

## **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 ft<sup>2</sup> facility in London with a subsidiary warehouse in Milton Keynes, and a further, dedicated 120,000 ft<sup>2</sup>distribution 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**



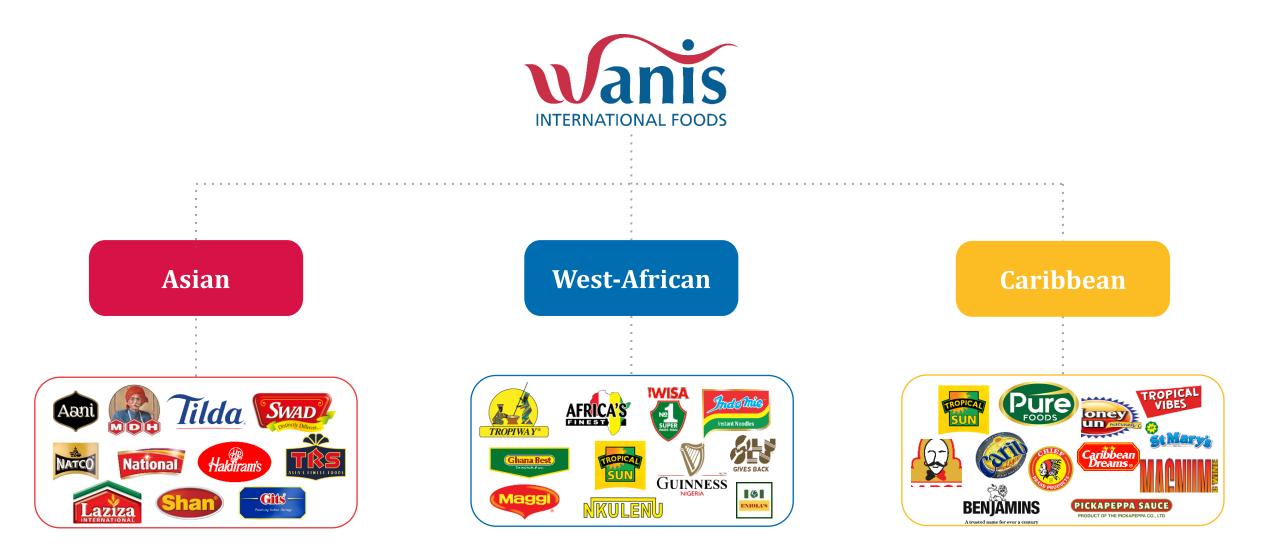
- We import and distribute food and drink from across 6 continents
- With an unrivalled product range of 10,000+ products, we distribute owned brands, are the sole distributor for principal brands from the Caribbean, Africa and South East Asia, and distribute a wide range of third party products and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





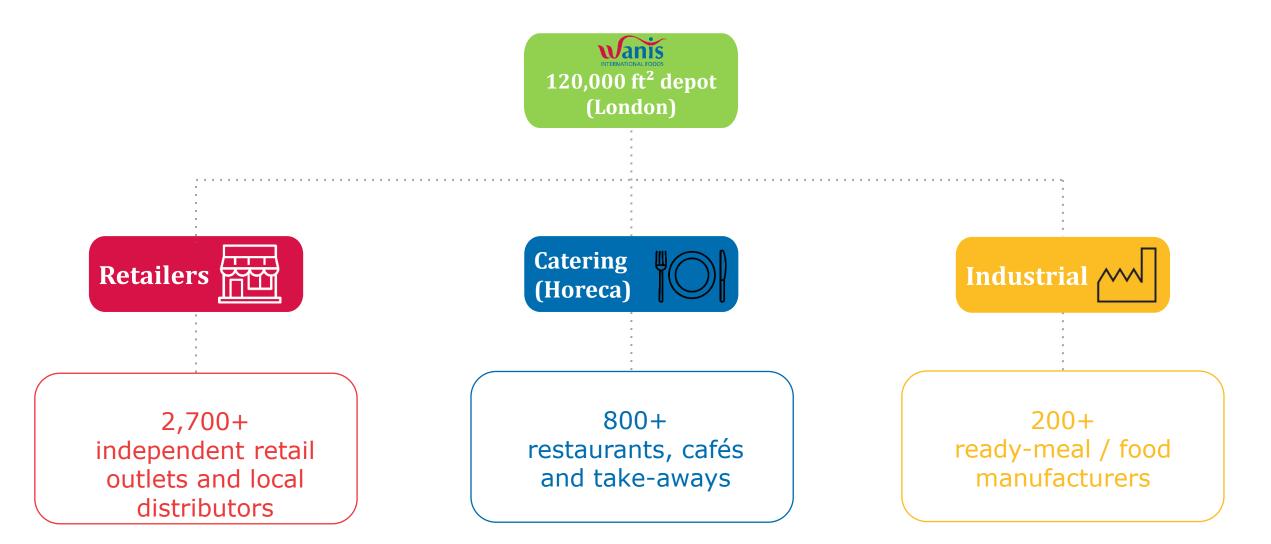
#### **Speciality Drinks**

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**











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#### Tropical Sun donates computers to Angel Foundation

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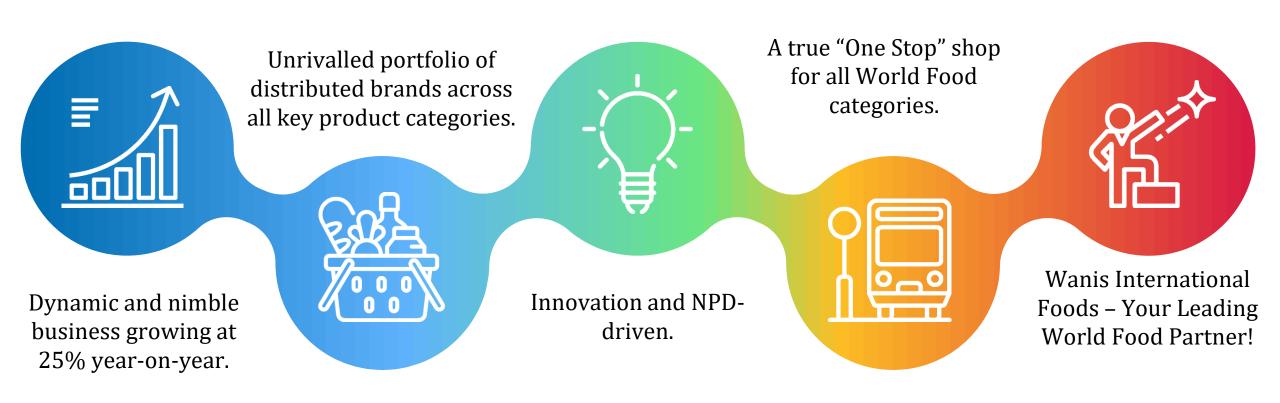
 CSR is at the heart of our business where we work with, and support, community projects, local authorities, charities and foodbanks both in the UK and further afield.

- 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 ft<sup>2</sup> 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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