalgleish — has also assisted the company at a marketing/promotional advice level, and to travel overseas to study competitive fruit drying technology and make sales at the recent major German Anuga World Food Fair.

Richard Hurelbrink, Agent's Chief of Party, stated that the Hiran Cordials Co's dynamic husband and wife business partnership, illustrates that even a small Sri Lankan company can "make it happen" in the highly competitive international export arena, by adopting from the outset a professional and determined export marketing development approach.

USAID's Agent project is working alongside many other Sri Lankan private sector agro-enterprises in a similar manner to help them to develop and sucessfully launch export products.

YOU CAN DO IT TO!

AgEnt AT WORK

PROCESSED FOODS EXPORT MARKETING CLIENT "A"

BACKGROUND

CLIENT HAD DEVELOPED A NEW (FOR SRI LANKA) HIGHER ADDED VALUE PRODUCT

AgEnt + CLIENT EVALUATIVE / DEVELOPMENT PROCESS TODATE

1. JOINTLY VISITED THAILAND TO ASSESS COMPETITIVE

* PRODUCTION TECHNIQUES
* PRODUCT QUALITY / VARIANTS
* PACKAGING / PRESENTATION
* PRICING MIX

ETC

2. IDENTIFIED APPROPRIATE PRODUCT EXPORT PROCESSING TECHNOLOGY

3. MADE AVAILABLE AgEnt "SHARED INVESTMENT GRANT TO PURCHASE NEW PRODUCTION TECHNOLOGY

4. ASSISTING CLIENT TO PARTICIPATE IN MAJOR GERMAN ANUGA FOOD FAIR TO "TEST MARKET" PRODUCT

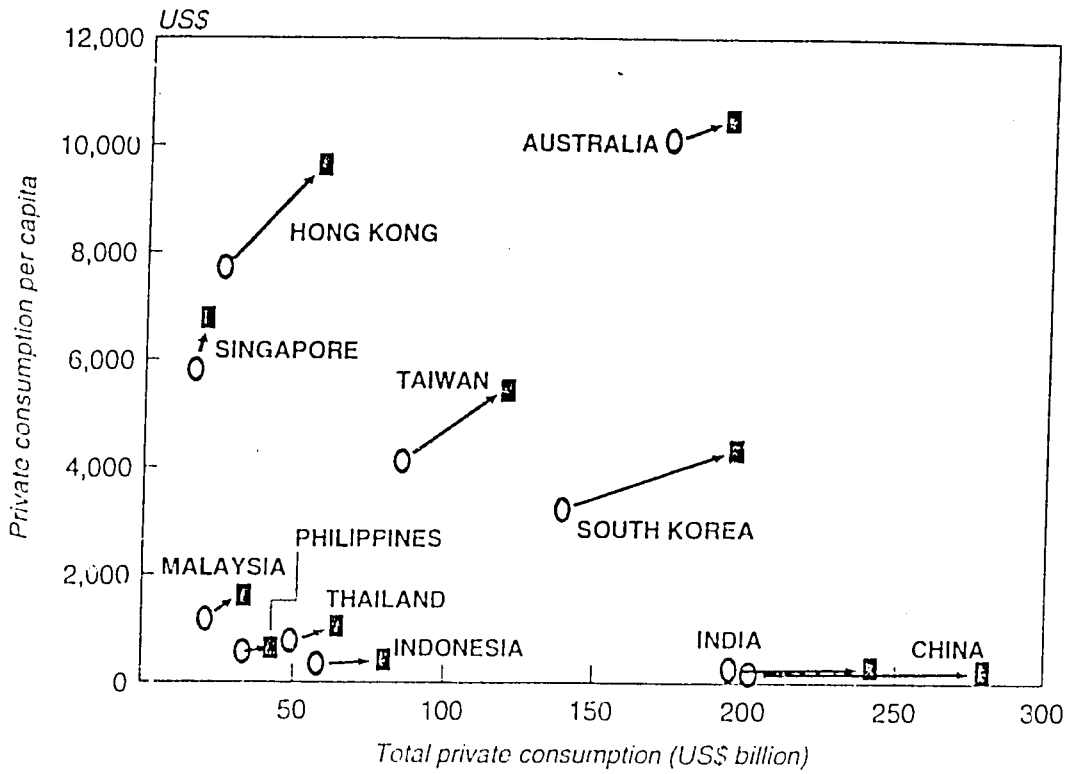
5. ONGOING "HANDS ON" CLIENT ASSISTANCE

SOME IMPORTANT AgEnt PERCEPTION BENEFITS

* NEW TECHNOLOGY TO SRI LANKA
* NEW EXPORT PRODUCT SECTOR

Asia's Consumer Markets

(Per capita spending and relative market sizes, 1990 & 1995)



O 1990 ■ 1995

Note: **Japan:** Per capita: US$13,827 (1990) — US$15,786 (1995)
Total consumption: US$1.7 trillion (1990) — US$1.9 trillion (1995).

**All numbers in real 1990 terms.*

Source: Business Asia, Business International

WHAT MAKES A WOMAN ENTREPRENEUR SUCCESSFUL !

1. A VERY STRONG BELIEF IN HER CONCEPT OR PRODUCT !

2. A BURNING DESIRE TO SUCCEED !

3. CAN TAKE THE "HARD KNOCKS ALONG THE WAY !"

4. STAYING POWER - NEVER GIVE UP !

A LITTLE SUCCESS STORY !

1. A GRANDMOTHER'S RECIPE - BETTER THAN ANYONE !

2. AND FRIENDS "SHARED THE SAME BELIEF !"

3. FIRST SHE SOLD TO THREE OUTLETS ONLY, AND HER REPUTATION GREW !

4. SHE BOXED HER CAKES AND RAN SIMPLE/LOW COST -

   - MOTHER'S DAY
   - CHRISTMAS DAY

   etc

   - ON PACK PROMOTIONS !

5. THEN THE COMPETITORS NOTICED HER - HER CAKES WERE SELLING FAST AND AT A PREMIUM !

   WHY - BECAUSE SHE KNEW WHAT THE CONSUMER WANTED AND WHAT THEY WERE PREPARED TO PAY FOR !

6. THEN CAME THE INVESTOR WHO BOUGHT 50% OF HER BUSINESS AND INCREASED DISTRIBUTION/PENETRATION OF HER PRODUCT RANGE !

7. THEN SHE SOLD OUT FOR $ 750,000 ... AND STARTED ONCE AGAIN ... BUT ON A BIGGER SCALE !

AND YOU CAN DO IT TOO !

AN ILLUSTRATION OF
A TYPICAL "ON PACK" PROMOTION
FOR A SPECIALITY FOOD PRODUCT

The House of Aulsebrooks

FOR THE GOURMETS OF THE WORLD — ORIGINAL STONE JAR COOKIES AND CANDIES

John Aulsebrook first commenced baking his fine cookies (biscuits) in 1863. His bakehouse was a double fronted shop in Colombo Street, Christchurch, New Zealand. Shortly thereafter he expanded to include the manufacture of confectionery (candies) and chocolate, and which quickly became known as 'The perfection in prepared confectionery .

His motto in 1863, 115 years later, still stands today —

Warranted Genuine

Our biscuits and confectionery combine every quality in an unequalled degree. They are a blend of some of the choicest ingredients, accurately mixed in the proper proportions so as to secure a uniform standard of excellence and sterling quality.

John Aulsebrook

Today, the House of Aulsebrooks still remain fastidious master bakers and confectioners in the finest tradition. Their articles, which have been tested by public approbation over many years, are your guarantee that you will wish to try our lines too.

75 New Zealand Gourmet cook books to be won!

LAND OF THE LONG WHITE CLOUD

New Zealand was discovered in 1642 by Abel Tasman, and first explored by Captain James Cook in 1769. We are a 3 island country with a population of 3 million, located in the south west corner of the Pacific Ocean, and similar in size to Gt. Britain. New Zealand is a luxuriant country of magnificent mountains, forests, glaciers, lakes and richly grassed plains ... and is widely known throughout the world as the most efficient producer of quality dairy products, together with wool, sheep and cattle meats. We are infact, the largest commercial exporter of dairy products and lamb.

New Zealand is also known throughout the world among discerning gourmets for its fine traditional cooking, together with a considerable respect for its superlative range of gourmet export products.

The foregoing have developed over many years from a 'pot pourri' of native (The Maoris) and immigrant influences.

As the House of Aulsebrooks has always believed in creating a greater awareness of our fine traditional gourmet cooking, we offer each year the opportunity for a large number of our international gourmet buyers to enter a simple competition (overleaf) whereby they may win one of 75 beautiful New Zealand gourmet cookbooks.

CONTENTS The assortments may change from time to time. Cookies presentation contain — Rich Chocolate Chip, Fruit Delight, Golden Oatmeal, Butter Royal. Candies presentation contain — Old Malt, Mint Delight, Rum & Butter, Toffee Supreme, Dairy Delight, Devonshire Cream, Coconut.

The House of Aulsebrooks P.O. Box 357 Christchurch New Zealand

STRENGTHS OF THE THAI CANNED VEGETABLES/ FRUITS EXPORT SECTOR

(SEE OVERLEAF)

1. Evaluate Markets In-Depth and Invest for the Longer Term

2. Adoption of Aggressive Marketing Strategies

3. Commitment to Product Quality, Sound Packaging and Brand Presentation

4. Fast, On-time Order Deliveries

5. Wideness of Product Mix

6. Competitive Can Costs

7. Competitive Pricing, Trade Terms and Promotional Support

8. New Product Development

9. Internal/External Sub-Contract Manufacture

STRENGTHS OF THE THAI CANNED VEGETABLES/ FRUITS EXPORT SECTOR

1. Evaluate Markets In-Depth and Invest for the Longer Term

Most Thai companies soundly evaluate/determine whether export market prospects truely exist before taking an investment decision; and if " yes " they invest for the longer term i.e. few companies are interested in short term gains

2. Adoption of Aggresssive Marketing Strategies

Most companies chase export business in a highly determined manner

Because of the size/number of Thai processed food companies (over 110 participated in the 1993 Food Exporters Fair alone), competition to win over/hold major volume importers/retailers in the export markets that count can be very fierce

Profit margins tend to be sound/ average

3. Commitment to Product Quality, Sound Packaging and Brand Presentation

Thai processed food companies are growing in strength in this sector, particularly in a product quality context

4. Fast, On-time Order Deliveries

Because of the sheer size of the Thai processed foods sector/product mix/overseas import-distribution network, the majority of exporters can offer fast delivery of export orders on both a full/mixed or part container lot basis through an efficient system of consolidators/deconsolidators if required

5. Wideness of Product Mix

Underpinning strengths in this sector include -

a. Ability to deliver volume lines to the large, continuously expanding Chinese/Thai restaurant trade i.e. bamboo shoots, baby corn, variety of mushrooms, wide range of pineapple varients

b. Growing appeal among retail buyers/consumers for products under a. category

c. Strength/loyalty of the Chinese import-distribution structure around the world (notwithstanding clan conflicts)

d. Due to a., many food processors are able to successfully export many low volume/but growing canned fruit lines on the back of volume sellers

6. Competitive Can Costs

Many of the larger Thai food processors manufacture their cans i.e. This is a major weakness area in a Sri Lankan food industry context

7. Competitive Pricing, Trade Tenns and Promotional Support

Besides highly competitive pricing, exporters often offer extended/delayed payment terms to their major import customers, including wide ranging below the line promotional support (mentioned elsewhere in this report)

8. New Product Development

The very competitive nature of the canned processed vegetables/fruits sector is driving many Thai companies down the new product development track; and particularly in the sauce mixes, prepared meals sectors (i.e. such as retort/pouch technology) etc

