



# We Launch & Grow Food & Beverage Brands Globally

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## WHAT WE DO

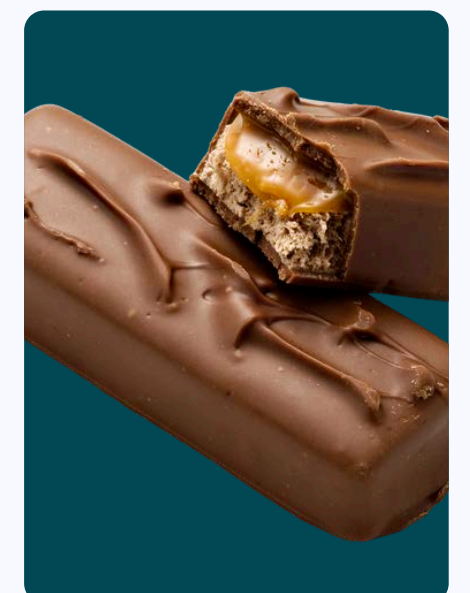
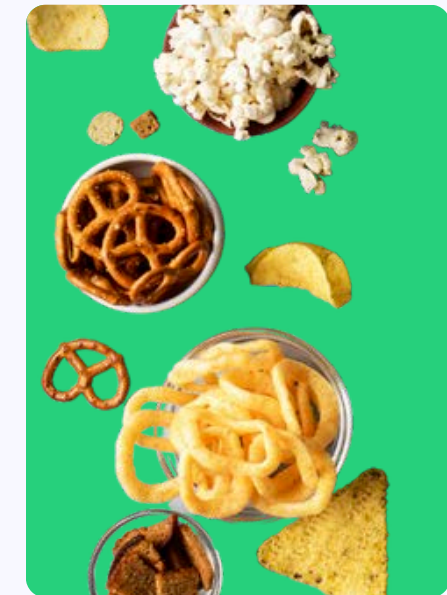
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## WHAT AMI CAN DO FOR YOU

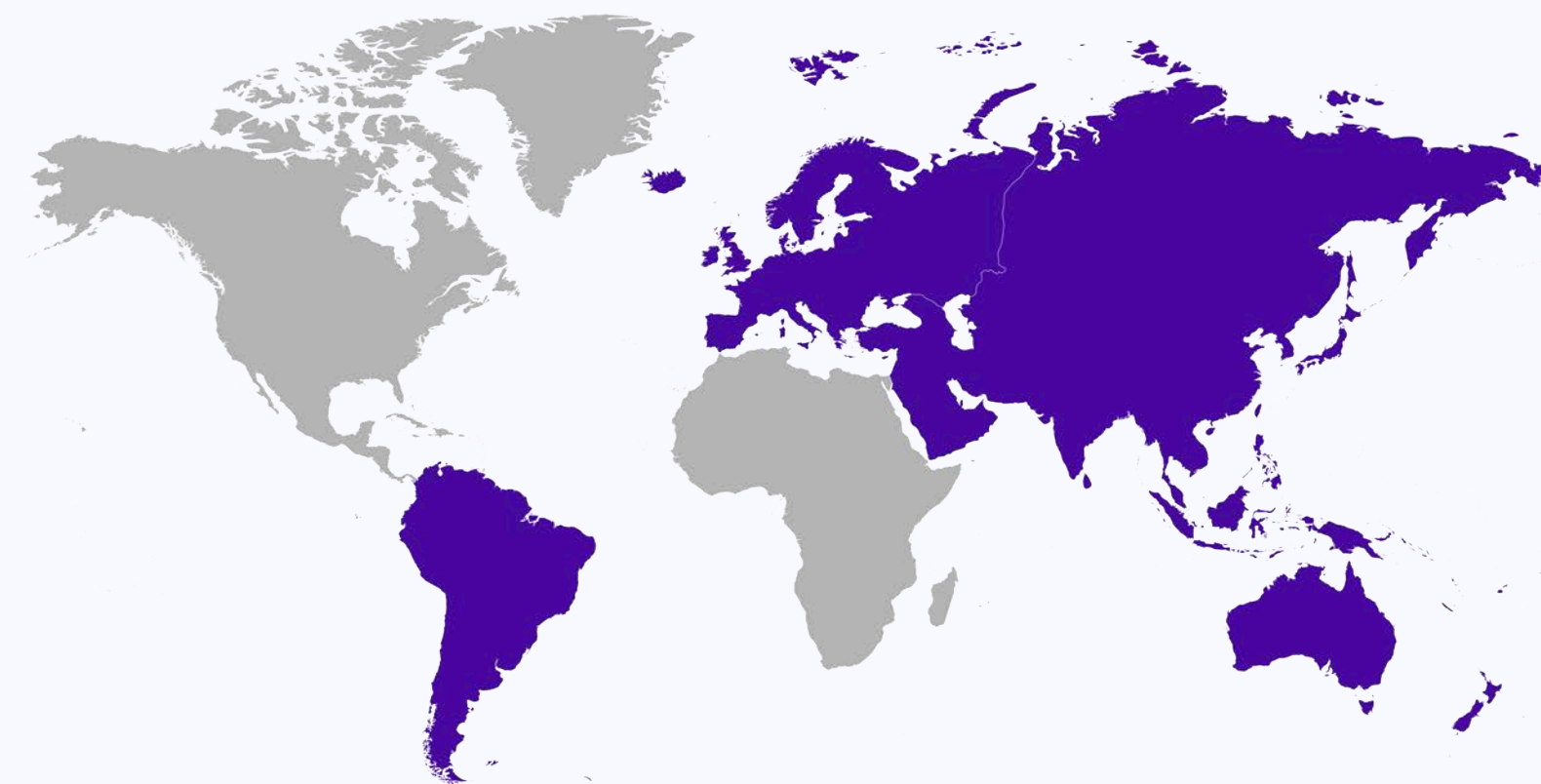
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# We build brands worldwide.

