



and EMA'S cooperation

Ideology and supplier philosophy.

We have been doing some background research into your chain, targets, values and ambitions which have left us with a picture of your company being very similar to our own ideology and philosophy.

We try to keep open dialogues running. We want our suppliers to know our customers and feel their part in developing together with them. We have suppliers overseas with whom we have a long term relation and have selected some locally in Europe whom we also have a long history. It is essential for us that we together with our suppliers keep our customers in focus.



Future – where do we go ? one of our ideas was that you could build up the fruit and vegetable areas of the stores in a market place style.

A logo for the area of the store could be:



We believe that we – together with you - should develop a loose open and ready to eat assortment of exotics for you.

Every piece of fruit and vegetable counts. We should invest in the products rather than stickers, stands and radiant boxes. Products have to be well selected, well packed and suitable for consuming now. We always go the extra mile to service, to listen and to improve and adapt to help our customers making their stores a success story.



EMA'S intend to minimize the use of packing materials as much as possible and let the consumers see and smell the wonderful exotics. W have experience from other retailers that shows that a small neutral black cardboard box lets exotic fruits and vegetables present themselves from their own best side.

The consumers should be able to buy what they want today, pay pr. kg. now and come back tomorrow for further purchases if they were happy with the exotics they brought home the day before. Analysis shows that when consumers are allowed to buy only what they need today, food waste is reduced.

Use us as your extra terminal. As many items as possible should be ready to eat today. This can be done by packing and sending daily mix pallets to your terminals. You will have shorter in store time and less stocks to handle.

We would like to invite you to help educate your consumers by running a weekly or monthly focus on one or two exotics in the stores. We would make a small A5 pamphlet for you with info regarding the exotics which we can send with the boxes to your terminals. Post it on the shelves with the items and let consumers read it or take some home.

We have some years of experience with the Malaysian Embassy in Holland running degustation events in big stores around in Europe. We have asked them for funds to run a 2 day event start 2022 in one of your stores in Germany (your selection if interested). Event is just a suggestion, it still has to be confirmed by all parties.



We know from a retailer in Sweden that they had success in streaming live from this to the other stores, so the event became a bit more for all.

Exotics that we have in mind:

Thailand:	Babycorn (packed in consumer units), other items loose; Lemongrass,
	Galangal, Turmeric, Pyramid Coconuts
Malaysia:	Carambola, Pink Passionfruits and seasonally also Rambutan and Mangostan.
Vietnam:	Dragonfruits, Rambutan, Mangostan, Passionfruits.
China:	Ginger
Peru:	Organic Ginger and Organic Tumeric.
	Hopefully later on a program in Organic Grenadilla, Tamarillo and Maracuya.
Brazil:	Golden and Formosa Papaya. Seasonally Figs. Option in Limes.
Ecuador:	Plantain, Red Bananas, Bananitos, Yellow Pitahaya
Colombia	Passionfruits, Physalis (paper trays or loose), Tamarillo, Grenadilla.
Madagascar	Lychees for December
South Africa	Ester Passionfruits, Kumquats and Sweet Potatoes
USA	Sweet Potatoes
Zambia	Ester Passionfruits
Zimbabwe	Ester Passionfruits, Mangetout and Sugarsnaps
Ivory coast	Coconuts, conventional and organic, and Mangoes seasonal.
Israel	Passionfruit, Figs, Citrus, Lychees
Holland	Chilies,- all types, sweet, normal, hot and killer.
Holland	Cress assortment.
Spain	Chilies – all types, Sweet potatoes and Mangoes.

Ready to eat program: Currently Hass avocados and fiber less mangoes which we can develop further for you. This assortment can be adjusted according to needs, seasons and trends.

We have created your own webpage on our website www.emas.dk/Globus, where you can enter directly, see this info, certificates, product info and read more about our team at EMA'S.

We would like to invite you to visit our warehouse facilities in Holland so you can meet our team there. We would also like to take you to visit Westland Peppers and Koppert Cress nearby our warehouse facilities so you can have a view of their work also.

Kind Regards / Mit freundlichen Grüßen

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