



GROCERY HIGHLIGHTS

GROCERIES • NON-FOOD • CHILLED • FROZEN



Ramsden
International

We sell British grocery brands worldwide



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grocery brands
worldwide

ABOUT US

Ramsden International has come a long way since Ron Ramsden opened his first retail store in the fishing port of Grimsby, England, in 1946. By the 1990's Ramsden's had a fledgling export arm, however the division was small and presented a considerable challenge with obstacles to overcome. It was only when Ron's grandson, Sean Ramsden, decided to take over the division in 1995 that it began to thrive. The first years were difficult, but determination and resilience have brought us the exceptional results we are so proud of today.

We're still a family-owned business that has grown from humble beginnings into an award-winning company, and we are now the UK's leading wholesale exporter of British grocery brands worldwide. Our business is solely dedicated to export and our customers range from small retailers to large multiples and wholesale distributors.

Over the last five years we've opened six international offices in Singapore, Dubai, Johannesburg, Sydney, Toronto and Hong Kong, to allow us to employ in-country sales people. In addition, we have a multilingual



Sales and Customer Service team based at our head office which is still in Grimsby.

Our key seasonal ranges, Christmas and Easter, complemented by our exclusive own-brand range, Kingsbury, enhance our huge selection of 23,000 product lines across everyday groceries, healthy living, speciality, chilled and frozen. There is truly something for every one of your customers, whether they are looking for traditional British favourites, luxury international products or alternative free-from options.

Our approach of entrepreneurship, innovation and community have brought global success, injecting more than £465 million into the British economy since 1995 whilst improving the lives of local people. We have proved that a business made in Grimsby, an often-overlooked town in one of the poorest parts of England, can be world-class.

DID YOU KNOW?

Ramsden's first retail store was established in Grimsby in

1946

Need help with ordering? Call one of our Customer Service Export Advisors on **+44 (0) 1472 315 610**

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AWARDS & RECOGNITION

We are proud three-time winners of the Queen's Award for Enterprise in International Trade. We were acknowledged in 2004, 2009 and 2012 for our outstanding achievements, showing continued growth and expertise in the export arena.

We have over 90 prestigious awards to our name including four Grocer Gold Awards, received in 2009, 2010, 2011 and 2018. The Grocer Gold Awards celebrate and highlight achievements in the UK's very sizeable, diverse and fast-changing grocery industry. 2018 provided a record number of entries to the Grocer Gold Awards with Ramsden International coming out on top as Exporter of the Year yet again!



2018 also marked the year we won our first Workplace Wellbeing Award presented by the British Chamber of Commerce, showing our dedication not only to our customers but our people too. Ramsden International believe that creating a positive environment for our staff allows us to provide the most outstanding service to you, our customers.



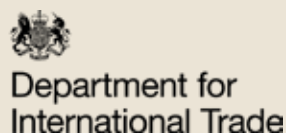
Department for International Trade & Institute of Export

The support and assistance provided by the Department for International Trade (DIT) and the Institute of Export & International Trade (IOE & IT) has helped shape our business into the award-winning company it is today.

DIT (formerly UK Trade & Investment) provides support for exporters, building the global appetite for British goods and services. The organisation has helped us to succeed in the worldwide marketplace by bringing together policy, promotion and financial expertise to break down barriers to trade and investment.

IOE & IT is the UK's only professional body representing International Trade. Established in 1935, the function represents and supports the interests of all those involved in importing, exporting and International Trade.

Membership of the IOE & IT gives our company access to a vast network of contacts and knowledge straight from the leading authority in exporting best practice.



WHAT MAKES US DIFFERENT?

Our People

Our strength is in the diverse backgrounds of all our employees from across the globe. We have attracted outstanding team members from the United Kingdom and internationally to work for our family business in the heart of Grimsby.

Multi-lingual Teams

Our employees speak a total of 21 languages, including but not limited to French, German, Spanish, Arabic, Mandarin, Portuguese and even Norwegian, Hungarian and Icelandic. We also have an experienced Arabic translator to provide our customers with a vital resource for streamlining the process of exporting to Arabic speaking countries.

We endeavour to communicate to our customers in their language of choice for an unrivalled customer experience. We can also use our language skills to create local legislation-approved labelling for your market via our data and compliance team working in conjunction with our reprocessing warehouse.