AMI drives export sales growth by leveraging our long-standing relationships with more than 18,000 global buyers and developing a tailored strategic brand plan for each customer. We support product sales in over 130 countries across the **Middle East, Asia-Pacific, Latin America, and Europe.**





## Company Background

Founded in 2004, AMI is a well-capitalized company experiencing rapid growth.

Our leadership brings 12 years of international management experience with Nestlé, having served in four countries across key global markets.

## OUR EXPERIENCE INCLUDES...

Managing large food, beverage, & nutrition brands in multiple countries & sales channels

Negotiating sales agreements with international retailers, chain accounts, importers, and distributors globally

Developing new products & foreign language packaging for our customers

Providing extensive retail, foodservice & industrial sales and marketing experience in multiple CPG categories

# Our Guarantee

We guarantee increased brand exposure and qualified export sales leads by connecting your products with up to **18,000 vetted buyers** across more than **130 countries**.

## WE PROMISE TO...



...expand your global visibility through targeted outreach and tailored promotion strategies.

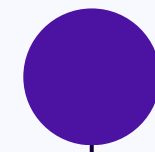


...provide the benefit of over two decades of trusted relationships with international buyers.



...leverage our extensive global database of food, beverage, and nutrition importers, distributors, and retailers to drive real sales opportunities for your brand.

**We deliver on  
our promise by  
living our values.**



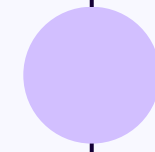
## **SUBSTANCE OVER SPLASH**

We add real value.



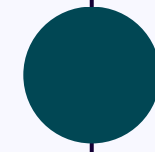
## **ACCOUNTABILITY**

We do what we say we will.



## **CELEBRATION**

We recognize team successes and achievements.



## **POSITIVITY**

We confront all situations with optimism, joy, and positivity.



## **INTEGRITY**

We speak truthfully, listen intently, commit to candor, and strive to reveal, not conceal.

# Services

We increase profits and expand sales and distribution for food, beverage, and nutrition brands by offering the following services.