9. Internal/External Sub-Contract Manufacture

Many Thai food processors sub-contract out production of lines they do not produce themselves, whilst others sub-contract manufacture for well known international brand names

THAILAND FRESH FRUITS/VEGETABLES CROP PRODUCTION/AVAILABILITY CALENDAR

	J	F	M	A	M	J	J	A	S	O	N	D
1. Durian					----	----	----	----				
2. Mangosteen					----	----	----	----				
3. Mango			----	----	----							
4. Litchi				----	----							
5. Longan						----	----					
6. Guava	----	----	----	----	----	----	----	----	----	----	----	----
7. Jackfruit	----	----	----	----								
8. Pineapple	-			----	----							-
9. Papaya	----	----	----	----	----	----	----	----	----	----	----	----
10. Young Coconut	----	----	----	----	----	----	----	----	----	----	----	----
11. Strawberry	----											----
12. Pummelo								----	----	----		
13. Rambutan					----	----	----					
14. Asparagus	----	----	----	----	----	----	----	----	----	----	----	----
15. Baby Corn	----	----	----	----	----	----	----	----	----	----	----	----
16. Baby Carrot	----	----	----	----	----	----	----	----	----	----	----	----
17. Egg Plant	----	----	----	----	----	----	----	----	----	----	----	----
18. Radish	----	----	----	----	----	----	----	----	----	----	----	----
19. Okra	----	----	----	----	----	----	----	----	----	----	----	----
20. Straw Mushroom	----	----	----	----	----	----	----	----	----	----	----	----
21. Turnip	----	----	----	----	----	----	----	----	----	----	----	----
22. Bush Bean	----	----	----							----	----	
23. Beet	-									----	----	
24. Soy Bean	----	----	----	----	----	----	----	----	----	----	----	----
25. Potato	----	----	----	----	----	----	----	----	----	----	----	----
26. Lemongrass	----	----	----	----	----	----	----	----	----	----	----	----
27. Peppermint	----	----	----	----	----	----	----	----	----	----	----	----
28. Bamboo Shoot	----	----	----	----	----	----	----	----	----	----	----	----

cont:

cont:

		J	F	M	A	M	J	J	A	S	O	N	D
29.	Pea Pod	—	—	—	—	—	—	—	—	—	—	—	—
30.	Waterchestnut	—	—	—	—	—	—	—	—	—	—	—	—
31.	Onion		—	—	—								
32.	Ginger	—	—	—	—	—	—	—	—	—	—	—	—
33.	Fennel	—	—	—	—	—	—	—	—	—	—	—	—
34.	Java Apple	—	—	—								—	—
35.	Rambutan					—	—	—	—				
36.	Sapodilla		—	—	—								
37.	Sugar Apple	—	—	—								—	—
38.	Watermelon	—	—	—								—	—
39.	Cabbage	—	—	—	—	—	—	—	—	—	—	—	—
40.	Sweet Corn	—	—	—	—	—	—	—	—	—	—	—	—
41.	Sweet Pepper	—	—	—	—	—	—	—	—	—	—	—	—
42.	Sweet Potato	—	—	—	—	—	—	—	—	—	—	—	—
43.	Yard Long Beans	—	—	—								—	—
44.	Baby Banana						—	—	—	—	—	—	
45.	Jujube	—	—				—	—	—	—	—	—	—
46.	Langsat							—	—	—			
47.	Passionfruit	—							—	—	—	—	—
48.	Ramb			—	—	—							
49.	Salak						—	—					
50.	Santol					—	—	—					
51.	Tamarind	—	—	—									

etc.

SELECTED THAI PROCESSED FRUITS/VEGETABLES EXPORTS -
12 MONTHS ENDING DECEMBER 1991

Product Sector	Tons	Number of export countries
1. Vegetable/Gherkins, prepared or preserved by vinegar etc	4,634	38
2. Tomatoes whole or in purees, prepared or preserved otherwise than by vinegar etc	8,510	23
3. Other forms of Tomatoes, prepared or preserved otherwise than by vinegar etc	4,571	18
4. Mushrooms prepared or preserved otherwide than by vinegar etc	6,940	50
5. Bamboo Shoots prepared or preserved otherwise than by vinegar	66,960	56+
6. Young Corn prepared or preserved otherwise than by vinegar etc	41,145	62+
7. Pineapples preserved by sugar	7,647	26
8. Bananas preserved by sugar	92	17
9. Jams, Fruit Jellies, Marmalades etc	1,255	30
10. Pineapples in airtight containers, otherwise prepared or preserved	417,670	59+
11. Pineapples not in airtight containers, otherwise prepared or preserved	3,278	16+
12. Rambutan with Pineapple in syrup	4,603	43+
13. Rambutan prepared or preserved in airtight containers	1,707	45+
14. Lichee prepared or preserved in airtight containers	4,371	46+
15. Longans prepared or preserved in airtight containers	4,073	44
16. Papaya prepared or preserved in airtight containers	2,702	26

cont:

cont:

Product Sector	Tons	Number of export countries
17. Mangoes prepared or preserved in airtight containers	6,270	44
18. Pineapple Juice unfermented and not containing added spirit etc	75,161	65

TYPICAL APRIL 1993 EXPORT PRICE LIST OF A MAJOR THAI FOOD CANNING COMPANY

This company is able to offer -

* A 20 product line-up
* 36 varients
* 57 pack sizes (including large pack sizes for volume offtake lines/institutional users)

An importer could buy from this Thai exporter on a " one stop basis and have little difficulty in filling a 20' (foot) dry container.

Normal Thai exporter terms would be through a " 100% irrevocable letter of credit at sight "; and a 5-10% discount can often be negotiated with Thai exporters off published export price lists provided full container lots are purchased.

Product Description	Packing size : can X gr	D.W. (gr)	N.W. (gr)	US$ Ctn - FOB Bangkok
* Tropical Fruit Cocktail in Syrup	24 X 565	340	565	9.00 - 12.50
* Papaya in Syrup	24 X 565	250	565	10.50
* Mango in Syrup	24 X 425	225	425	8.50
* Jack Fruit in Syrup	24 X 565	250	565	15.00
* Toddy Palm in Syrup	24 X 565	250	565	15.00
* Lychee in Syrup (Fancy)	24 X 565	250	565	23.50
* Lychee in Syrup (Choice)	24 X 565	250	565	22.50
* Lychee in Syrup	24 X 565	230	565	19.75
* Lychee in Syrup (Sub Standard)	24 X 565	230	565	18.50
* Lychee in Syrup (Crushed)	24 X 565	230	565	14.75
* Rambutan in Syrup	24 X 565	250	565	16.00
* Rambutan with Pineapple in Syrup	24 X 565	283	565	18.75
* Longan in Syrup (Fancy)	24 X 565	250	565	23.50
* Longan in Syrup (Choice)	24 X 565	250	565	22.50

cont:

Product Description	Packing size : can X gr	D.W. (gr)	N.W. (gr)	US$ Ctn - FOB Bangkok
* Longan in Syrup (Standard)	24 X 565	230	565	19.75
* Longan in Syrup (Sub Standard)	24 X 565	230	565	18.50
* Longan in Syrup (Crushed)	24 X 565	230	565	14.75
* Baby Corn in Brine (Size SS)	24 X 425	230	425	11.75
	6 X 2,950	1,500	2,950	17.25
* Baby Corn in Brine (Size S)	24 X 425	230	425	11.00
	6 X 2,950	1,500	2,950	16.00
* Baby Corn in Brine (Size M)	24 X 425	230	425	9.75
	6 X 2,950	1,500	2,950	15.00
* Baby Corn in Brine (Cut)	24 X 425	230	425	6.95
	6 X 2,950	1,500	2,950	11.00
* Bamboo Shoots in Water (Slice/Strip/Diced)	24 X 227	140	227	6.50
	24 X 565	300	565	10.50
	6 X 2,950	2,000	2,950	12.75
* Bamboo Shoot in Water (Whole/Halves)	24 X 565	300	565	9.25
	6 X 2,950	2,000	2,950	11.25
* Waterchestnut in Water (Slice)	24 X 227	140	227	6.95
	24 X 425	300	425	10.95
	6 X 2,950	1,800	2,950	12.50
* Waterchestnut in Water (Whole)	24 X 425	300	425	9.50
	6 X 2,950	1,800	2,950	11.25
* Whole Kernel Corn in Brine	24 X 425	255	425	9.00
	24 X 565	330	565	10.00
	6 X 2,950	1,800	2,950	12.00
* Red Kidney Bean in Brine	24 X 425	230	425	8.50
	6 X 2,950	1,800	2,950	11.50
* Bean Sprout in Brine	24 X 425	230	425	6.75
	6 X 2,950	1,500	2,950	9.50
* Green Bean in Brine (Whole)	24 X 425	230	425	8.75
	6 X 2,950	1,500	2,950	12.50

HOW DO WE BEAT THE INDIAN IMAGE/SOURCING/ POSITIONING EQUATION?

SPICES AND SPICE MIXES ILLUSTRATIONS

McCORMICKS - US - SPICES	SCHWARTZ - UK - MIXES
. CARDAMOM/ INDIA	. BIRIANI/ INDIA
. CURRY POWDER/ INDIA	. CURRY MADRAS
. CUMIN/ INDIA	

OTHER

CINNAMON STICKS NO COUNTRY MENTION!

VANILLA - MADAGASCAR

SRI LANKA'S INTERNATIONAL MARKETING IMAGE - WEAKNESSES AND STRENGTHS

(Selected illustrations)

WEAKNESSES

1. EVERYTHING BRANDED "INDIA"; AND PERCEIVED AS INDIAN IN ORIGIN.

2. OTHER THAN TEA, NO UNIQUE IDENTIFIABLE SRI LANKAN POSITIONING BENEFITS PERTAINING TO
   - PRODUCT QUALITY
   - SECTORS/VARIANTS

3. OTHERS TURN/BLEND MANY OF OUR COMMODITIES INTO "OWN POSITIONED", "NON SRI LANKAN IDENTIFIED PRODUCTS".

SPICES AND SEASONING
MIXES WOULD BE CLASSICS!

4. NO STRONG/HISTORICAL
INTERNATIONAL
IMPORTER/DISTRIBUTION
RELATIONSHIPS I.E.
INDIAN/CHINESE
RESTAURANT TRADES

ETC

STRENGTHS

1. OVERSEAS SRI LANKAN COMMUNITIES; BUT MOST OFTEN RESULTS IN "WRONG PRODUCT POSITIONING"!

2. TOURISM IMAGE; BUT VERY WEAKLY LINKED!

3. MARGINAL INTERNATIONAL PUBLICATIONS/MAGAZINES FREE PUBLIC RELATIONS COVERAGE (PARTICULARLY AT A TRADE LEVEL)

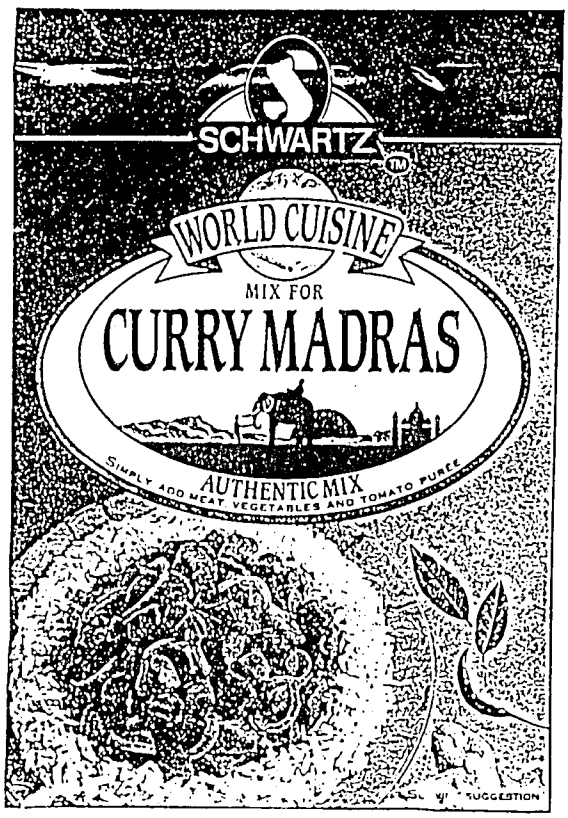
4. OTHER?

