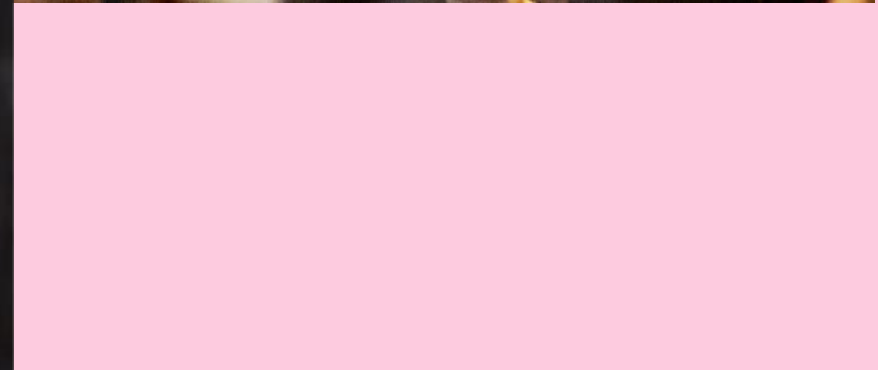
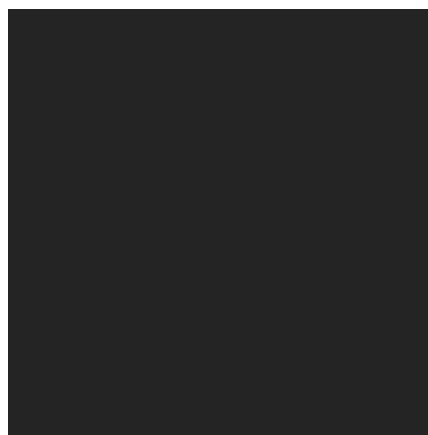


EAT. DRINK. ENJOY.

WE TAKE CARE OF THE REST



IN A NUTSHELL



With our brands we want to surprise and inspire the consumer to stimulate impulse buying. That's how you monetize.

SURPRISE

Always on the lookout for great taste experiences.

INSPIRE

The Joy of Food is the last thing mankind will give up!

MONETIZE

Embracing innovation and using different methods to open new routes to market.



PROPER



Cape Herb & Spice[®]



BRAND PORTFOLIO



CUSTOMER PORTFOLIO

Retail partners:



Distribution partners:





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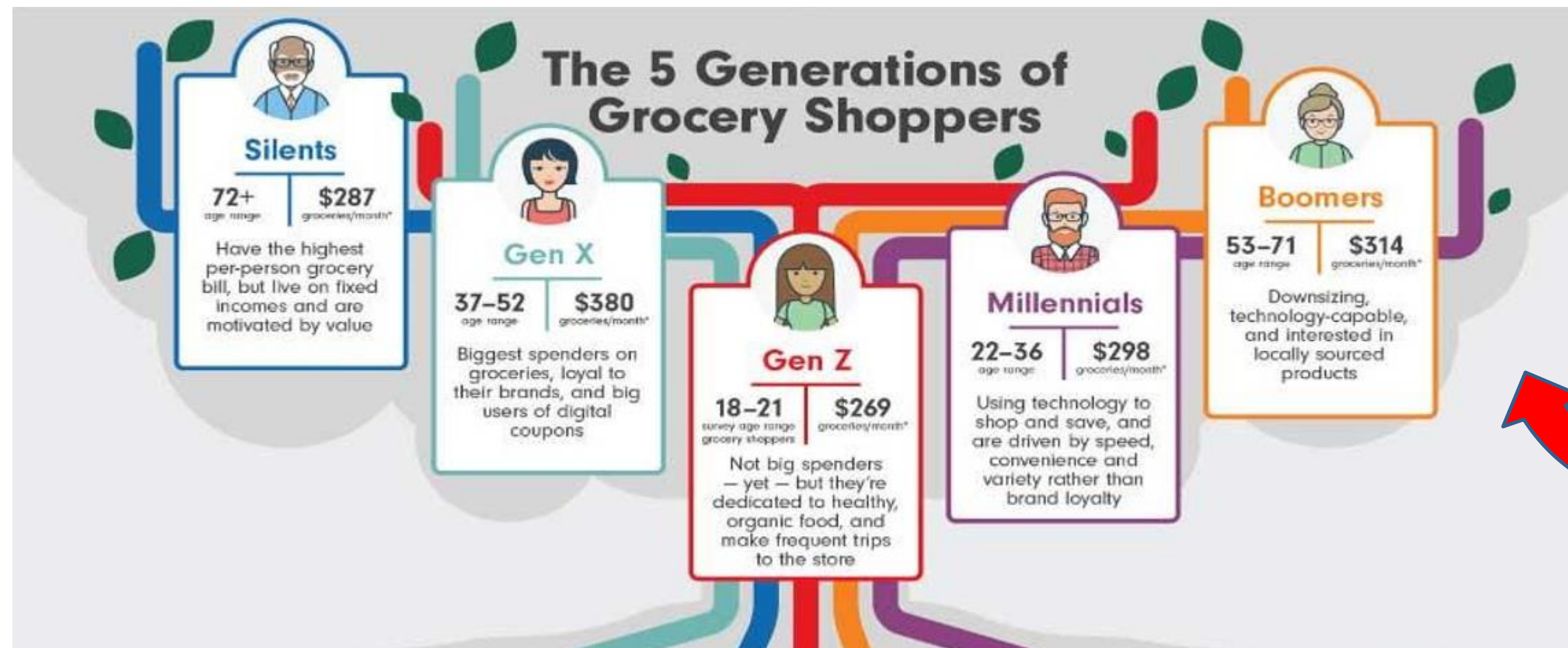
CHALLENGE & OPPORTUNITY

1



Challenging Retail Market conditions

- ➔ Traditional supermarket food shopping under pressure (-40% in 2026).
- ➔ Alternative channels outperform supermarket channel in growth and services.
- ➔ The TikTok effect: instant gratification and the craving for something new is untamable.
- ➔ A new Gen wants different products. Gen Y and Z consumers seek authenticity, sustainability and ease of use over big brands.
- ➔ The Changing Consumer. Post COVID, Home cooking is here to stay.



Shopper profile per generation

Here is the opportunity

Architects of Food Disruption : Test before you invest

Permanent listing

- High budget (listing fees, promotions, BTL)
- High risk (delisting with low RoS)
- Single opinion based on 1 subjective DMU
- Long Sale cycle 9 to 18 months before launching

VS

🎯 In/out promotion

- Low budget. No upfront investments
- Low risk. Pre-agreed order volumes
- High volume. 50k+ units in two sales windows
- Feedback. Within six weeks sharing of results
- Sale cycle 6 months

Reversed engineering
3x faster, cheaper & effective!