International Market Entry



Export Sales Management



International Strategic Planning / Budgeting



Global Market Research & Consumer Trends



International Partner Identification,  
Recruitment, & Assessment



In-country Marketing & Promoting



Trade Show Management



Foreign Language Packaging



Ingredients Review & Compliance



Export Sales Training

# Wide Sales Channel Experience



Individual Consumers

## RETAIL CONSUMER PACKAGED GOODS

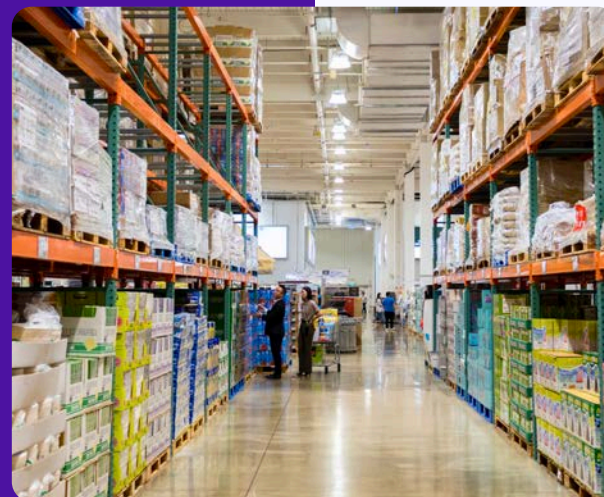
E-Commerce | Club | Pharmacy/Medical | Traditional Grocery | Specialty | Mass | Drug | Discount Retailers



Commercial End-Users

## FOODSERVICE PRODUCTS

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



Manufacturers

## INDUSTRIAL & BULK INGREDIENTS

Co-Packers | Private Label

# AMI Sells to Leading International Retailers

Walmart 

famila  
besser als gut!

METRO

Auchan 



AEON

TESCO

Carrefour 

 DELHAIZE

S&R  
Membership Shopping

7-ELEVEN

emart

HuVee

 Ahold  
Delhaize

 TARGET



 PriceSmart

 LULU  
RETAIL

Netto  
Marken-Discount

COSTCO  
WHOLESALE

 Ahold

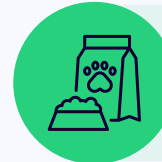
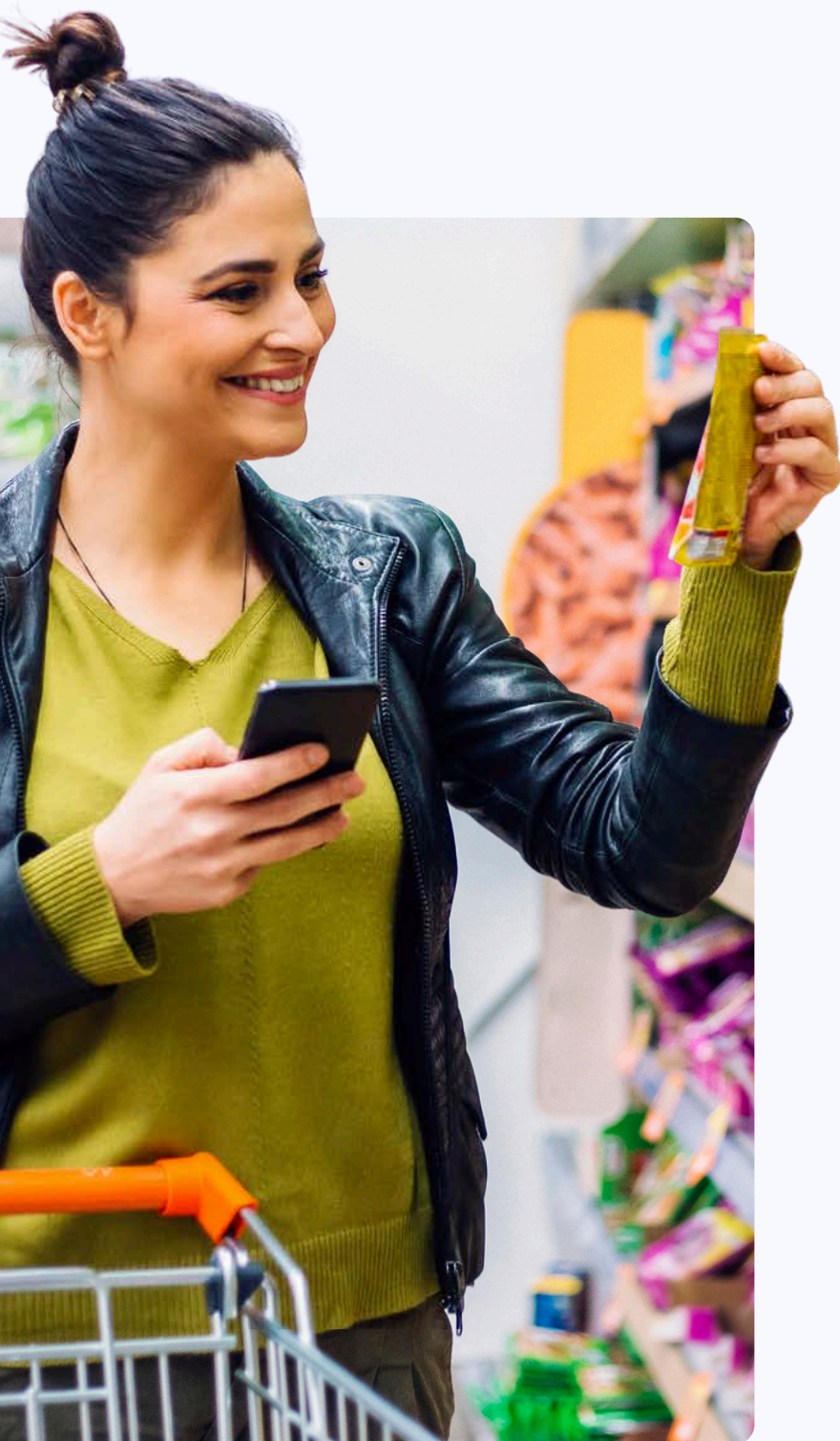
 FamilyMart