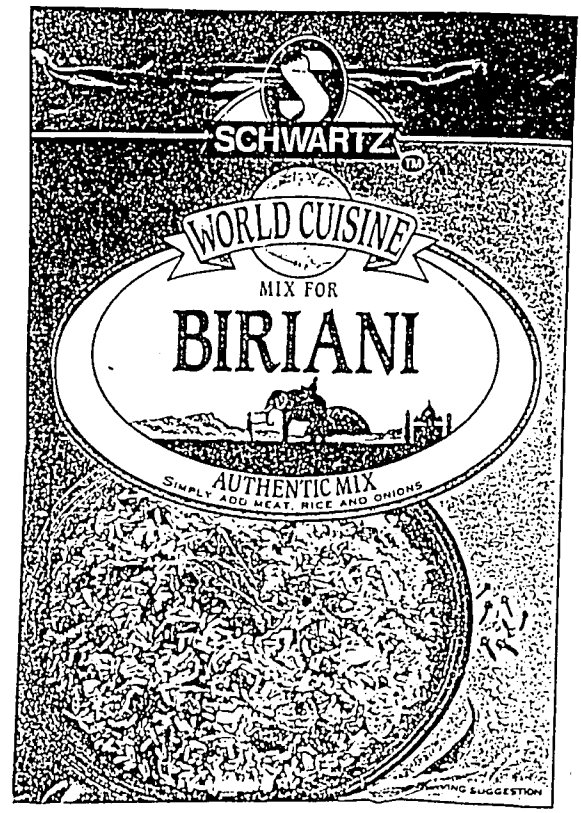
SCHWARTZ (UK)

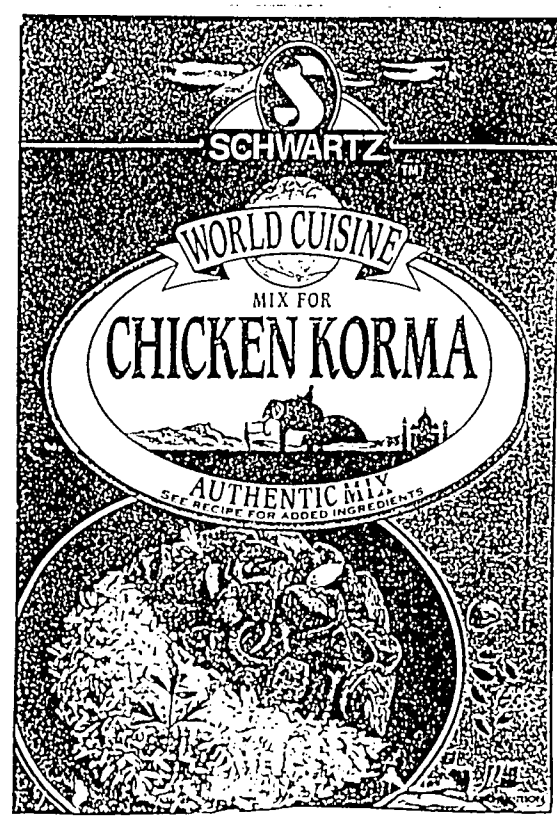
INDIAN SPICE/

SEASONING MIXES

RANGE







TYPICAL BROADBASE EXPORT OPPORTUNITY PROFILES

SECTOR	BASIC DYNAMICS
1. PACKAGED ETHNIC FOODS	1. FAST GROWING AROUND THE WORLD
	2. VERY COMPETITIVE/ DEMANDING
	3. INNOVATION IS THE NAME OF THE GAME!

4. BROADLY MARKET PLAYERS EMBRACE –

A. MAJOR MULTI NATIONALS

B. STRONG INTER-NATIONAL ETHNIC COMPANIES (NOT NECESSARILY LOCATED IN COUNTRY OF ORIGIN)

C. A GREAT MANY SMALL PLAYERS.... AND THE SECTOR WITHIN WHICH SRI LANKA WILL TRADE!

2. SO CALLED "EXOTIC" TROPICAL FRESH FRUITS/ VEGETABLES

1. FEW TRUE LARGE BRANDS/ SECTOR HAVE EMERGED TODATE (MANGOES, CARAMBOLA, LYCHEES, BABY CORN KENYA FINE BEANS ETC)

2. VERY COMPETITIVE AND DEMANDING

3. COMMODITY/ DIFFICULT TO PRODUCT DIFFERENTIATE AT A CONSUMER LEVEL

4. THE REAL PLAYERS WHO CONTROL IMPORTS DISTRIBUTION DICTATE THE TERMS - THERE ARE NO "QUICK SHORT CUTS TO SUCCESS"

HOW IMPORTANT IS PACKAGING/ PRESENTATION TECHNOLOGY IN THE EXPORT MARKETING OF HIGH VALUE SPECIALITY FOODS?

VERY SIMPLE!

BASIC PACKAGING TECHNOLOGY WEAKNESSES CAN BE OVERRIDDEN BY –

1. ON TARGET "COUNTRY AND PRODUCTS POSITIONING" i.e. WHAT YOU CLAIM/SAY ABOUT YOUR PRODUCT, AND HOW YOU BRAND/DESIGN YOUR LABEL

2. OFFERING SUPERIOR PRODUCT QUALITY AND TASTE IN LINE WITH TARGET CONSUMER REQUIREMENTS

THE MARKETING VEHICLE
SRI LANKAN ETHNIC FOODS
COMPANY

A LOW OVERHEAD/PROFITABLE
MARKETING-COORDINATION
VEHICLE!

BENEFITS OF SELECTED SRI LANKAN SECTORS/COMPANIES WORKING TOGETHER AT AN EXPORT DEVELOPMENT AND MARKETING LEVEL

1. CAN PRODUCE COMPLEMENTARY PRODUCT RANGES IN LINE WITH WITH THEIR SPECIALIST SKILLS/EXPERIENCE

2. CAN PRODUCE A VOLUME PRODUCT RANGE MOST LIKELY TO BE OF INTEREST TO SERIOUS/STRONG IMPORTERS

3. CAN SPREAD PROMOTIONAL COSTS AND CREATE VIABLE/ EFFECTIVE CAMPAIGNS

4. CAN EXPORT PRODUCTS IN 20 FOOT SEA CONTAINERS WITH ALL THE COST/ EFFICACY BENEFITS THIS IMPLIES

Mida
& COMPANY (PRIVATE) LTD.

32, HIPLAIN MANICKTALA MAIN ROAD
CALCUTTA - 700 001, INDIA
POST BOX NO. 498, TELEGRAM "SAHATAMIN" CALCUTTA
Phone : 26-4092, 33-2861, 33-7276 & Telex No. 21 4339 MIDA IN
Fax : 91 33 2426092
FACTORY :
Phone : 1334

STANDARD PACKING
PER C A R T O N

PRICE LIST IN U.S. DOLLAR

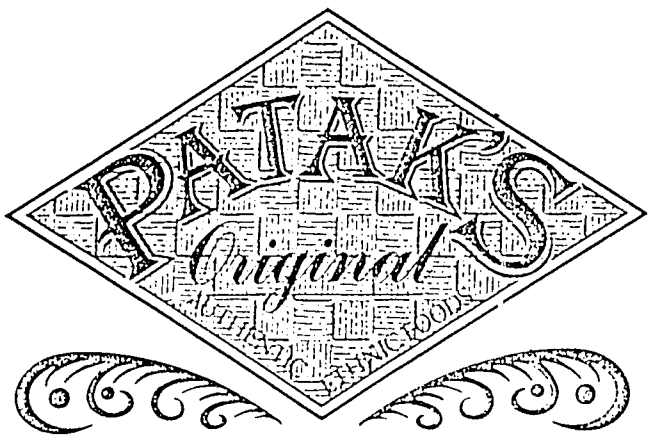
SWEET SLICED MANGO CHUTNEY	684g bot @ $ 16.50 per dozen.	1 dozen.
HOT SLICED MANGO CHUTNEY	342g bot @ $ 10.50 per dozen.	2 dozen.
MAJOR GREY'S MANGO CHUTNEY	200g bot @ $ 7.40 per dozen.	2 dozen.
COLISKINNER'S MANGO CHUTNEY	100g bot @ $ 5.50 per dozen.	4 dozen.
BENGAL CLUB MANGO CHUTNEY	*350g bot @ $ 12.50 per dozen.	2 dozen.
CASHMERE MANGO CHUTNEY		
MIXED FRUIT CHUTNEY	342g bot @ $ 11.00 per dozen.	2 dozen.
MANGO LIME CHUTNEY	*350g bot @ $ 13.00 per dozen.	2 dozen.
BENGAL CHUTNEY SAUCE	255g bot @ $ 6.45 per dozen.	2 dozen.
LA-ORIENT SAUCE	255g bot @ $ 6.50 per dozen.	2 dozen.
CURRY SAUCE	255g bot @ $ 6.70 per dozen.	2 dozen.
CHILLI SAUCE	200g bot @ $ 8.80 per dozen.	2 dozen.
	100g bot @ $ 6.00 per dozen.	4 dozen.
SOYA SAUCE	170g bot @ $ 8.60 per dozen.	2 dozen.
WORCESTERSHIRE SAUCE	170g bot @ $ 4.65 per dozen.	2 dozen.
HOT MANGO PICKLE IN OIL		
HOT LIME PICKLE IN OIL		
HOT CHILLI PICKLE IN OIL		
HOT LIME & CHILLI PICKLE	*300g bot @ $ 12.70 per dozen.	2 dozen.
HOT MIXED PICKLE IN OIL	250g bot @ $ 10.50 per dozen.	2 dozen.
HOT BRINJAL PICKLE IN OIL		
HOT MANGO KASONDIE IN OIL		
CURRY POWDER	454g tin @ $ 20.30 per dozen.	2 dozen.
	350g bot @ $ 18.55 per dozen.	1 dozen.
	200g bot @ $ 13.80 per dozen.	2 dozen.
	100g bot @ $ 9.90 per dozen.	2 dozen.
	50g bot @ $ 7.55 per dozen.	4 dozen.
	*225g bot @ $ 14.90 per dozen.	2 dozen.
CURRY PASTE		
VINDALOO PASTE		
BIRYANI PASTE		
TANDOORI PASTE	*300g bot @ $ 16.50 per dozen.	2 dozen.
TIKKA PASTE	280g bot @ $ 13.50 per dozen.	2 dozen.
KEBAB PASTE		
KASHMIRI MASALA PASTE		
MULIGATAWNY PASTE		

C & F. AUSTRALIAN MAIN PORTS.

Terms: LC valid for 3 months through ABN-AMRO Bank N.V., Calcutta.

PACKED IN TWIST OFF CAP BOT.

PRICES ARE SUBJECT TO CHANGE.



THE TRUE TASTE OF ETHNIC FOODS

PATAK'S ARE BRAND LEADERS IN THE ETHNIC FOOD MARKET.