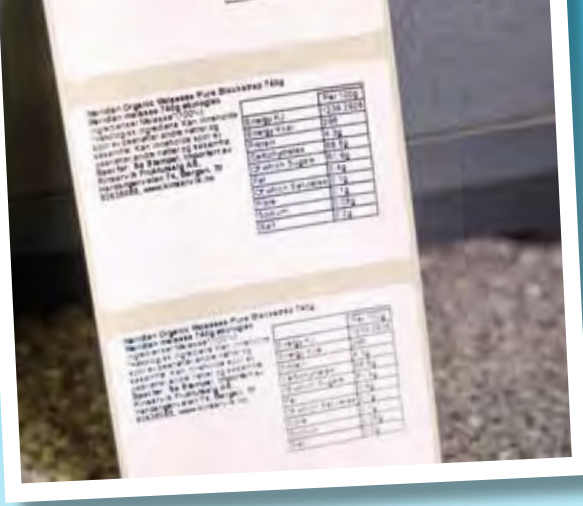
International Offices

Our six International offices allow us to understand your market on a local level and apply our knowledge of export for an outstanding experience. Our in-country sales people are equipped with the local knowledge required to successfully manage our commercial relationships within the territory.

You can find us in Singapore, Dubai, Johannesburg, Sydney, Toronto and Hong Kong alongside our Grimsby Head Office.



**WE EXPORT TO OVER 130 COUNTRIES
SHIPPING OVER 3.5 MILLION CASES**



Supply Chain

By providing such a wide range of products, exceptional levels of customer service support and implementing a strategy to offer customers a total supply chain solution, that covers **logistics, data compliance, relabelling, ingredient translations and category management**, our 'customer first' strategy ensures we are not just an export wholesaler but an unmatched value-added service provider.

Logistics & Transportation

Our logistics team work hard to provide the highest level of service, getting your goods to wherever you are in the world. We utilise air, road and sea alongside multi-temperature freight solutions to ensure your products arrive in perfect condition.



We ship a large volume of products each week and with our useful network of logistics and freight management contacts, we strive to provide you with a competitive and cost-effective delivery service.

Warehouse & Reprocessing

In 2017 we relocated our reprocessing warehouse to Scunthorpe, UK, to allow us to be closer to our main supplier. This change has given us much more space to relabel, consolidate and process your order with the added benefit of reducing your shipping costs.



As part of our reprocessing offering, we can provide Food Information Regulation (FIR) compliant labels to customers in European regions. This allows you to display your products in store upon arrival and without delay; all conforming to these complex regulations.

We can also provide bespoke labels in the language of your choice, for the convenience of you and your customers. Our reprocessing warehouse has the ability to inkjet directly onto our products and offers labelling solutions for all temperature regimes.

Customer Service Support

Our experienced team of Customer Service Export Advisors (CSEAs) are the central point of contact for customer requests and queries. Support includes, but is not limited to, assistance with the use of ROCS, advice for current orders and aftercare for previous orders. CSEAs also receive, quote and process customer orders through to invoice stage, in accordance with territory requirements.

Our CSEAs provide support throughout the order process by coordinating with other functions of our business to answer enquiries and organise your orders promptly, all while compiling the information you need for a smooth import experience. The added benefit of our team speaking a total of 21 different languages is that there is always someone on hand to offer support and communicate clearly in your language, whether by email or on the phone.

Ordering Flexibility

Orders from across our suppliers can be consolidated at our UK-based reprocessing warehouse, allowing you to save on transport costs and therefore increase your profit margin. Consolidation of products purchased from other third-party suppliers is also possible, to help reduce your shipping costs.



We offer a 'Last In, First Out' (LIFO)* scheme on stock, ensuring that you receive the longest shelf life possible and the largest window of opportunity to sell your products in store. We understand how international transit can add pressure to our customers regarding shelf-life, so this way, you can ensure that the stock that most recently entered our warehouse is the stock that will be added to your order.

Keen to trial small quantities of a product in your store? No problem. With our mixed pallet ordering capability you can add numerous small quantities of specific products to a mixed pallet order, allowing you to create a perfect selection from our ranges.

Product Data & Compliance

Ramsden International is compliant with ISO 9001: 2015, an internationally recognised standard for quality management. The quality management principles that form the standard are inherent throughout our business and ensure the highest standards in service to our customers.



We are also accredited with the Soil Association for all organic products sold by us as an export wholesaler.

Our Product Data team is happy to assist with supplying information that enables you to meet the import requirements for your country. This includes help with product registration and any further product information you may need. We work closely with the Institute of Export, UKTI and FDEA to ensure we provide you with the most up-to-date information available.



*Subject to terms and purchasing conditions.

OUR VALUE-ADDED SERVICES

Category Management

You can rely on our Category Management team to provide you with helpful insights on the latest food trends in the UK and around the world. This includes creating bespoke planograms for your store - showcasing new lines alongside the British favourites your customers may already be familiar with.