 Bin Dawood  
DAWOOD

SPAR 



# Categories We Serve



Pet food



Chocolate & Confectionery



Snack Foods



Frozen Foods



Fruits & Vegetables  
(dried, frozen, powder, pastes, & extracts)



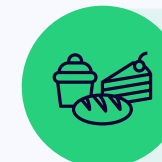
Beverages (ready-to-drink, & powder)



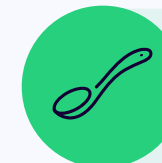
Nutrition (health & energy products)



Dietary Supplements  
(vitamins & nutraceuticals)



Baked Goods



Ingredients



Health & Beauty Products



Personal Care



Specialty (gift & novelty)



Medical (non-drug)

# Brands We've Supported on Their Journey

SPARKLING  
**ICE**



**NUMI**  
ORGANIC TEA





Jordan's  
**SKINNY MIXES**

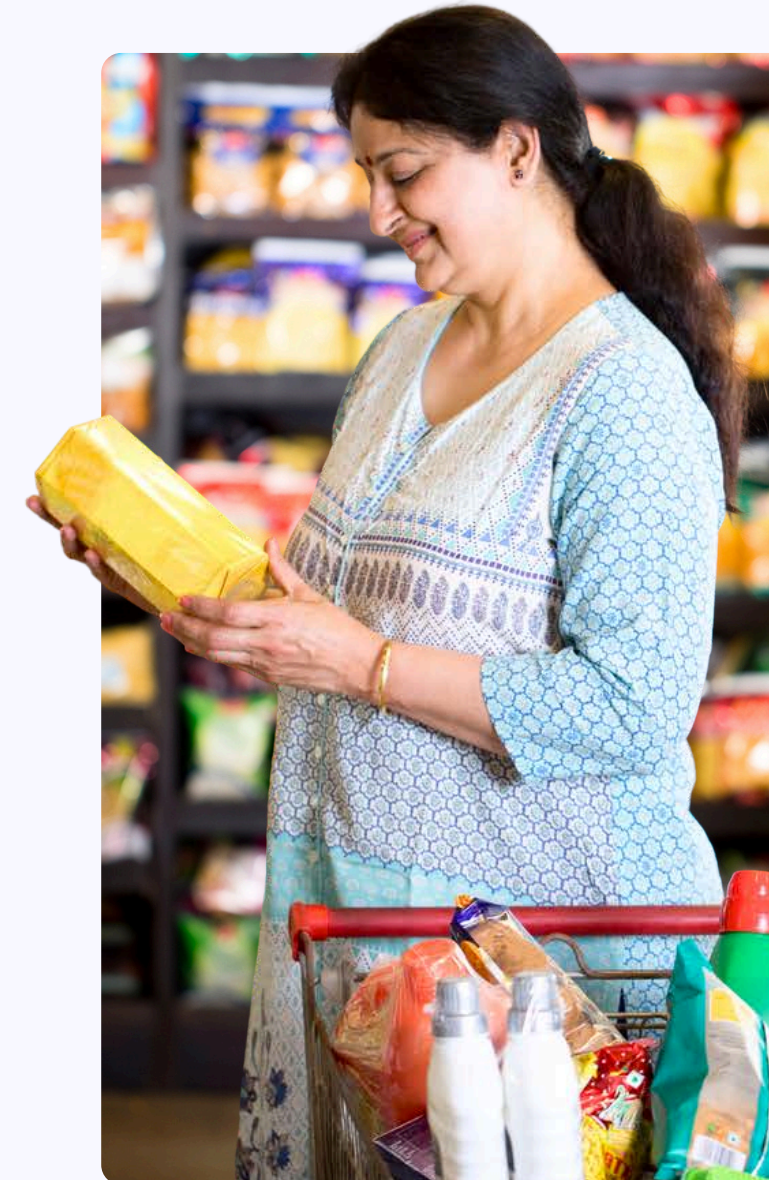


*Talking Rain*



# Benefits of Working with AMI

HIRING INTERNAL EMPLOYEES 	OUTSOURCING INTERNATIONAL SALES 
High fixed salaries	Low fees & sales incentives
Fixed costs (health insurance, 401K)	No fixed costs (health insurance, 401K)
Recruiting time & expenses	No recruiting time & expenses
Limited global network	Strong established worldwide network of leading buyers
Limited international knowledge	Diverse international expertise and foreign language ability
Deep category knowledge in the U.S.	Deep category knowledge in global export markets



# Your Trusted Partner in Global Growth



Serving North American brands **since 2004** with a proven record of export success.

Access to **18,000+ qualified buyer contacts** across **130+ countries**—and growing.

Experienced professionals with **foreign language fluency** and deep market knowledge.

Insightful guidance that helps you **avoid costly mistakes** and navigate international markets with **confidence**.

**Shorter sales cycles**, stronger **buyer relationships**, and increased **profitability**.

# Our Happy Customers

*"I would highly recommend Athena Marketing International for any company who would like to expand their international presence."*

Robyn Hawkins  
CEO  
Big Train Inc.



*"They provided valuable regulatory insight to speed us to market internationally and educated me and other key staff on sound approaches to building a profitable and sustainable international business."*

