

FOODVIEW

a food fellowship

Food View is a New Zealand company based on Cromwell, Central Otago. We have grown over the last five years and now have offices in Shanghai, China and Houston, Texas, USA.

Let me explain why we are in Houston, Texas. Cherries are a “hero product” for us. Our cherry programs are 100% air freighted for maximum freshness. As a result, anywhere Air NZ has a direct flight becomes a market of interest for us. In late 2016 Air NZ started a direct flight to Houston from Auckland, so we were there too! We found a great market that has not been well served with New Zealand products.

We have incorporated Food View USA Inc in the state of Texas and we hold our own import permits and work directly with retailers. We provide in-store sampling to drive trial of our great tasting fruit and we hold regular events to build awareness of New Zealand produce. We work with key social media influences to spread the word and drive people into our retail customers stores to buy your products.

Whilst we are an exporter from New Zealand and an importer in the USA, we would describe ourselves as an in-market marketer. We understand it’s not just about getting produce on the shelf, it’s about getting produce off the shelf and into the consumers shopping basket.

Its about knowing your customer, listening to them and providing what they need. Our retail customers are looking for more direct relationships. The tradition supply chain of exporter to importer to wholesaler is not working for many of them and they want something different. Our business model gives this to them and so far, they love it!

We have built our business in Texas to now include full programs for summer fruit, tropical fruit, apples, citrus and persimmons.

This month we have extended our product offering to include dairy with a successfully launch of Lewis Road Creamery butter into retail stores across Texas. We are very proud to be working with such a known, loved and premium New Zealand brand and they are stoked to have had a successful USA market launch.

For the 2019 season we will be marketing a “New Zealand” tropical fruit program in key retail stores across Texas. This will include Kiwiberry, Kiwifruit, Kiwano, Feijoa and Passionfruit! Many Texan’s have never experienced these fruits so it’s a great opportunity to create interest in the category from a country that’s on everyone’s bucket list.

We are looking for up to 3 suppliers to work with us in 2019 to supply into the program. If you like the sound of building the Texas market for New Zealand tropical fruit with us, please email or call me to discuss the details.

Kind regards

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