



RONIGER & PARTNER

THE FOOD MARKETING COMPANY

The European Grocery Sourcing Solution

About Food Marketing

In marketing strategies, what are perceived as details should not be underestimated as success factors, because in the operative implementation seemingly minor details often determine the effectiveness and thus ultimately the level of success that is achieved in the marketplace.

This statement also holds true with respect to our globalized and interconnected markets. This is why experienced specialists with many years of expertise in food marketing are needed for sensitive, analytical identification of the relevant impulses and appropriate measures in markets that are becoming increasingly complex every day.

Roniger & Partner develops with a close network of proven specialists goal-driven, effective solutions that contribute to your success.

Our Support

Roniger & Partner provides support to companies, company executives and sales personnel in all questions dealing with food marketing. Our offer covers a complete range of services from requirements analyses right through to project implementation including consulting. Our long-standing experience from the manufacturer's and the retailer's perspective in combination with our network of professional service providers assure bundled competence in the food sector.

Our USPs

- > We have in-depth knowledge of European, American and Asian/Pacific grocery markets
- > We are familiar with and understand different cultures
- > We are fluent in English, German and French
- > We have contacts with many retailers throughout Europe, the USA and Asia/Pacific
- > We regularly visit all major food and non-food fairs in Europe and overseas to keep abreast of the latest products and trends





Reason why

Based on our knowledge and network:

WE UNDERSTAND
your strategy

WE EXPLORE
the various markets

WE EVALUATE
opportunities for your
business

WE PRE-SELECT
appropriate products

WE NEGOTIATE
with manufacturers for
best prices & terms

WE ORGANIZE
the launch

WE SUPPORT
your market entry

WE INCREASE
sales and profit

Our specific areas of competencies

With our network of highly qualified international consultants, we offer you bundled competence in the food sector. We also have the support of selected service providers as profound specialists in the areas of advertising, communications, packaging design and food law. Our specific areas of competence are focused on the following product categories:

- > Chocolate & Candy
- > Baked goods and cakes
- > Italian specialties
- > Ethnic foods
- > Beer, liquors and wine
- > Seasonal merchandise

Your Benefits

- > With our network of food professionals and contact to leading manufacturers you will have know-how access to an international manufacturer pool
- > Direct business guarantees best buying prices and conditions
- > We are your external service provider that means no fixed costs and minimal costing



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