

Company Overview

November 2021

Welcome to Wanis International Foods





- Founded in 1964, Wanis International Foods is today one of the UK's leading and longest-established distributors of food and drink from around the World
- Headquartered in a 120,000 ft² facility in London with a subsidiary warehouse in Milton Keynes, and a further, dedicated 120,000 ft²distribution centre in Rainham, Essex.
- All UK trade sectors are served nationally, together with some 30+ international markets. We also operate our own Cash & Carry outlet in London.
- We are accredited to BRC AA standard and fully certified for the distribution of organic products.







Leading World Food Distributor



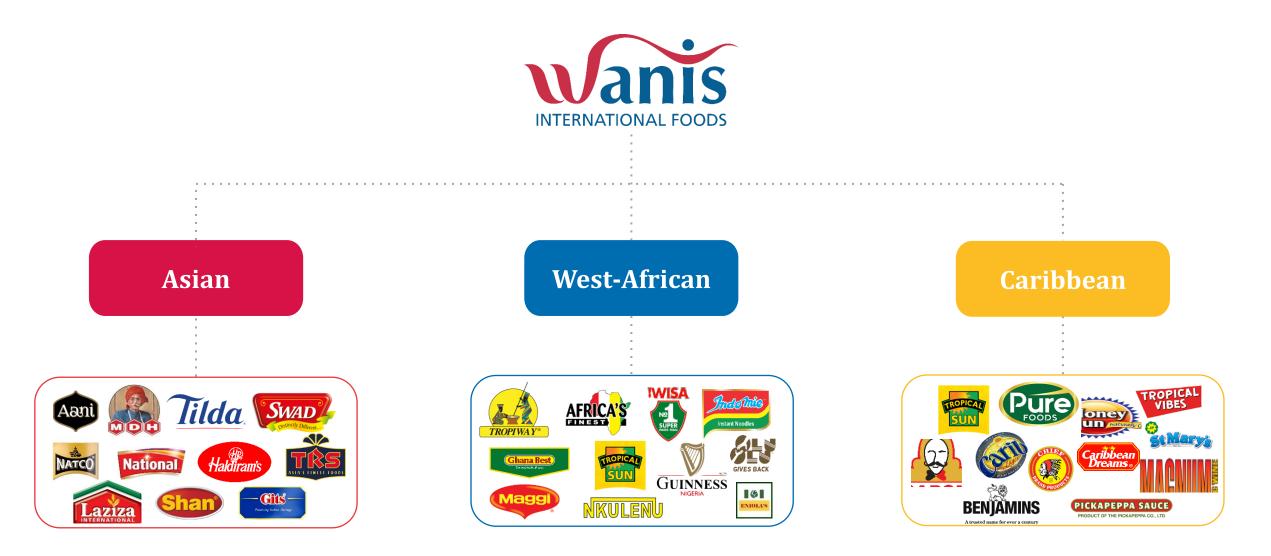
- We import and distribute food and drink from across 6 continents
- With an unrivalled product range of 10,000+ products, we distribute owned brands, are the sole distributor for principal brands from the Caribbean, Africa and South East Asia, and distribute a wide range of third party products and brands from across the World.







Primary Market Sector and Brand Representation





Core Brands - Tropical Sun

TROPICAL SUN

World Grocery

Canned Pulses and Vegetables Dry Beans and Pulses Seasonings, Spices & Soups Rice, Powders & Flours Food Ingredients & Oils Canned Fish & Meat Sauces & Condiments





Vegan, Free-from & Organic

Jackfruit & Banana Blossom Dairy-Free Milk Products Herbal Teas & Infusions Organic Coconut Products Organic Honey & Sweeteners Organic Apple Cider Vinegar





Beverages & Snacks

Coconut Water Aloe Vera Drinks Root Beer / Ginger Beer Plantain & Cassava Chips Crunchy Coated Peanuts Roasted & Salted Peanuts





Coconut Products

Coconut Milk Coconut Milk Powder Coconut Oil Desiccated Coconut Creamed Coconut Coconut Treacle Coconut Vinegar