Your customers can now enjoy the delights and true taste of exotic foods from around the world that offer mouth watering delicacies created from ethnic recipes, lovingly handed down from generation to generation.

PATAK'S have captured the 'True Taste' of these authentic recipes, tastes guaranteed to satisfy the most discerning palate.

The PATAK family have, for three generations, produced some of the finest quality ethnic cuisine on the market.

PATAK'S success is based upon faithful adherence to the very best traditional recipes and intimate knowledge of exotic spices, fruits and vegetables.

Our integrity has earned us an international reputation for consistently producing superb quality products and for maintaining the highest of manufacturing standards.

PATAK'S test kitchens are continually developing new products as part of our commitment to giving consumers a greater choice of 'true tasting' exotic foods from around the world.

PATAK'S offer you the 'true taste' to satisfy your customers demands.

REMEMBER! HALF THE SECRET IS IN THE RECIPE...THE OTHER HALF IS IN THE PATAK'S JAR.

Indian Pastes, Pickles & Chutneys

CATERING RANGE

NEW P.E.T. PLASTIC 2.5 KGS CATERING JARS

THE TRUE TASTE OF INDIA

PATAK'S Original

Internationally acclaimed as manufacturers of the world's finest quality Indian foods.

Indian Pastes, Pickles & Chutneys

CATERING RANGE

PATAK'S range of catering products provide you with the opportunity to consistently reproduce the " True Taste of India". The products have been developed specifically for the caterer, based on authentic Indian recipes which have been passed down from generation to generation of the Patak family. For extra safety and convenience, the range is packed in 2.5kg tamper - evident P.E.T. plastic jars.
PATAK'S - The No.1 supplier of Indian Pastes, Pickles and Chutneys to the U.K. catering trade.

THE RANGE

PASTES:	Quick curry (Extra hot)	Tikka	Madras
	Quick curry (Mild)	Tandoori	Kashmiri Masala
	Vindaloo	Biryani	Kebab
PICKLES:	Mango (Extra hot)	Lime (Extra hot)	Chilli
	Mango (Mild)	Lime (Mild)	Mixed
CHUTNEY:	Sweet Mango chutney		

PATAK'S Sortiment fur das Gaststättengewerbe bietet Ihnen die Möglichkeit, stets gleichwertig den "Echten Geschmack Indiens" zu reproduzieren. Die Produkte sind spezifisch für den Gastwirt auf der Basis authentischer indischer Rezepte entwickelt worden, die schon seit Generationen in der Familie Patak weitergereicht wurden. Zur zusatzlichen Sicherheit und Bequemlichkeit wird das Sortiment in 2,5kg P.E.T. Kunststoffbehaltern so verpackt, daß unbefugter Eingriff deutlich sichtbar wird.
PATAK'S - an erster Stelle als Lieferant indischer Pasten, Pickles und Chutneys an das Gaststattengewerbe in GB.

DAS SORTIMENT

PASTEN:	Schneller Curry (Extra scharf)	Tikka	Madras
	Schneller Curry (Mild)	Tandoori	Kashmiri Masala
	Vindaloo	Biryani	Kebab
PICKLES:	Mango (Extra scharf)	Limone (Extra scharf)	Chilli
	Mango (Mild)	Limone (Mild)	Gemischt
CHUTNEY:	Süßer Mango-Chutney		

La gamme Patak de produits de restauration vous fournit la possibilité de reproduire à chaque fois et avec consistance la "Saveur Véritable de l'Inde". Les produits ont été spécialement mis au point pour le restaurateur, en se basant sur des recettes authentiques de l'Inde, transmises d'une génération à l'autre dans la famille Patak. Pour des raisons pratiques et de sécurité, la gamme est conditionnée en récipients anti-adultération en plastique P.E.T. de 2, 5 kg.
PATAK - Le premier fournisseur de sauces concentrées, pickles et chutney indiens dans le domaine de la restauration au Royaume Uni

LA GAMME

CONCENTRES:	Curry rapide (Très fort)	Tikka	Madras
	Curry rapide (Moyen)	Tandoori	Kashmiri Masala
	Vindaloo	Biryani	Kebab
PICKLES:	Mangue (Très fort)	Lime (Très fort)	Chili
	Mangue (Moyen)	Lime (Moyen)	Mixte
CHUTNEY:	Chutney de mangue douce		

La serie de productos PATAK para la hostelería y servicio de comidas le brinda la oportunidad de reproducir de forma permanente "El Sabor de la India". Estos productos se han creado para el servicio de comidas, basándose en genuinas recetas hindúes, que se han transmitido en la familia Patak de generación en generación. Para mayor seguridad y comodidad, toda la serie de productos está envasada en frascos de plástico P.E.T. de 2,5 kg. que evidencian si han sido abiertos.
PATAK - El primer proveedor de productos hindúes en pasta, conserva y chutney para el comercio británico.

LA SERIE

EN PASTA:	Curry rápido (extrapicante)	Tikka	Madrás
	Curry rápido (suave)	Tandoori	Masala de Cachemira
	Vindaloo	Biryani	Kebab
CONSERVAS:	Mango (extrapicante)	Lima(extrapicante)	Chile
	Mango (suave)	Lima(suave)	Combinado
CHUTNEY:	Mango chutney dulce		

THE TRUE TASTE OF INDIA

PATAK'S Original AN AUTHENTIC INTERPRETATION TM REGD

For UK and Export enquiries and details of the latest product range contact:

Patak (Spices) Ltd., Kiriana House, Haydock Lane, Haydock, Lancs., WA 11 9UZ

Tel: Haydock (0942) 272 300 Telex:67368 Fax: Haydock (0942) 272 500

Indian Cooking Sauces

THE TRUE TASTE OF INDIA

PATAK'S Original

AN AUTHENTIC INDIAN FOOD

T.M. REGD

Internationally acclaimed as manufacturers of the world's finest quality Indian foods.

Indian Cooking Sauces

Patak's Cooking Sauces in Glass deliver the ultimate combination of authenticity and convenience. Each product provides four ample servings, all that is needed in addition to the sauce is meat, poultry or vegetables, whichever is preferred. Traditionally served with Basmati Rice and Naan Bread.

KABULI : A medium spiced recipe originally from Afghanistan.
MAKHANI : A medium spiced sauce from Central India.
DOPIAZA : A mildly spiced recipe from Northern India.
JALFREZI : A Kashmiri preparation of sweet peppers and coconut.

Patak's Kochsoßen im Glas liefern die endgültige Kombination von Echtheit und Bequemlichkeit. Jedes Produkt ergibt vier reichliche Portionen, außer der Soße brauchen Sie nur noch Fleisch, Geflügel oder Gemüse, was Sie jeweils vorziehen. Es ist Tradition, dazu Basmati Reis und Naan Brot zu reichen.

KABULI : Ein mittelscharf gewürztes Rezept, ursprünglich aus Afghanistan.
MAKHANI : Eine mittelscharf gewürzte Soße aus Zentralindien.
DOPIAZA : Ein mild gewürztes Rezept aus Nordindien.
JALFREZI : Eine Kashmiri Zubereitung aus Gemüsepaprika und Kokosnuß.

Les sauces de cuisson Patak en verres apportent la combinaison absolue de l'authenticité et de la pratique. Chaque produit est prévu pour quatre portions généreuses, il suffit d'y ajouter la viande, la volaille ou les légumes à votre choix.
Par tradition, les plats sont servis avec du riz Basmati et du pain Naan.

KABULI : Une recette moyennement épicée qui a son origine en Afghanistan.
MAKHANI : Une sauce moyennement épicée qui a son origine en Inde Centrale.
DOPIAZA : Une recette doucement épicée venant du nord de l'Inde.
JALFREZI : Une préparation originaire du Cachemire contenant des poivrons doux et de la noix de coco.

Las Salsas de Cocinar en Cristal Patak son auténticas y convenientes a la vez.
Cada producto contiene cantidades suficientes para servir a cuatro personas con amplitud, sólo se necesita añadir carne, pollo o verduras, según se prefiera.
Es tradicional servirla con arroz basmati y pan naan.

KABULI : Receta originaria de Afganistán, medio picante.
MAKHANI : Salsa medio picante de la región central de la India.
DOPIAZA : Receta poco picante de la región norte de la India.
JALFREZI : Preparado de coco y pimientos, originario de Cachemira.

THE TRUE TASTE OF INDIA

PATAK'S Original AN AUTHENTIC INDIAN DISH TM REGD

For UK and Export enquiries and details of the latest product range contact:

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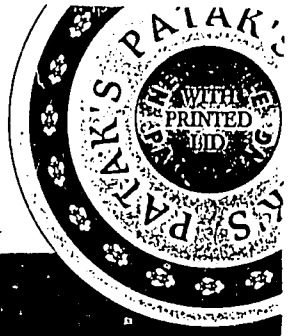

Indian Cooking Curry Sauces

PATAK'S Original Tikka Masala MEDIUM COOKING SAUCE FOR CURRIES

PATAK'S Original Rogan Josh MEDIUM COOKING SAUCE FOR CURRIES

PATAK'S Original Madras HOT COOKING SAUCE FOR CURRIES

PATAK'S Original Delhi MILD COOKING SAUCE FOR CURRIES

PATAK'S Original Vindaloo HOT COOKING SAUCE FOR CURRIES

PATAK'S Original Korma MEDIUM COOKING SAUCE FOR CURRIES

PATAK'S Original Moglai MEDIUM COOKING SAUCE FOR CURRIES

THE TRUE TASTE OF INDIA

PATAK'S Original

Internationally acclaimed as manufacturers of the world's finest quality Indian foods.

BEST AVAILABLE COPY

Indian Cooking Curry Sauces

PATAK'S CANNED CURRY SAUCES are the simplest introduction for your customers to the True Taste of India. PATAK'S family expertise ensures there is a range of flavours and pungencies to suit all palates. Just see the labels for which are mild, medium or hot. There is a recipe on the label of each can. (Each can is enough sauce for a dish for four people.) All that is needed in addition to the can is meat, poultry or vegetables. To complete the meal serve PATAK'S PILAU BASMATI RICE, or a PATAK'S INDIAN BREAD MIX with PATAK'S CHUTNEY or PICKLE and the dish becomes an authentic Indian meal.

Korma: From Kashmir in the North, mild and delicate in taste, especially liked by those new to Indian cuisine.
Delhi: Also mild, from North Central India.
Moglai: Aromatic, containing fennel and the fabulous saffron, a dish of Emperors, of medium pungency.
Rogan Josh: A medium sauce with tomato and cummin for 'Josh' which means lamb.
Tikka Masala: Classic North Indian dish, flavoured with ginger and turmeric, of medium pungency.
Madras: Hot; from the South Eastern city of Madras.
Vindaloo: Very hot, from the coastal state of Goa.

PATAK'S CURRY-SOSSEN IN DOSEN sind für Ihre Kunden die einfachste Einführung in den echten Geschmack Indiens. Die Fachkenntnisse der Famile PATAK gewährleisten, daß für jeden Gaumen ein Sortiment an Geschmacks-und Schärfestufen bereitsteht. Sie brauchen nur die Etiketten anzusehen um festzustellen, welche mild, mittelscharf oder sehr scharf sind. Auf jeder Dose ist ein Rezept angegeben. (Die Menge in jeder Dose reicht aus für ein Gericht für vier Personen.) Neben der Dose brauchen Sie nur Fleisch, Geflügel oder Gemüse. Zur Beigabe servieren Sie PATAK'S PILAU BASMATI REIS oder eine INDISCHE BROTMISCHUNG von PATAK zusammen mit PATAK'S CHUTNEYoder PICKLE und schon wird es eine echtes indisches Gericht.