Ramsden International's Category Management team will consider your market and store when compiling a range that will help give you a competitive edge within your demographic. We can advise you on the British products your customers are most likely to buy and assess local demand through our International Sales team. Planograms will show you how to effectively merchandise ranges to drive footfall and sales to your store, as well as putting you ahead of your competition.

Category Insights

Our Category Management team have a wealth of experience and regularly undertake training to ensure they are working at the forefront of the British grocery industry. This includes our membership with the Institute of Grocery Distribution (IGD), a research and training charity that constantly analyses, forecasts and comments on the opportunities within the food and grocery industry in the UK.



Our International Sales team are perfectly positioned to offer further insight into the local market your store operates in, allowing for a truly insightful partnership between us and our customers.



POINT OF SALE

We often have a selection of Free Standing Display Units (FSDU) showcasing new products (NPD). These eye-catching stands take up minimal footprint in store and avoid taking away shelf space. Combined with an excellent introductory price, the units allow you to easily introduce new lines into your product offering.

Point of Sale material is also available to draw your customers' eye and can consist of shelf barkers, wobblers, posters and shelf strips. This collateral can also be branded to suit your business where possible, in addition to the other bespoke services we offer.

OUR PRODUCT RANGES

After first targeting British expats with favourites such as Marmite and Colman's mustard, we broadened our range to sell speciality and healthy living products to local consumers around the world. We also provide an export outlet for small artisan British producers and take famous brands to markets they have never sold into before via one of our three main suppliers.

This range expansion now means we have over **23,000** products in our portfolio split across the following super categories:

- Everyday Groceries
- Speciality Foods
- Healthy Living
- Chilled Foods
- Frozen Foods

We pride ourselves on offering a broad, diverse range, ensuring that we meet your product requirements in line with your customer's demand.

Throughout this brochure we showcase some of our better selling products together with some niche lines that could give you a point of difference in your local market.



Brands we work with

We're proud to sell over **2,600** well-established British brands, from Cadbury and Nestlé to Heinz and McVitie's, all with great British heritage.

We have also developed strong relationships with many of these brands, meaning that we have access to key insights and market trends.

These relationships afford the opportunity to be one step ahead of the competition, that we can then pass on to you through the insights we derive from talking to the brand owners.

Our speciality range incorporates many unique brands, including Pipers Crisps and Sharpham Park, while our healthy living range features well-known names such as Nakd and Rude Health. With speciality and healthy living categories on the rise, these ranges are key to our product offering and are certain to unlock additional sales in your store.

Furthermore we have a fantastic range of chilled and frozen products from many leading brands including Rachel's Organic, Bird's Eye, Quorn, Ben & Jerry's, and Flora.



New Lines

British new product development is industry leading and fuelled by highly strategic research and investment from the brand owners. The science that goes into creating the fantastic products in our New Lines brochures means that there is always something in our range that deserves a place on your shelves.

We carefully select the new lines that feature within our brochures, taking insights from current UK trends and the investment that the brands put behind them from a marketing perspective. We know that these products will be popular with consumers around the world, which in turn will generate incremental sales in your store.



ROCS

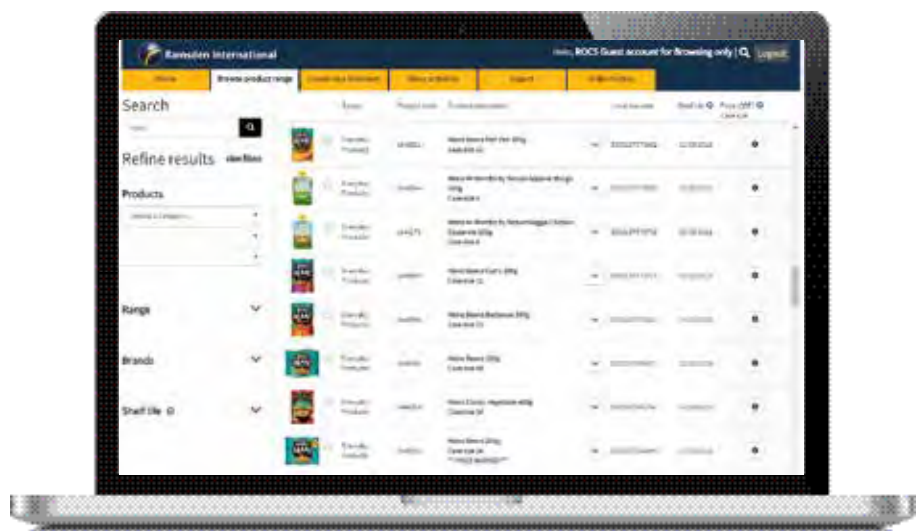
Ramsden Order Capture System (ROCS) is our easy-to-use online ordering system. The system was built to be fast and intuitive. Searching for products could not be easier, simply type in the product or brand name and you will quickly be presented with all the product information you may need.