South East Asian Foods

Aani

Rice Seasonings & Curry Powders Faluda drinks Pastes & Condiments Canned Fish Mango Pulp Tamarind





West African Foods

Powders & Flours Seasonings Palm & Zomi Oils Dry Fish Exotic Snacks Condiments Rice





Exotic Fruit Drinks

Original Fruit Blends American-Style Lemonades Candy-inspired Sours 300ml Glass Bottles 1L Tetra take-home packs





Quality Kitchen Essentials

Seasonings & Spices Rice Bakery Premium and Everyday Salt Coconut Milk







Premium Mediterranean Foods

Bevelini

Olive Oil Olives & Vegetables Mediterranean Pulses Mediterranean Seasonings Pasta Condiments





Non-Alcoholic Drinks

Sparkling Celebration Drinks. 9 flavours in 750ml "Champagne" Bottles / 330ml multipack Bottles. Premium Malt Drink











Exotic Snacks Caribbean Specialities







Enriched with Vitamins and Minerals. 400ml Ring-Pull Cans Source of Protein – made with Whole Milk No Artificial Colours





Dry Salted Fish

Dry Salt White Fish Dry Salt Cod Fillets Dry Salt Jumbo Cod Fillets







Caribbean-Inspired Sodas Classic Caribbean Flavours 500ml bottles 3 top-selling flavours Price-marked packs BY SS 11





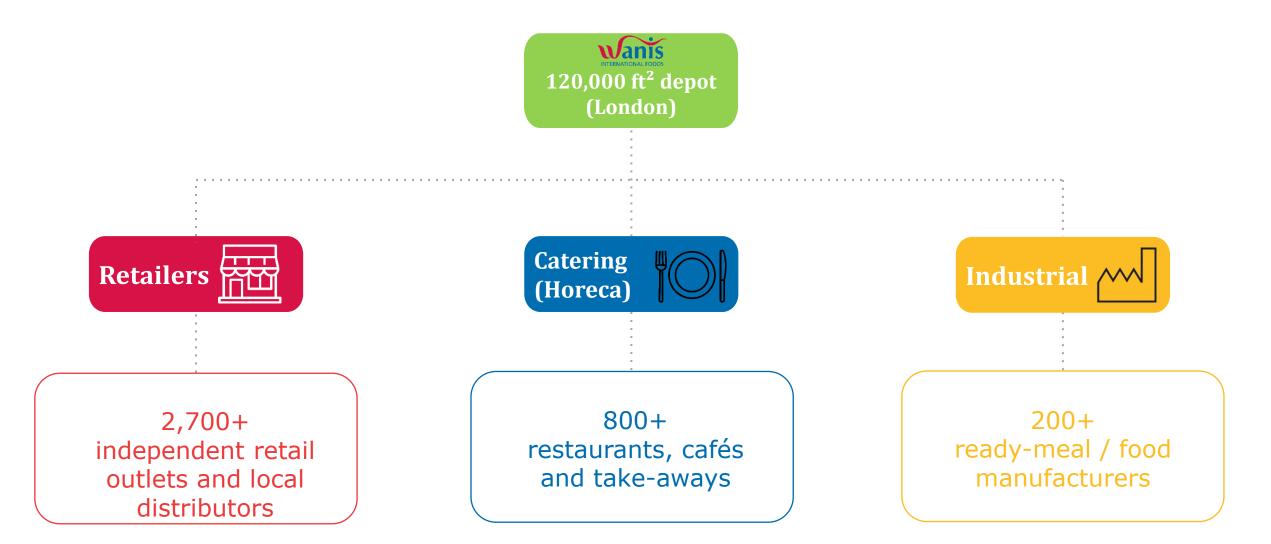
Speciality Drinks

Traditional Constitution Bitters. Premium Eggnog drink.

