Korma: Von Kaschmir im Norden, mild und delikat im Geschmack, gefällt besonders denjenigen, denen die indische Küche neu ist.
Delhi: Ebenfalls milde, aus dem nördlichen Zentralindien.
Moglai: Aromatisch, enthalt Fenchel und das fabelhafte Safran, ein Gericht für Kaiser, mittlere Schärfe.
Rogan Josh: Eine mittlere Soße mit Tomaten, Kümmel (Cummin) für 'Josh', was Lamm heißt.
Tikka Masala: Klassisches nordindisches Gericht, mit Ingwer und Gelbwurz (Curkuma) gewürzt, mittelscharf.
Madras: Scharf, aus der sudostlichen Stadt Madras.
Vindaloo: Sehr scharf, aus dem Küstenstaat Goa.

La manière la plus simple d'initier vos clients à la saveur authentique de l'Inde est par l'intermédiaire DES SAUCES AU CURRY DE PATAK: l'expertise de la famille PATAK assure une gamme de parfums et de piquants propre à satisfaire tous les palais. Vérifiez simplement les étiquettes pour choisir ce qui vous convient: doux, moyen ou fort. Vous trouverez une recette sur l'étiquette de chaque boîte. (Chacune contient assez de sauce pour un plat de quatre personnes.) Il suffit d'ajouter au contenu de la viande, de la volaille ou des légumes. En complément, servez LE PILAF BASMATI DE PATAK ou une préparation PATAK pour PAIN INDIEN avec LA SAUCE CHUTNEY ou des PICKLES PATAK, et vous obtiendrez ainsi un repas authentiquement indien.

Korma: En provenance du Cachemire dans le Nord, au goût doux et délicat, particulièrement apprécié par les nouveaux amateurs de cuisine indienne.
Delhi: Saveur douce également, originaire de la région au Nord de l'Inde centrale.
Moglai: Aromatique, à l'assaisonnement moyen, contient du fenouil et le merveilleux safran, un plat digne d'un empereur.
Rogan Josh: Une sauce à assaisonnement moyen, avec tomate et cumin, qui convient au 'Josh', c. à.d. à l'agneau.
Tikka Masala: Un plat classique du nord de l'Inde, épicé de gingembre et de curcuma, à assaisonnement moyen.
Madras: Un plat fort de la ville de Madras au sud-est de l'Inde.
Vindaloo: Plat très fort, de l'Etat côtier de Goa.

La mejor forma de presentar verdaderos sabores hindúes a su clientela consiste en utilizar latas de salsa CURRY MARCA PATAK. Los conocimientos y habilidad de la familia PATAK garantizan una amplia gama de sabores y condimentos poco o muy picantes para poder satisfacer todos los gustos. Las etiquetas indican si el contenido es suave (mild), medio picante (medium), o picante (hot). Hay una receta en cada etiqueta. (Cada lata contiene suficiente salsa para hacer un plato para cuatro personas). Lo único que se requiere además de la salsa es carne, pollo o legumbres. Para que la comida esté completa, y que sea auténticamente hindú, sirva ARROZ BASMATI DE PATAK ,o un pan hindú hecho con el BREAD MIX DE PATAK acompañado de uno de los CHUTNEYS o ENCURTIDOS MARCA PATAK.

Korma: De Cachemira, en el norte de sabor suave y delicado, especialmente recomendada para quienes todavía no hayan probado la cocina hindú.
Delhi: También suave, de la parte central del norte de la India.
Moglai: Salsa aromática, condimentada con hinojo y azafrán; para hacer platos dignos de reyes, poco picantes.
Rogan Josh: Salsa no muy picante con tomate y comino para 'Josh', que significa cordero.
Tikka Masala: Salsa clásica del norte de la India, condimentada con jengibre y cúrcuma, poco picante.
Madras: Picante, proveniente de la ciudad de Madras en el sudeste de la India.
Vindaloo: Muy picante, originaria del territorio costero de Goa.

THE TRUE TASTE OF INDIA

PATAK'S Original

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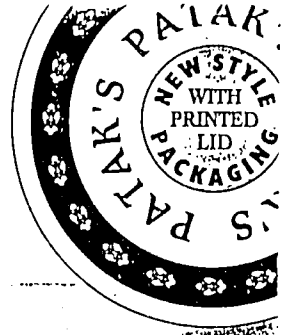


Dhals & Vegetable Curries

PATAK'S Original LOBHIA DHAL

PATAK'S Original ALOO MATTAR SABZI VEGETABLE CURRY Hilly Spiced

PATAK'S Original MOONG DHAL

PATAK'S Original SABZI TARKARI VEGETABLE CURRY

PATAK'S Original KABLI CHANA DHAL

PATAK'S Original TIKKA MASALA VEGETABLE CURRY Hilly Spiced

SUITABLE FOR VEGETARIANS

THE TRUE TASTE OF INDIA

PATAK'S Original

Internationally acclaimed as manufacturers of the world's finest quality Indian foods.

Dhals & Vegetable Curries

PATAK'S DHALS AND VEGETABLE CURRIES are canned ready meals and meal accompaniments which combine authenticity with convenience. Each is made from a traditional Indian recipe and contains only the finest ingredients. Patak's Dhals contain a delicious assortment of pulses and aromatic herbs and spices. Patak's Vegetable Curries combine the finest fresh vegetables with exotic herbs and spices. All the products are suitable for vegetarians and are ideal as a main meal or meal accompaniment. Serve with Patak's Pilau and Biryani Rice, Naan Bread, Pickles and Chutneys.

Patak's Dhals

Lobhia : A spicy blackeyed bean recipe originating from Northern India
Kabli Chana : A tangy dhal from South East India containing chick peas, herbs and spices
Moong : A unique blend of mung beans and aromatic spices from Central India

Patak's Vegetable Curries

Aloo Mattar Sabzi : A mildly spiced potato and pea curry from Eastern India
Sabzi Tarkari : An aromatic, medium spiced vegetable curry orginating from Central India
Tikka Masala : A unique vegetable curry from Northern India with a mild flavour

DIE DAHLS VON PATAK UND DIE GEMÜSECURRY GERICHTE sind Büchsenfertiggerichte und Beigerichte die Echtheit und Bequemlichkeit verbinden. Jedes Gericht ist gemaess einem traditionnellen Indischen Rezept vorbereitet und enthalt nur die feinsten Zutaten. Die Dahls von Patak enthalten eine leckere Auswahl von Hülsenfrüchten und aromatischen Kräutern und Gewürzen. Die Gemüsecurrygerichte von Patak vereinigen die feinsten Frischgemüsen mit exotischen Kraetern und Gewürzen. Sämtliche Produkte sind für Vegetariern geeignet und sind ideal als Haupt-oder Beigericht. Mit Pilau und Biryani Reis von Patak, Naanbrot, Eingepökeltes und Chutney servieren.

Die Dahls von Patak

Lobbia : Ein würziges Rezept aus Adjukiibohnen mit Herkunft im Norden Indiens
Kabli Chana : Ein scharfer Dhal aus dem Suedosten Indiens zusammengesetzt aus Kichererbse, Kraeutern und Gewuerzen
Moong : Eine einzigartige Mischung aus Mungbohnen und aromatischen Gewürzen aus Zentralindien

Gemüsecurrygerichte von Patak

Aloo Mattar Sabzi : Ein mild gewuerztes Kartoffel-und Erbsencurrygericht aus dem Osten Indiens
Sabzi Tarkari : Ein aromatisches, mittel gewurztes Currygericht mit Herkunft aus Zentralindien
Tikka Masala : Ein einzigartiges Gemuesecurrygericht aus dem Norden Indiens mit mildem Geschmack

LES DHALS DE PATAK ET LES CARIS AUX LÉGUMES sont des repas préparés d'avance et mis en conserves ainsi que des garnitures qui sont à la fois authentique et commode. Chacun est préparé selon une recette indiennne traditionnelle et avec des ingrédients de première qualité uniquement. Les Dhals de Patak contiennent un assortiment delicieux de légumes à gousse, des herbes et des épices aromatiques. Les Caris aux Légumes de Patak unissent des légumes fraiches de première qualité avec des herbes et des épices exotiques. Tous les produits sont convenables aux végétariens et sont l'idéal comme repas principal ou comme garniture. Servir avec les Riz Pilaf et Biryani de Patak, le Pain Naan, des Pickles et des Condiments à base de fruits.

Les Dhals de Patak

Lobbia : Une recette épicée d'haricots adjukii en provenance de Nord des Indes
Kabli Chana : Un Dhal piquant provenant du Sud Est des Indes contenant des pois chiche, des herbes et des épices
Moong : Une mélange unique d'haricots mung et épices aromatiques provenant des Indes centrales

Les Caris aux Légumes de Patak

Aloo Mattar Sabzi : Un cari de pommes de terre et de petits pois légèrement épicé en provenance des Indes de l'Est
Sabzi Tarkari : Un cari aromatique, épicé moyennement en provenance des Indes centrales
Tikka Masala : Un cari aux légumes unique avec une saveur pas trop pimenté en provenance des Indes du Nord

LOS DHALES Y CURRIES VEGETALES DE PATAK son comidas enlatadas ya preparadas y acompañamientos de platos principales que combinan autenticidad con la conveniencia. Cada una está hecha según una receta tradicional de la India y solo contiene los mejores ingredientes. Los Dhales de Patak contienen un delicioso surtido de legumbres, hierbas aromáticas y especias. Los Curries Vegetales de Patak combinan las mejores legumbres frescas con hierbas y especias exóticas. Todos los productos son aptos para vegeterianos y son ide iles como plato principal o para acompañar a otro plato. Se sirven con el Arroz Pilau o Biryani de Patak, Pan de Naan, Encurtidos y Chutneyes.

Los Dhales de Patak

Lobhia : Una receta picante con habichuelas "blackeye", original del Norte de la India.
Kabli Chana : Un dhal aromático del Sureste de la India que contiene garbanzos, hierbas y especias.
Moong : Una combinación única de habichuelas "mung" y especias aromaticas de la India Central.

Los Curries Vegetales de Patak

Aloo Mattar Sabzi : Un curry de especias suaves con patatas y guisantes, procedente del Este de la India.
Sabzi Tarkari : Un curry vegetal aromático, medio picante, original de la India Central.
Tikka Masala : Un extraordinario curry vegetal del Norte de la India con sabor suave.

THE TRUE TASTE OF INDIA

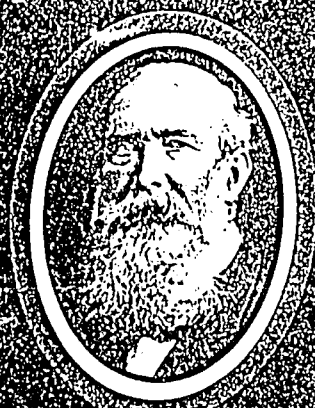
PATAK'S Original

For further information contact:

Patak (Spices) Ltd. Kirkana House, Haydock Lane, Haydock, Lancashire, WA11 9UZ, UK.