INSIGHTS

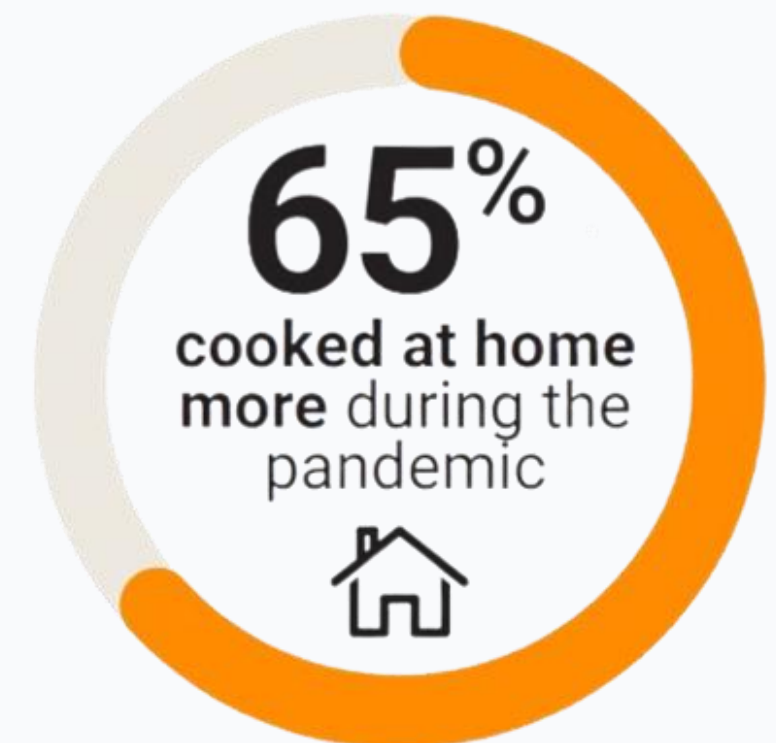
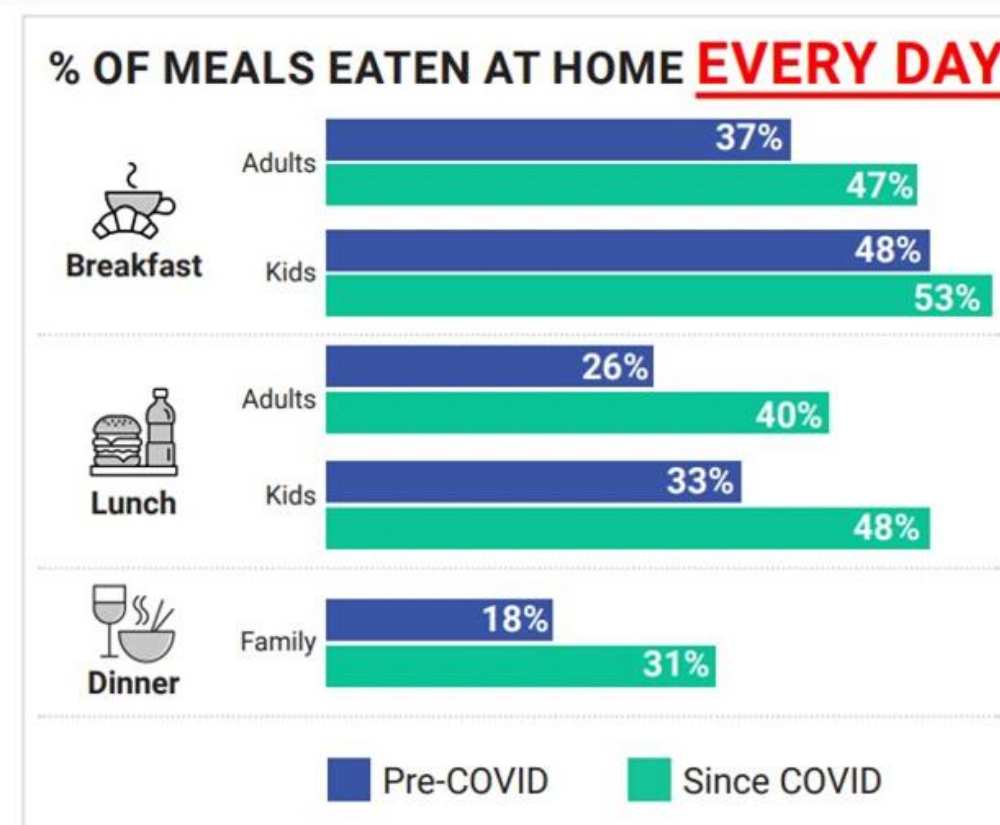
2





Home cooking is here to stay

Nearly 2/3 of shoppers cooked at home more during the pandemic, eating far more meals at home all the time.



An answer to rapidly changing channel shifts:

Themed promotions create buzz in traditional supermarkets

▶ Instant gratification like a TikTok reel. Consumer wants to be surprised, experience new products and taste all the time.

