



# Welcome

**Rick Marino RCN Imports Inc.**

## Customer types

- ❖ Master Importers
- ❖ Sub Distributors
- ❖ Broadline Distributors
- ❖ Specialty
- ❖ Ethnic
- ❖ Retail
- ❖ Direct Warehouse



## Distribution Options

- ❖ **Develop your own Sales Office and Warehousing in the U.S.**
  - ❖ Provide a U.S. Sales Manger
  - ❖ Hire Regional Brokers
- ❖ **Utilize Master Importers**
- ❖ **Utilize Specialty Importers**

## Master Importers

- ❖ Purchases full containers
- ❖ Responsible for local warehousing
- ❖ Provide service to all distributors
- ❖ May utilize brokers
- ❖ Possible import consolidation of several companies
- ❖ Brand exclusivity or private label
- ❖ Require promotional and marketing funds

## Sub Distributors

- ❖ Purchases pallet quantities and sometimes FCL containers
- ❖ Provides service to end-users, ie. Restaurants, Hotels, etc.
- ❖ Utilizes Brokers hired by the Supplier
- ❖ Brand exclusivity or 'private label'
- ❖ Requires promotional and marketing funds

## Promotional and Marketing Funds

- ❖ Purchase rebates
- ❖ Slotting fees
- ❖ Trade shows; national and regional
- ❖ Sample Policy
- ❖ Sales promotions
- ❖ Customer rebates

# Food Service Distribution in U.S.

## Requirements

- ❖ FDA approved
- ❖ HACCP
- ❖ Third party audits- BRC and ISF
- ❖ Third party social audits
- ❖ COI - liability insurance
- ❖ Hold Harmless agreements
- ❖ Payment terms



# Colombia

Con mucho gusto