UK - Tel: 0942 272 300 Fax: 0942 272 500 Telex: 67308

International - Tel: 44 942 272 300 Fax 44 942 272 500 Telex: 51 67308



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HARVEY'S
OF NEW ZEALAND

Purveyors of Traditional
Fine Foods

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"From the Heart of the Land and Sea"

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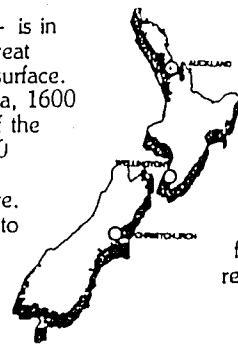
Fine Foods

Anthony J. Dalgleish

New Zealand – Land of the Long White Cloud

NEW ZEALAND – population 3.1 million – is in the south west section of the Pacific, that great ocean stretching across one third of the earth's surface. To the west, beyond the Tasman sea, is Australia, 1600 kilometres away. From its position on the rim of the Pacific basin, New Zealand is a little over 10,000 kilometres from San Francisco and Panama and a similar distance from Tokyo and Singapore. In area 26.9 million hectares, it is similar in size to the British Isles and Japan.

It was first discovered in 1642 by Abel Tasman, and first explored by Captain James Cook in 1769. It is a luxuriant country of magnificent mountains, forests, glaciers, lakes and richly grassed plains ... and widely known throughout the world as the most efficient producer of quality dairy products, together with wool, sheep and cattle meats. We are the largest exporter of dairy products and lamb.



New Zealand is also known throughout the world among disceming gourmets for its fine traditional cooking, together with considerable respect for its superlative range of gourmet export products.

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Harvey's of New Zealand – founded in 1886

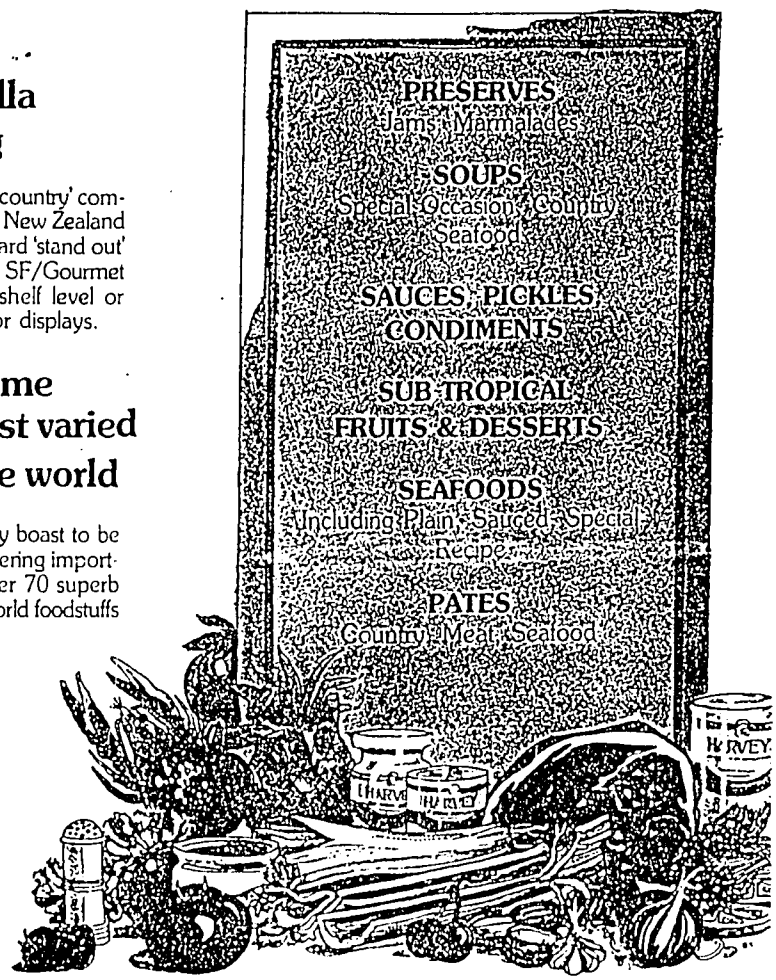
THE BUSINESS was originally founded in 1886 by Alexander Harvey Esq to make milk and cream churns for the dairy industry. The company has since grown into one of the regions most significant and diversified identities, embracing sizeable exports to many countries worldwide.

Strength of Umbrella Range Packaging

RESEARCHED AGAINST leading 'other country' competitive SF/Gourmet brands, Harvey's of New Zealand scores high on the list related to across the board 'stand out' registration and propensity to purchase among SF/Gourmet consumers when positioned at an instore shelf level or featured among mass gourmet product floor displays.

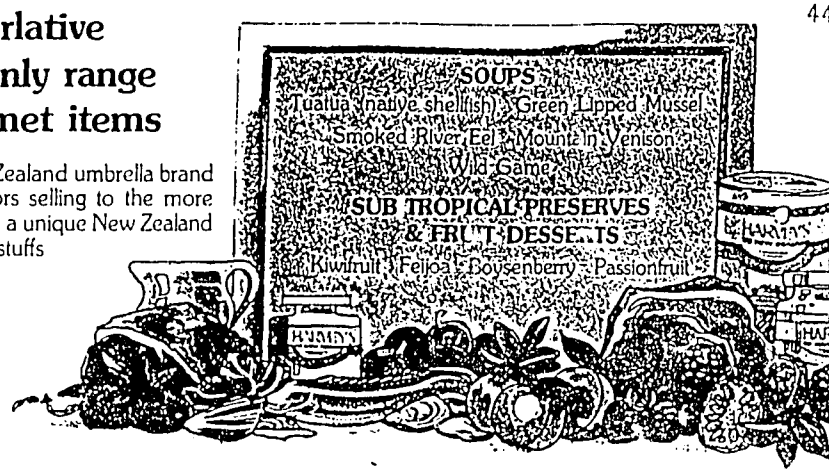
Under one brand name one of the largest and most varied SF/Gourmet ranges in the world

HARVEY'S OF New Zealand can proudly boast to be one of the few companies worldwide offering import-distributors under a singular brand name over 70 superb SF/Gourmet items embracing 7 burgeoning world foodstuffs import sectors i.e.



Plus a superlative New Zealand only range of exotic Gourmet items

UNDER THE Harvey's of New Zealand umbrella brand we also offer import-distributors selling to the more discerning SF/Gourmet retail outlets a unique New Zealand only range of exotic gourmet foodstuffs which include –



Fresh, natural, wholesome ingredients linked to New Zealand's outstanding culinary reputation

The vast percentage of range ingredients originate fresh from the heart of New Zealand's rich, unspoiled farmlands; from unmatched hill country still teeming in parts with magnificent wild game; from unpolluted fast flowing rivers, clear lakes and a vast surrounding ocean abundant with many of the most desireable fish species.

Link the above to both New Zealand and Harvey's of New Zealand's culinary reputation and skills – the finest traditional cooking developed over many years from a 'pot poum' of British and native Maori influences – then in Harvey's of New Zealand one has a range of SF/Gourmet foodstuffs of almost unbeatable quality.

Over 70 range items makes buying of 20 foot sea containers a sensible, economical decision

A MAJOR plus offered to Harvey's of New Zealand import-distributors worldwide lies in their ability to purchase 'hassle free' from one central source a unique total range of high quality SF/Gourmet products, culminating in economical use of full 20' containers on a regular order/shipment basis.

Price positioned to tap the lucrative worldwide Mid Premium Price Sector

HARVEY'S OF New Zealand seek to offer their international import-distributors superior SF/Gourmet products price positioned to take advantage of the rapidly increasing mid premium price sector i.e. sound sales volume at a sensible profit.

Our Import-Distributor Marketing and Promotional Support Programme

HARVEY'S OF New Zealand takes pride in the level of ongoing support which we offer to the majority of our international import-distributors i.e.

i. Often we produce for individual markets specific point-of-purchase display material such as product posters, shelf talkers, instore banners; or contribute to the cost of a demonstrator programme.

ii. Each year we develop a major international markets 'on pack' consumer promotion i.e. in late 1982 we will offer around 25 consumers per market the opportunity to win a fabulous range of New Zealand's famous "Manor House" non stick coated bake-ware.

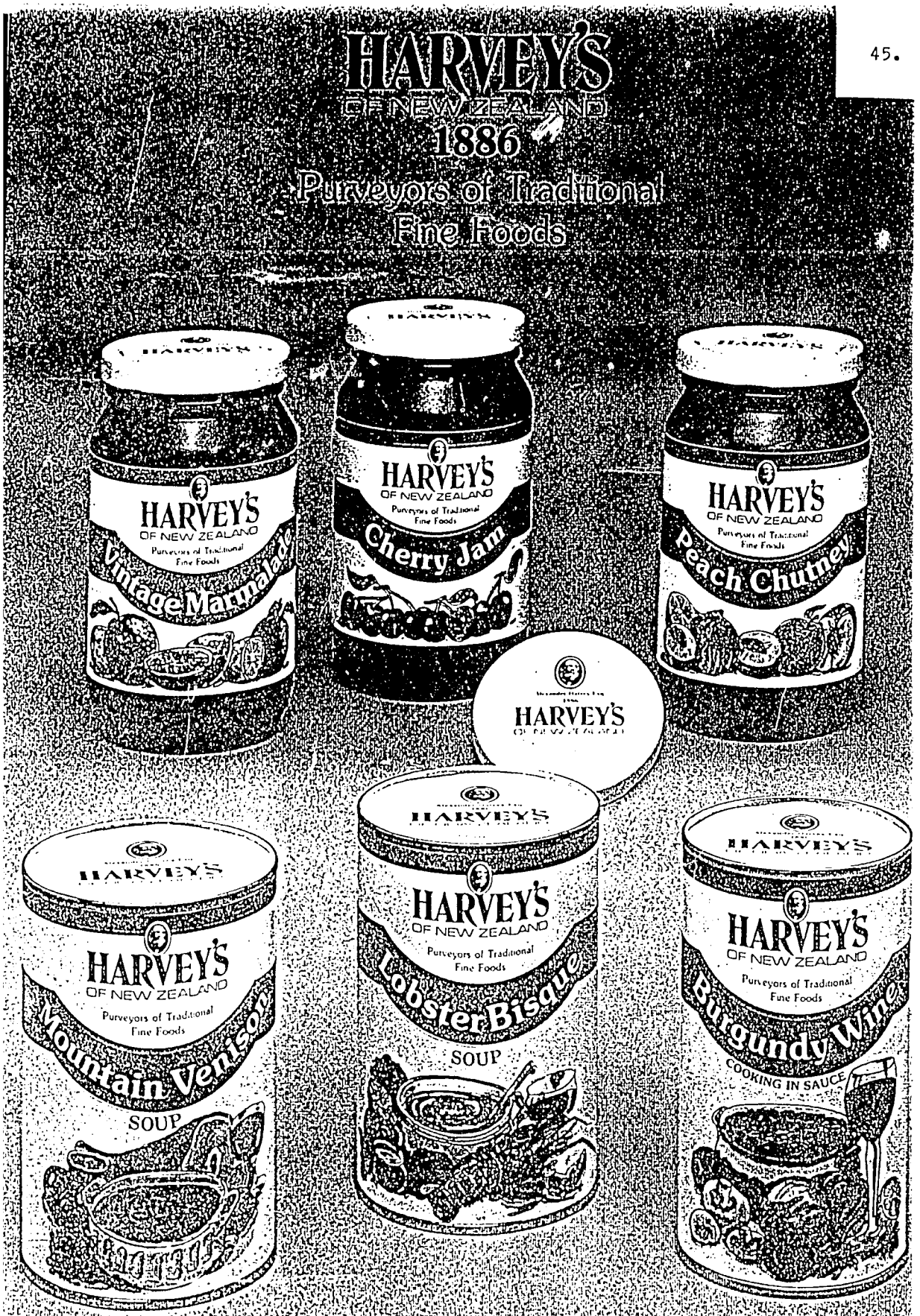
iii. In appropriate markets we pay the major cost toward trade press or selected import-distributor catalogue advertising; or contribute to the cost of direct mail programmes directed at media food editors, key retail buyers etc.