▶ No better place to test market-readiness through quick mass market in/out promotions.

▶ Consumer is looking for authenticity. Products with a story and flavors that surprise.

▶ Themed promotions are a pull factor to stores.

▶ 2016 versus 2026 mainstream offline retail will have lost 45% business to other channels.

SOLUTION

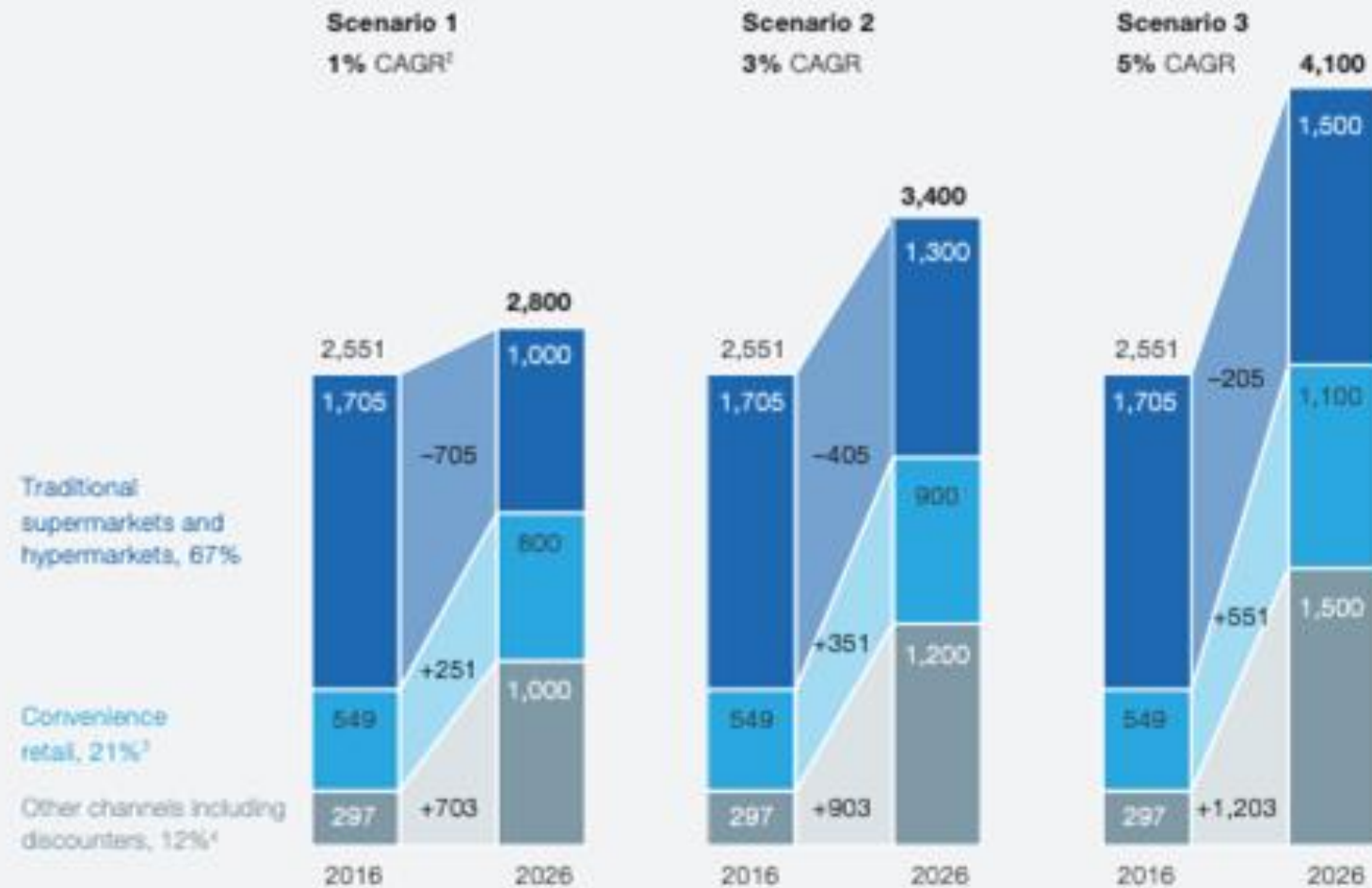
Add value by creating an in-store experience to stimulate impulse buying with themed promotions.