A helpful filter has been introduced to enable you to streamline your search and 'favourites' have been created to allow you to highlight products of interest. There is also a 'previously ordered items' option, giving you the opportunity to review your order history.

ROCS gives you complete ordering flexibility, you are in control of your order and can:

- Create multiple quotes yourself
- Review, submit and confirm your order online
- Consider substitute items for discontinued products
- View your order status.

To log in and complete your order, please visit www.ramsden-international.com





Seasonal

As part of our product offer, we have a wide variety of key seasonal product ranges, selected with you and your customers in mind. These ranges include Christmas, Halloween, Valentine's Day and Easter.

Over the last four years, our seasonal sales have quadrupled; testimony to the demand from consumers in the many export markets that we serve.

All our seasonal ranges are available on a presell basis and we ensure that you receive 'best in the industry' brochures to make product selection as simple as possible. Christmas brochures are issued in May of each year and Easter brochures are issued in early September.



Prices:

Product shown on the quotation are ExWorks. Any additional charges for transport, documentation, reprocessing etc will be separately detailed on the quotation.

Prices are valid for a limited time based on our pricing periods, the validity dates are shown on the quotations and on our website (www.ramsden-international.com).

Claims:

We are committed to ensuring that goods arrive in good time and condition, however if you have experienced an occurrence where this is not the case please inform us within the specified time scales.

Where applicable we also require that the claim is registered with the customer's insurers.

When placing a claim please clearly state the order it relates to, invoice number and date received.

Please advise product codes and confirm quantities affected.

If, on delivery your goods do not appear to be in good condition please ensure that this is clearly marked, signed and dated on the delivery paperwork.

Any claims must be made as follows:
By air or road, within 48 hours of delivery. By sea, within 7 days of delivery.

Supporting evidence must include but is not limited to photographs of any damaged items, palletised and individually.

Please note that we cannot be held accountable for consequential losses related to goods supplied by Ramsden International, such as loss of sales, handling costs or destruction of goods.

Once goods are out of Ramsden International care we reserve the right to reject any claim where a third party has undertaken responsibility of the goods, and any issue has not been raised by them at the point of handover.



CONTACT US

To contact Ramsden International please call us on

+44 (0) 1472 315 610

or email us at:

risales@ramsden-international.com

MINIMUM ORDER QUANTITIES

Before placing your order, please check that you have achieved our minimum order requirements for each range:

GROCERIES & NON-FOOD

These ranges include products from all three of our main suppliers who all have varying minimum order quantities (MOQs), depending on the products you'd like to add to your order. Products from our biggest supplier are referred to as 'everyday' and products from our two niche suppliers are referred to as 'speciality' and 'health'. These products are easily distinguished by the product code that sits beneath the product description throughout this brochure.

Everyday product codes begin with a **10** and the minimum order is **175 mixed cases**.

Speciality product codes begin with a **4** and the minimum order is **£400 GBP**

Health product codes begin with an **A** and the minimum order is **£400 GBP**

Both Grocery and Non-Food products can be mixed in an order.

CHILLED & FROZEN

Our Chilled and Frozen products are sourced from our main supplier only. Minimum order quantities for these products are shown in the table below:

Chilled product codes begin with a **3**, regardless of which section of the brochure these products appear in. The minimum order quantity for this range is **30 mixed cases**.

Frozen product codes begin with a **2**, regardless of which section of the brochure these products appear in. The minimum order quantity for this range is **30 mixed cases**.

For more information about minimum order quantities, please contact your Customer Service Export Advisor.

To log in and complete your order, please visit www.ramsden-international.com

Benefits of partnering with us:

- ✓ Quality and value own-label products
- ✓ Product support and merchandising advice
- ✓ Seasonal product ranges
- ✓ Product re-labelling and ingredient translation
- ✓ Over 23,000 grocery products available for fast delivery
- ✓ Multi-lingual customer service team
- ✓ Consolidation of orders to reduce shipping costs
- ✓ Dedicated logistics management
- ✓ Multi-temperature freight management to help keep costs down
- ✓ The flexibility to deliver single cases of product on mixed pallets
- ✓ Export documentation and compliance



Ramsden International

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