Finally our Export Manager seeks to visit each major market 2-3 times a year, during which period he calls on selected key accounts with import-distributor sales personnel.

In summary, we wish to make the Harvey's of New Zealand range one of the most important sales and profit earners within each of our import-distributors stable of fine imported products.

New Zealand's Frequent, Fast Worldwide Shipping Service

AS A major world exporter of dairy, meat, horticultural, fish and prepared foods, New Zealand has developed a frequent and highly competitive shipping service into the majority of key world markets.



Under one famous brand name – from the heart of the land and sea – one of the most delectable and varied SF/Gourmet

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HARVEY'S
OF NEW ZEALAND

Purveyors of Traditional
Fine Foods

"From the Heart of the Land and Sea"

HARVEY'S OF NEW ZEALAND NEW MARKETS' INTRODUCTION PHILOSOPHY

The company initially seeks to establish during the first 12-18 months in each new market the core product range described in detail overleaf, covering the following foodstuffs sectors i.e.

PRESERVES

SAUCES (COOKING, ADD-ON)

CHUTNEYS

PICKLES

JELLIES

SOUPS

Following successful establishment of the above core product range, the company then seeks to introduce other mid premium price sector items, plus a superlative New Zealand only range of SF/Gourmet items described within our brochure.

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HARVEY'S
OF NEW ZEALAND

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Fine Foods

"From the Heart of the Land and Sea"

A SELECTION OF 48 ITEMS FROM THE HARVEY'S OF NEW ZEALAND RANGE OF SUPERIOR, DELECTABLE SF/GOURMET FOODSTUFFS FROM THE HEART OF NEW ZEALAND'S MAGNIFICENT LAND AND SEA

HARVEY'S OF NEW ZEALAND

CORE PRODUCTS RANGE

JAMS, MARMALADES

SAUCES, CHUTNEYS
PICKLES, JELLIES

SOUPS

JAMS

Strawberry
Apricot
Cherry
Plum
Boysenberry
Kiwifruit
Blackberry
Raspberry

MARMALADES

Vintage
Grapefruit
Mixed Fruits
Orange & Lemon
Mild Ginger

COOKING-IN SAUCES

Burgundy Wine
Madeira Wine
White Wine
Provencales
Lobster
Hot Curry
Mild Curry

OTHER SAUCES

Horseradish
Prawn Cocktail
Steak
Country Mustard

CHUTNEYS

Three Fruits
Peach
Hot

PICKLES

Country
Tomato
Mild Mustard

JELLIES

Mint
Boysenberry

SEAFOOD

Lobster Bisque
Crab Bisque
Scampi Bisque
Mussell
Bouillabaisse
Oyster

QUALITY

Clear Oxtail
Thick Oxtail
Vichysoisse
Venison
Consomme
Cream of Asparagus
Cream of Mushroom

COUNTRY

Beef Broth
Vegetable Broth
Pea & Ham

Supersedes list
dated:

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HARVEY'S
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HARVEY'S OF NEW ZEALAND PRICE LIST

Effective

		Size	FOB. $US	Kuwait Dubai	USA W. Coast	USA E. Coast	Hong Kong	Sinc por
Jams & Preserves		425/450g	11.25	12.45	12.20	12.15	12.00	11.!
Marmalades		425/450g	10.50	11.70	11.40	11.40	11.20	11.1
Soups	Seafood	425/450g	12.75	13.95	13.70	13.65	13.45	13.4
	Quality	425/450g	11.00	12.20	11.95	11.90	11.70	11.6
	Country	425/450g	8.50	9.70	9.45	9.40	9.20	9.1
Cooking Sauces		350g	10.00	11.20	10.95	10.90	10.70	10.6
Chutneys		425/450g	11.20	12.40	12.15	12.10	11.90	11.8
Pickles		425/450g	9.50	10.70	10.45	10.40	10.20	10.1
Sauces	Horseradish	150/170g	8.50	9.70	9.40	9.40	9.20	9.1
	Prawn Cocktail	150/170g	7.75	8.90	8.65	8.65	8.45	8.4
	Steak Sauce	150/170g	9.00	10.20	9.90	9.90	9.70	9.7
	CountryMustard	150/170g	8.40	9.60	9.30	9.30	9.10	9.1
Jellies	Mint	150/170g	6.75	7.90	7.65	7.65	7.45	7.4
	Boysenberry	150/170g	6.75	7.90	7.65	7.65	7.45	7.4

HARVEY'S OF NEW ZEALAND PRICE LIST NOTES

(1) Prices effective from for six months subject to Exchange variation.

(2) Prices quoted are based upon the N.Z. Dollar remaining at 16% of the U.S. Dollar.

(3) Prices quoted are per dozen.

(4) Case quantity is 2 dozen (24).

(5) Approximate Mix per Container:

		Value $US	Case Size	Case Weight
Jams/Marmalades	425 cases	10400	301x225x131mm	12.0kg
Soups	475 cases	11400	296x222x226mm	12.0kg
Cooking Sauces	210 cases	4700	264x198x244mm	9.6kg
Chutney/Pickles	135 cases	3000	301x225x131mm	12.0kg
Other	80 cases	1500	Various	-
	1325 cases	US$31000		

MMI/1

TYPICAL ILLUSTRATION OF AN IMPORTS/DISTRIBUTION CHANNEL FOR FRESH FRUITS AND VEGETABLES IN THE U.K.

ISSUES :

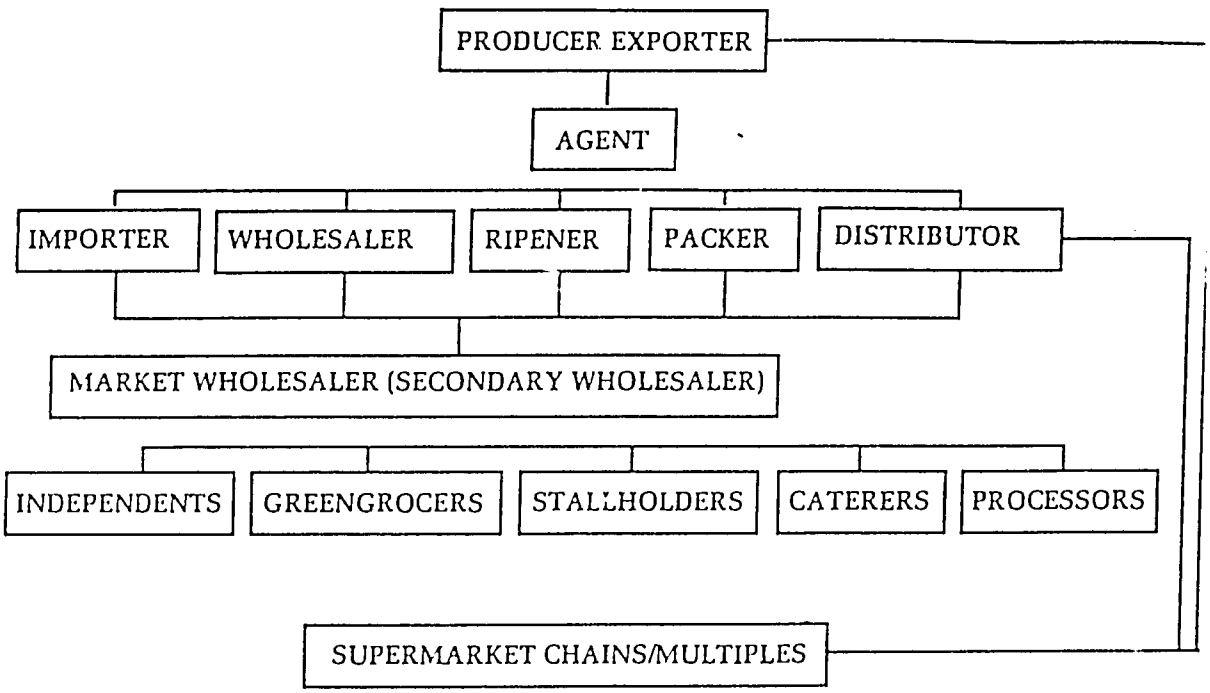
1. YOU CARRY THE RISK

2. YOU MUST MEET DEMANDING IMPORT STANDARDS

3. SMALL EXPORTER VS. LARGE EXPORTER

MAN/2

Market channels

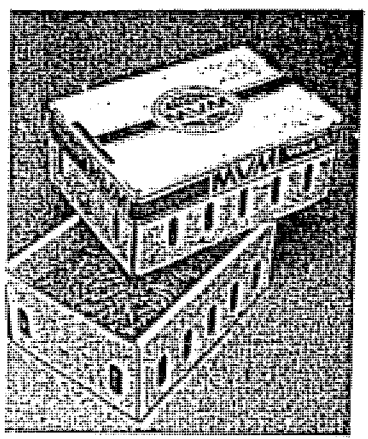


Mangetout

MAN/3

Market requirements

Varieties: Varietal choice is important, as harvest costs are minimised with multi-noded plant; growing conditions must be suited to the particular variety



Standards: The EEC has set common quality standards for beans, which include mangetout. All beans must be:

- whole
- sound
- fresh in appearance
- clean, in particular free from residues, including traces of chemicals
- free from foreign smell or taste
- free from abnormal external moisture

To qualify as Class I, mangetout must be:

- of good quality
- characteristic of the variety in colour, shape and size
- young and tender such that they can be easily broken in the hand
- seeds must be small and tender and pods must be closed
- stringless
- free from blemish

Traces of wind damage are allowed.

To qualify for Grade II, mangetout must be:

- of marketable quality
- reasonably young and tender

- seeds may be larger than in Class I, but the pod must be tender
- free from disease and frost damage

The following are allowed:

- slight wind damage
- minor superficial blemish
- strings

Quality tolerances allowed are 10% by weight: for Class I not satisfying Class requirements, but within Class II; and for Class II not satisfying minimum requirements, but fit for human consumption.

Size: 7-10 cm, 2 cm width

Shape: Flat, with peas just showing. Straight, with very small stem.

Colour: Pale green

Ripeness: Should snap in hand

Taste & Texture: Juicy, crunchy, sweet

Getting to market

Harvesting, Handling and Storage

Mangetout must be hand-picked, leaving a short piece of stem on the pod. They must be picked at the particular size required by the buyer and so pickers usually carry a measuring stick for precision. They must be pre-cooled and are transported at 1-2°C and at a relative humidity of 95-100%.

Packaging

Mangetout are usually sold to the consumer in PVC overwrapped trays, either packaged at source or on arrival. If they are not pre-packed at source, then waxed 5lb cardboard boxes, well ventilated, are the preferred type of packaging.

Mangetout

MAN/5

Produce information must be presented on the labelling as follows:

- country of origin
- produce indication, if not visible
- class
- net weight

It is also advisable to include:

- packer and/or dispatcher
- grower
- date of packing
- size

Handling information can also be displayed, giving temperature guidance, fragile and side-up symbols.

Branding and Promotion

There is little branding in the mangetout market, but some developing country private sector growers have been promoting their produce in terms of its country of origin. Some multiples are open to considering in-store promotions.

Import Regulations

Mangetout come under tariff heading 0708 90 and tariffs in force are the following:

Full rate:	14%
GSP countries:	Full rate
ACP countries:	Free
Turkey:	Free

In order to receive preferential tariff treatment, produce must be accompanied by the appropriate forms: EUR 1 for ACP countries or Form A for GSP or LDDC. Certain hygiene standards must be met and all fresh produce entering the EEC must be accompanied by the original of a phytosanitory certificate

Mangetout

MAN/6

When to sell

Timing

Kenya and Zambia, two of the major suppliers to the UK, ship all year round and Guatemala, another dominant supplier, ships outside the UK production months, from January to July and from September to December. Other supplies are available as follows:

Ecuador:	July-August
France:	May-June
Nigeria:	November-February
Peru:	August-September
Spain:	January-April
Zimbabwe:	June-October

There is no significant gap in the market, though more difficulty is experienced in sourcing in winter months.