Grocery Channel Split



By 2026, up to \$700 billion will have shifted from traditional grocery to other formats and channels.

Scenarios for grocery retail sales 2026,¹ North America and Western Europe, \$ billion



¹ Channel split in 2026 of total grocery retail sales is modeled as 25–50% traditional grocery, 25–30% convenience, and 25–45% other channels.
² Compound annual growth rate.
³ Assuming 1–2% CAGR in line with food-service trends.
⁴ Other channels include discounters, online, club, and direct-to-consumer sales. Estimated growth rates are based on market-share outlook by channel (eg, discounters' continued growth in Western Europe, 13% CAGR; United States based on recent entry of Lidl; online CAGR of 10% assuming online maturity in United Kingdom will hold for most US and Western European countries 10 years from now).
Source: Euromonitor; Verdicht; McKinsey analysis

McKinsey 2020 Retail Trends

We help counter the downward trend!

Disruption: Proven Case @Lidl NL

Objectives:

- Retailer with mainstream reach of +/- 500 stores
- In/out promotion max. 2 weeks
- Minimum 30.000-50.000 units sales
- 80% sold in wk. 1 and 100% in wk. 2

Proven success:

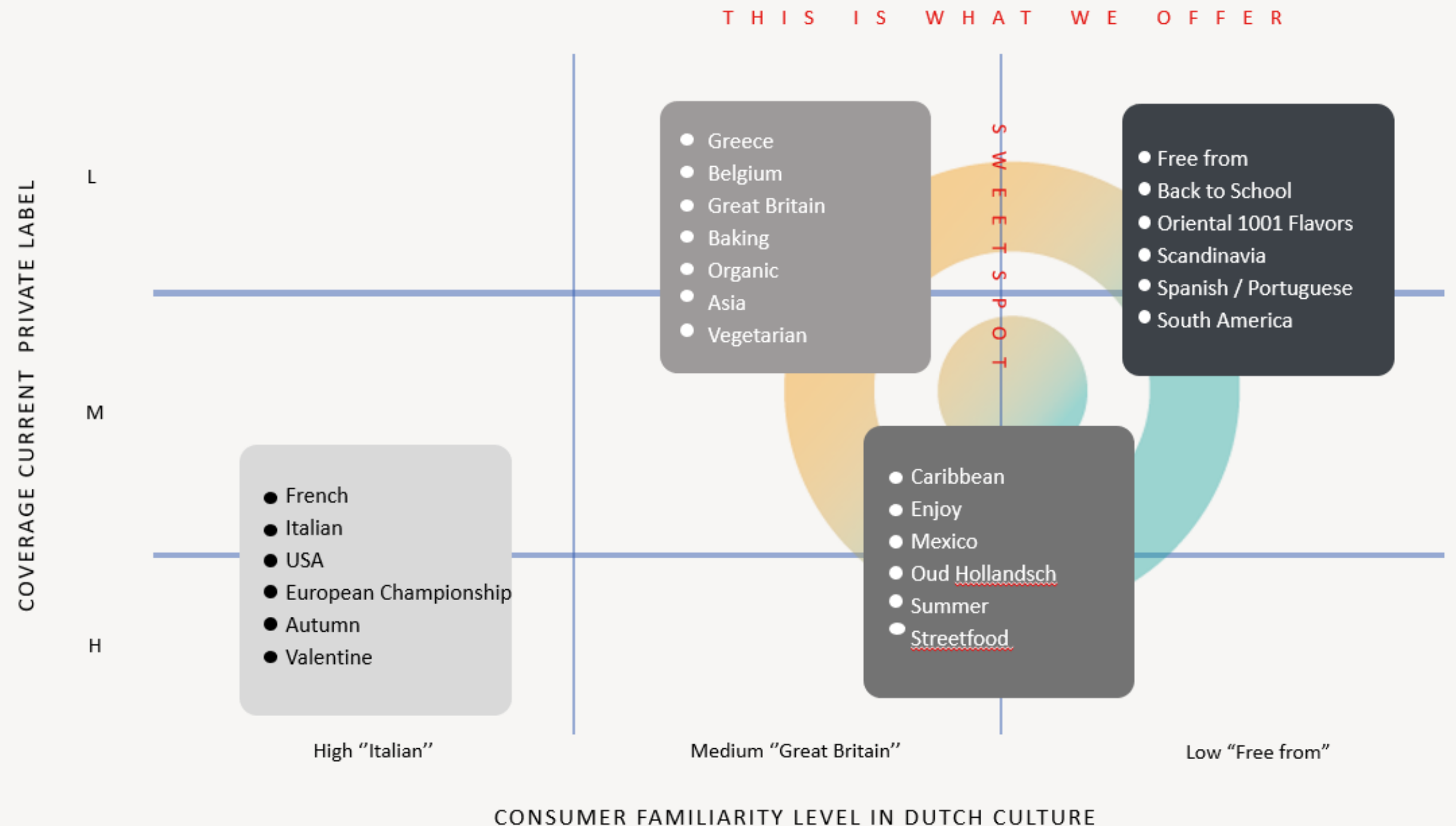
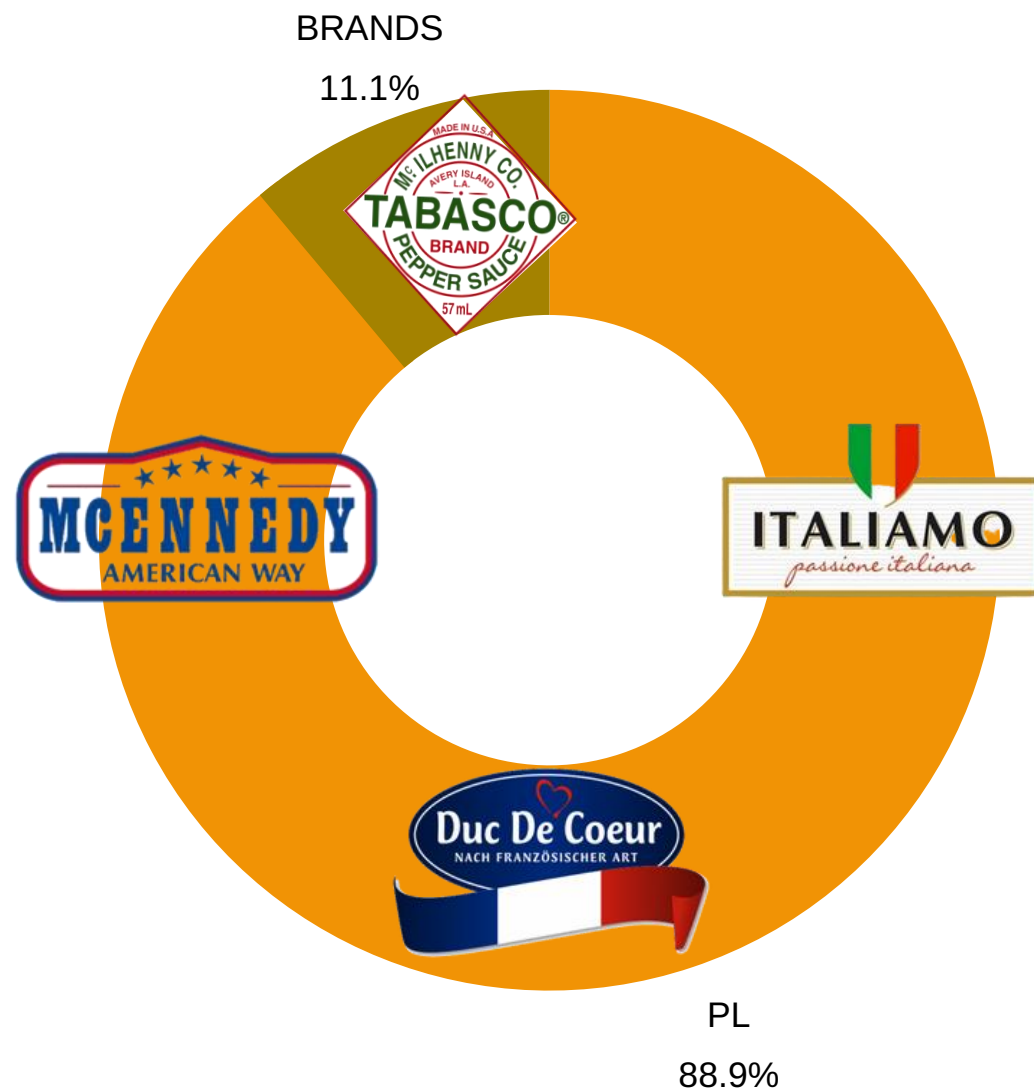
- ➔ Brands like Solan de Cabras, Cape Herb, Tabasco etc.
- ➔ After promo +30% surge in volumes with existing channels
- ➔ Side effect of lowering logistic costs down by 15%
- ➔ Buzz around the brand generates tangible social media results
- ➔ Business cases amplify NPD adaption