Wanis Distribution – coverage and logistics



<image>



- Own transport fleet comprising 40' trailers and 7t vehicles covering major customers and Southern England locations. Retained transport partner (10 years+) used for long-distance destinations. Dedicated in-house transport team.
- Team of 8 Retail Sales Representatives serving and delivering to over 1,000 independent retailers and local distributors nationally.
- Team of 3 Wholesale Account Managers serving and delivering to over 175 Wholesale and Cash & Carry customer depots nationally.
 - Team of 2 Telesales operatives provide back-up to both sales teams, manage their own clients, and recruit new customers.
 - Dedicated National Accounts team serving top UK multiple retailers at Head Office level and delivering into depots nationally.
- Dedicated online team serving Amazon, Ocado and eBay and delivering to depots nationally.



In-store display and product placement (Tropical Sun brand)



- Sales team direct customer coverage ensures full range sold and displays built at point of sale.
- Sales team supported by Wanis merchandiser visiting larger stores and building feature displays.
- Regular sales team and retailer incentives run, targeting best display, largest range, best positioning, etc.
- Team measured and targeted on both store and product range distribution, reviewed at monthly meetings.



Corporate Social Responsibility











FROM EVERYODE AT THE PHOENIX NEWEDADER



Tropical Sun donates computers to Angel Foundation

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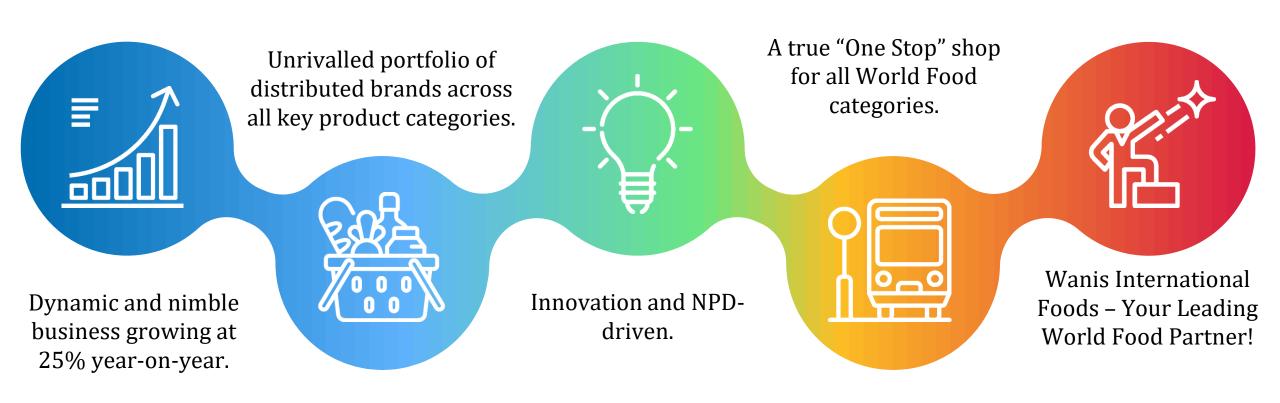
 CSR is at the heart of our business where we work with, and support, community projects, local authorities, charities and foodbanks both in the UK and further afield.

- Supporting those in need has been especially critical during the UK's COVID-19 pandemic, but as a key element of our CSR for many years, community and charitable institution support remains central to our business going forward.
- We are an equal opportunity and inclusive employer and our team comprises people from more than 25 different nationalities and origins.



- Unrivalled product offer across the Asian, West African, Caribbean and USA sectors, makes Wanis a true 'onestop shop' and ensures customers really do have no need to shop elsewhere.
- A team of 15 sales representatives and merchandisers delivering nationwide on a Day 1 for Day 3 cycle, together with our own Cash & Carry outlet marks Wanis out as unique supplier in our market.
- While we have our own brands, over 50% of sales are generated by partner brands, reflecting their importance to our business and our customers, and the focus we give them.
- The appointed UK importer/distributor for over 40 global brands on a solus basis underlines the trust brandowners place in us.
- With a reach of over 6,000 distribution points across Independent Retailers, Foodservice, Multiple Retailers and Wholesalers/Cash & Carry, backed up by the UK's leading online platforms, Wanis builds brands and gets them to the consumer nationwide.
- Major investment in our distribution capabilities includes a brand new 120,000 ft² distribution hub and a brand new fleet of vehicles to ensure we retain our industry-leading service levels and are structured for growth.









Thank You! Any questions?

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