Wholesale prices have averaged 260 pence per kg during 1989/90, with no marked seasonal variation, though prices were slightly lower in July/August.

Market Trends

The market for mangetout has shown fast development over the last few years and is now estimated to represent about £5 million at retail value. The trade expects growth to continue, but at a slower pace. However, competition from existing market suppliers is strong, making this a difficult market for new entrants.

Packaging

EAN/7

Packaging should be selected with the type of journey in mind, to make sure it is suitable. Neat, easy to handle and well labelled packaging is more likely to be carefully handled at the receiving end. There are a number of types of packaging and it is advisable for the exporter to consult with the importer on the preferred style.

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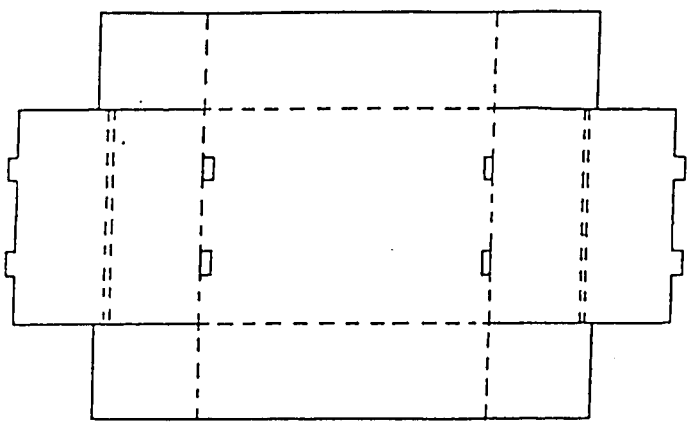

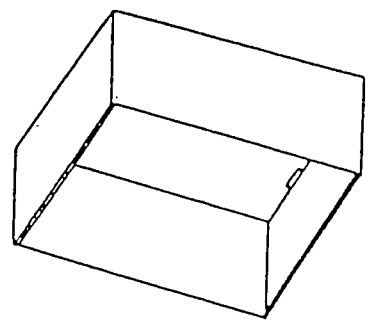

Assembled upper part

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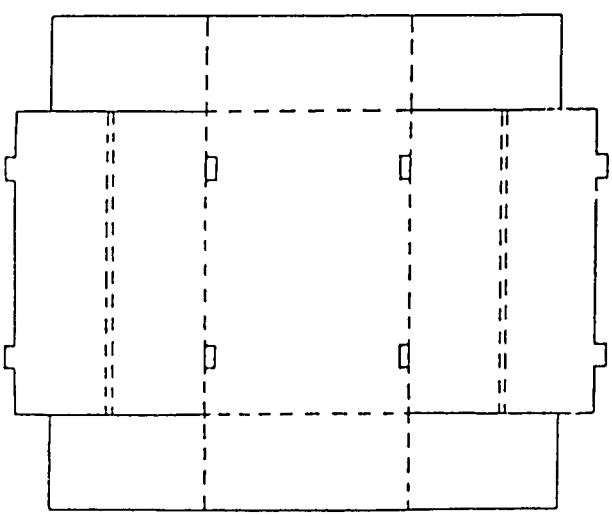

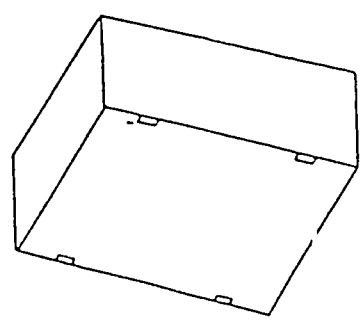

Assembled lower part

MP/1

WITH AgEnt IT ALL STARTS
WITH THE "MARKETING PLAN"!

FIRST, YOU MUST CONVINCE US
THAT YOU HAVE COMPLETED
SOUND HOMEWORK TO IDENTIFY
THAT A MARKETING
OPPORTUNITY EXISTS, AND
THAT YOU HAVE
THE RESOURCE/CAPABILITY
TO MAKE IT REALLY HAPPEN!

MP/2

WHEN AgEnt REVIEWS A CLIENT'S "MARKETING PLAN", THESE ARE THE TYPICAL COMPONENTS WE EXPECT TO BE SUBSTANTIATED TO VARYING DEGREES

BEARING IN MIND THAT WE TREAT OUR ADVICE: ASSISTANCE:GRANTS LIKE ANY OTHER PRIVATE SECTOR COMPANY ASSESSING THE " RISK/RETURN " ON AN INVESTMENT !

MP/3

TO WHAT DEGREE HAS THE CLIENT SUBSTANTIATED THE FOLLOWING MARKETING AND OTHER COMPONENTS IN THEIR PROPOSAL SEEKING POSSIBLE AgEnt ASSISTANCE ?

---

1. WHICH MARKET(S) IS THE AGRO-ENTERPRISE TARGETING; TO WHOM DO THEY PLAN TO SELL THEIR PRODUCT; IN WHAT VOLUME AND BY MONTH; AT WHAT PRICE; AND ON WHAT BASIS HAVE THESE JUDGEMENTS BEEN MADE?

MP/4

2. CAN THE AGRO-ENTERPRISE PRODUCE " CLEAR CUT " EVIDENCE OF BUYER INTEREST IN THE CONCEPT/PRODUCT; AND WHAT TRADING TERMS/MARGINS ETC APPLY IN EACH MARKET?

3. WHAT MARKETING EXPERTISE HAS THE CLIENT RELATING TO THE CONCEPT/PRODUCT; INCLUDING SPECIFIC EXPORT MARKETING SKILLS/ KNOWLEDGE ETC ?

MP/5

4. WHAT IS THE MANAGEMENT/ PEOPLE RESOURCE STRUCTURE THAT THE CLIENT PLANS TO PLACE BEHIND THE CONCEPT/PRODUCT TO ENSURE SUCCESSFUL IMPLEMENTATION OF THE MARKETING PLAN ?

5. WHO DOES THE CLIENT PERCEIVE THEIR MAIN COMPETITORS TO BE -

- BY SECTOR, PRODUCT AND MARKET ?
- AND AT WHAT PRICES DO COMPETITIVE PRODUCTS SELL IN EACH MARKET ?
- AND WHO ARE THE MAIN BUYERS/IMPORTERS/ DISTRIBUTORS WHO HANDLE COMPETING PRODUCTS IN EACH MARKET ?

MP/6

6. HAS THE CLIENT ANY COMPETITIVE PRODUCT SAMPLES/BROCHURES/PHOTOS/ GRADING AND PACKAGING STANDARDS ETC. WHICH IT CAN SHOW AND DISCUSS WITH AgEnt?

7. HOW DOES THE CLIENT PLAN TO -

- SOURCE (AND FROM WHOM) RAW MATERIALS AND/OR PRODUCTS; AT WHAT PRICES; IN WHAT VOLUMES; DURING WHAT PERIODS?
- IF APPLICABLE, HOW DOES THE CLIENT INTEND TO ADD "HIGHER ADDED VALUE" TO THE CONCEPT/PRODUCT?

MP/7

8. WHAT MARKETING BENEFIT/ COMPETITIVE ADVANTAGE DO YOU BELIEVE YOUR CONCEPT/ PRODUCT POSSESSES?

9. HOW MANY NEW EMPLOYEES WILL THE PROPOSED AGRO-ENTERPRISE CONCEPT/ PRODUCT DURING THE FIRST 3 YEARS EMPLOY?

. EMPLOY DIRECTLY -

YEAR	NUMBER	PROJECTED INCOMES
1	_____	_____
2	_____	_____
3	_____	_____

. INDIRECTLY EMPLOY -

YEAR	NUMBER	PROJECTED INCOMES
1	_____	_____
2	_____	_____
3	_____	_____

MP/8

10. HAS THE CLIENT PRODUCED A PRODUCT BUILD UP SHEET EMBRACING THE FOLLOWING BROADBASE COST COMPONENTS? i.e.

COMPONENT (*)	RPS	%
. PRODUCTION OR PRODUCT/RAW MATERIAL PURCHASE	____	___
. PROCESSING	____	___
. PACKAGING	____	___
. STORAGE/ HANDLING	____	___
. DISTRIBUTION	____	___
. PROMOTION	____	___
TOTAL GROSS PRODUCT COST	____	___
DESIRED PROFIT MARGIN	____	___

(*) State whether component costs are based on per kg/unit/other volume measurement (describe)

MP/9

11. IS THE PROPOSED CONCEPT/ PRODUCT LIKELY TO CREATE ANY ENVIRONMENTAL PROBLEMS?

HAS ANY ENVIRONMENTAL IMPACT ASSESSMENT REPORT BEEN COMPLETED?

AgEnt

TYPICAL ILLUSTRATION OF AN EXPORT MANAGER'S KEY
CUSTOMER MANAGEMENT
MARKETING AND SALES PLAN
(COMPONENTS)

1.0 COUNTRY : ..... DATE: .....

COMMERCIAL MANAGER : ..... PANELLIST NAME : .....

PANELLIST COMMUNICATION DATA (Address [Street + Box No.]; Telephone; Fax; Telex) : .....

KEY PANELLIST CONTACTS & TITLES : .....
.....

2.0 SALES HISTORY - TARGETS - FORECASTS

	1990 +(-)	1991 +(-)	1992 +(-)	1993 +(-) (1)
a. SLT trays equivalent (000)				
b. % share of total country sales				
c. Value (currency?)				
d. Average SLT equivalent tray price (currency?)				

(1) % +(-) over previous year

3.0 PROMOTIONAL SUPPORT (below-the-line)

	Currency - ? 1990	1991	1992 target	1993 forecast
a. Co-operative advertising				
b. Merchandising				
c. Price dealing				
d. Sales force incentives				
e. Special promotions				
f. Other (*)				
Total				
Average tray tray cost				

(*) describe

Contd..2/-

4.0 STRUCTURE OF PANELLIST ORGANISATION AND KEY CUSTOMER BASE

a. Produce matrix of panellist organisation and key customer base.

b. Support a. with company profile brochure, annual report where available

5.0 PANELLIST MARKETING STRENGTHS & WEAKNESSES

a. Strengths

b. Weaknesses

6.0 KEY PANELLIST OBJECTIVES

a. Major problems and/or issues to be resolved

b. Strategy to increase panellist sales

7.0 EFFECTIVENESS OR OTHERWISE OF LAST SEASON'S PANELLIST PROMOTIONAL SUPPORT

a. Overall

b. By major customer

Contd..3/-

8.0 THIS YEAR PANELLIST MARKETING/PROMOTIONAL SUPPORT PROGRAMME

a. Overall

b. By major customer

Customer	% Our Sales	Sales objectives/ Promotional support ingredients	Cost per: Tray	Total

9.0 COMPETITIVE ACTIVITY ANALYSIS (MAINLINE COMPETITORS)

Observations should cover -

a. Trade terms/policies

b. Pricing

c. Promotional strategies and their effectiveness or otherwise

d. Strength of their/your key customer relationships

e. Other

10. SCHEDULE OF PLANNED MARKETPLACE VISITS AND OBJECTIVES

a. Panellists

b. Key customers

c. Wholesale/retail outlets

(PREPARED BY ANTHONY DALGLEISH - 24/8/1993)