Christian Johnson  
Vice President  
GU Energy



*"The campaign you ran was very successful. We received many good leads... Thank you for helping us build our international business."*

Robb Dorf,  
Founder and President  
PureFit Premium Protein Bars



*"Under the diligence and guidance of AMI, our core business (Sweetened Dried Cranberries) has increased +1,319%, +58% and +74% respectively over three years."*

Jeffrey L. Carlson  
President & CEO  
Decas Cranberry Sales, Inc.



## Case Study

# How a Super-Premium Snack Brand Grew Their International Sales Forecast 1400%



## CHALLENGE

This Vegan, plant-based snack brand had no awareness outside the U.S. and was facing pricing difficulties in foreign markets. The brand was poised to be a market leader if they could achieve their goal of garnering distribution and sales growth abroad.

## STRATEGY

AMI sought to build brand awareness and sales in markets with well-established vegan snack markets that could afford the super-premium price positioning.

## RESULTS

Through extensive lead generation, marketing and investment in two international trade shows in their first year, **AMI successfully on-boarded seven new international distributors and established the brand on an e-commerce platform in Year 1.** With three more international trade shows planned for Year 2, this customer has an anticipated sales growth from Y1 to Y2 of 1,400%.

# Why Choose AMI?

## RAPID GROWTH

Enjoy rapid growth while minimizing risks, liabilities, and costly mistakes



**AMI**



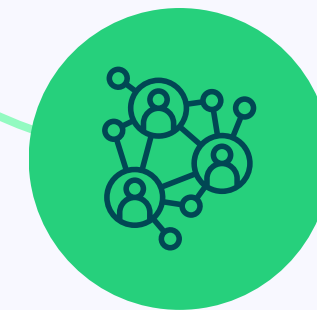
## REDUCE COST

Significantly lower costs than building your own international sales team



## MANAGE

International Partner Management, Purchase Orders, Packaging, Shipping & Logistics



## CONNECT

Connect to a large network of leading international distributors, importers, and retailers which are eager to market U.S. products



**Trust AMI to  
manage & grow  
your international  
sales & profits!**

**CONTACT OUR TEAM  
TO LEARN MORE**

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