Business case



LIDL's themed promotion assortment is mainly PL. We add value by offering authenticity through local brands from the theme country.



2022 themed promotion results @ NL



480 stores



2 promotional moments



Average shopping basket + 20%



Duration of promotion 7 days

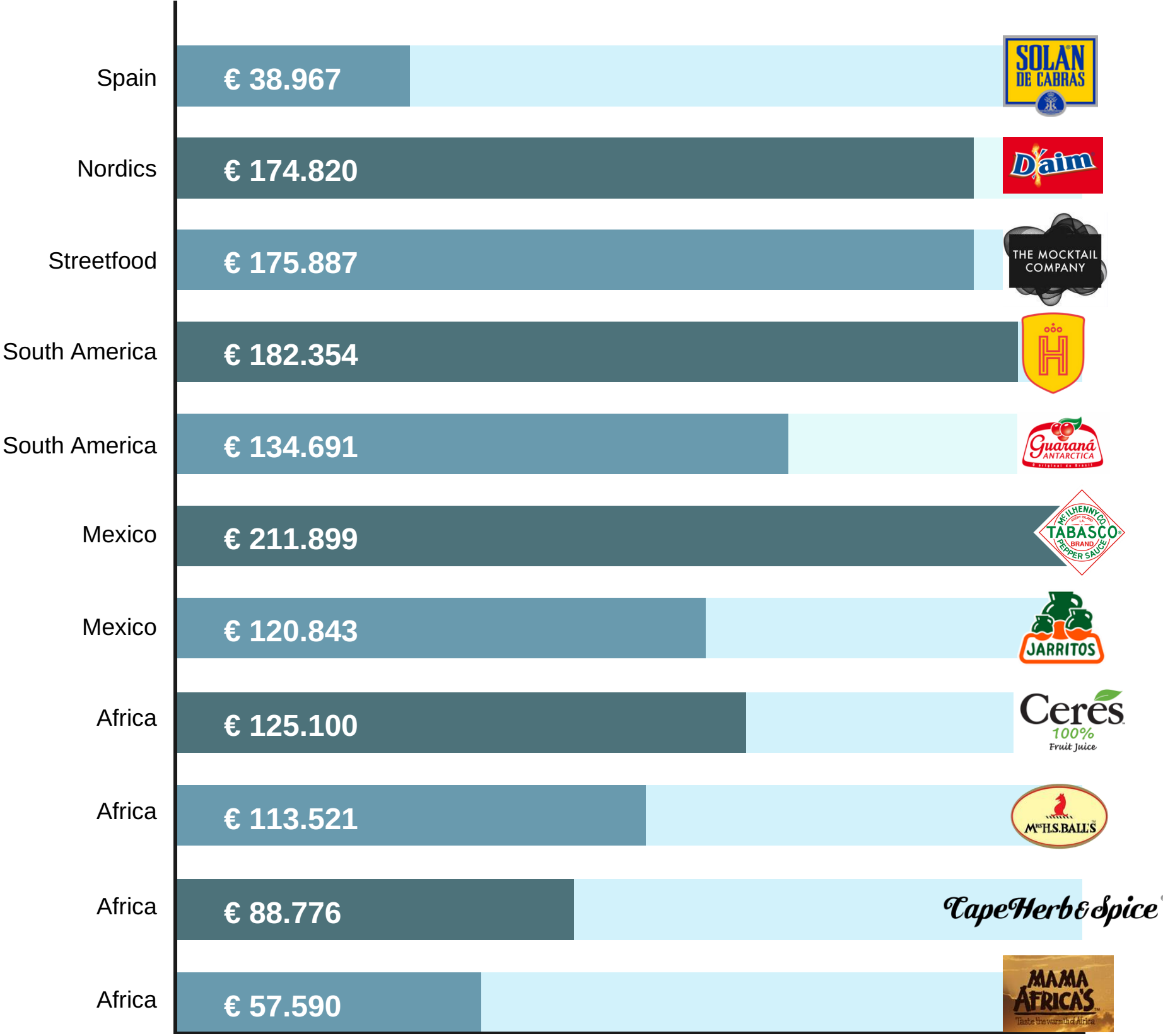


80% sold in week 1



New customers + 7%

**EUR 1,5 mln
additional
profitable
revenue**



APPROACH

Our way of working

3



We excel in two methodologies:

- 1) Thematic sourcing as innovative growth driver
- 2) Export and Brand representation



1) Thematic sourcing as innovative growth driver

Our curated theme items have proven to generate a real buzz. Proven incremental business as a real win-win.

A few examples of themes and associated products...



Summer



Spain - Portugal



Africa



2) Export and Brand representation

Special brands deserve a tailormade approach. Finding the right outlet for the right product is harder than it sounds.
Here's where we can help.

We have...

- a large brand portfolio of value-add food and drink on stock
- an execution power to create and implement integrated marketing plans
- full service ultra-efficient supply chain capabilities
- the gateway into all relevant EU food channels



TEAM



Michaël Sanders
Managing Partner
Global Food Finders

- 15+ years international experience in manufacturing, concept development and exports FMCG Food & Drinks
- Innovative commercial leader with drive to act as market maker
- Passionate about good Food & Drinks



Rembrandt Bickers
CEO Bickery Food Group
Co-owner Global Food Finders

- Proven track record in brand building from scratch
- Owner of No. 1 independent premium Food & Drinks distributor in NL



Karlijn Bielschowsky
New Business Development Lead
Global Food Finders

- Experienced international food buyer at various Retail chains
- Enthusiastic and passionate foodie
- Excellent in logistic and marketing operations

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The logo for Global Food Finders is displayed within a white square with an orange border. The text 'GLOBAL FOOD FINDERS' is arranged in three lines. 'GLOBAL' and 'FINDERS' are in a bold, sans-serif font, with 'GLOBAL' in orange and 'FINDERS' in teal. 'FOOD' is in a larger, bold, sans-serif font, with 'FOO' in orange and 'D' in teal. The 'O's in 'FOOD' have a white dot in the center.

SOURCING | EXPORT | BRAND AGENCY