

Commercial Roadmap for Pickles Exports into the U.S.A

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1. Market: Trade Statistics, Trends

1.1. Production, Consumption, and Exportation Trends

Pickles are considered one of the most popular condiments in the United States. Today, pickles are becoming ubiquitous due to their widespread presence as craft brands all over the markets. On average, each American citizen is consuming 9 pounds of pickles per year¹. In terms of market size, the U.S. pickle industry was valued at over USD 2.3 billion in 2011 and was forecasted to reach USD 2.4 billion by 2015². In 2011, Euromonitor published the figures below³:

- On average, Americans consumed around 2.9 pounds of pickled products per capita on an annual basis between 2008 and 2011.
- Pickles were eaten with a homemade meal (for 87% of food consumption), and homemade snack (for 7.8% of the time).
- Pickles were frequently used as a finger-food (for 69.1% of food consumption), as an accompaniment (6.3%), and as a main course (2.7%).
- Pickles were mostly consumed at dinner (45.7%), followed by lunch (41.0%), and breakfast (0.4%).
- People mostly consumed pickles in the fall (28.2%), followed by winter (26.9%), summer (23.6%), and spring (21.3%).
- Pickles were eaten without any preparation (60% of the time) and chilled (35.2%).
- Pickles were more commonly carried away from home as a meal or snack (5.1% of the time).

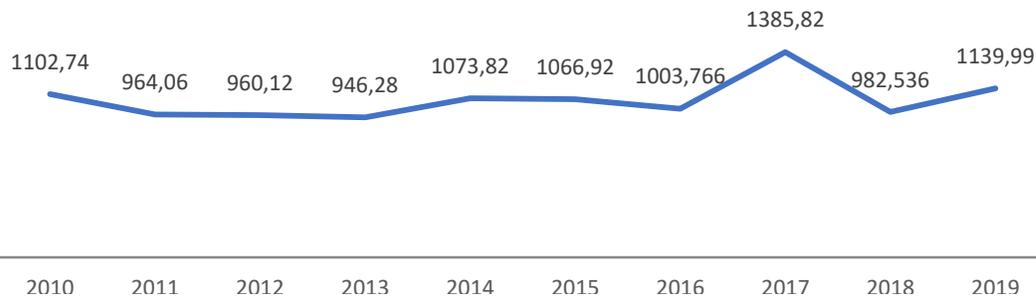
However, based on the latest releases of the U.S. Agriculture Department, around 1,140 million pounds of cucumbers were produced in 2019 for the making of pickles. Nonetheless, this category is limited to pickled cucumbers and does not include the various types of pickles that are available in the market. It's worth noting that the production of cucumbers for pickles has been somewhat steady during the years, with a minimum average growth of 0.02% annually (figure 1). As for the availability per capita, it stood at 3.4 pounds per capita in 2019, spanning between 2.8 pounds as the lowest in 2010 and 3.9 pounds as the peak in 2014 (figure 2).

Figure 1: Production of Cucumbers for Pickles in Million Pounds | 2010-2019

¹ <https://agresearchmag.ars.usda.gov/2014/jul/pickle/>

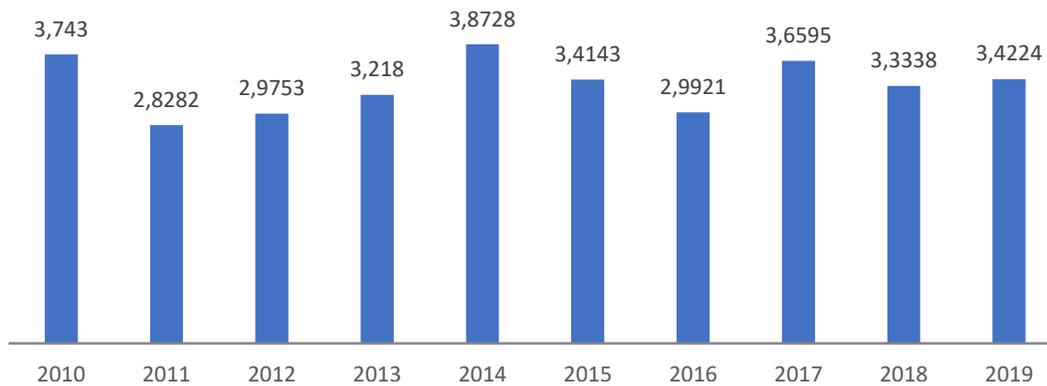
² (Euromonitor International, July 2011) <https://www.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/ATS-SEA/PDF/6296-eng.pdf>

³ (Euromonitor International, July 2011) <https://www.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/ATS-SEA/PDF/6296-eng.pdf>



Source : <https://www.ers.usda.gov/data-products/food-availability-per-capita-data-system/>

Figure 2: Availability of Pickled Cucumbers per Capita in Pounds | 2010-2019

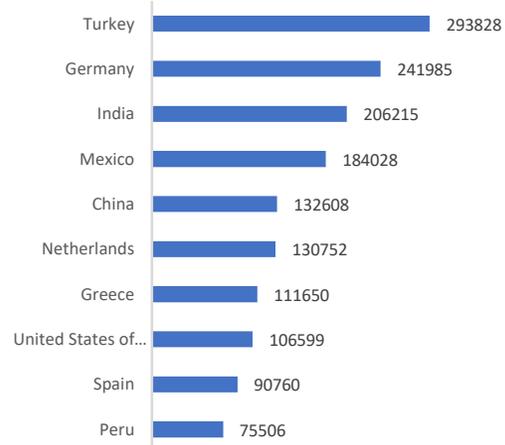
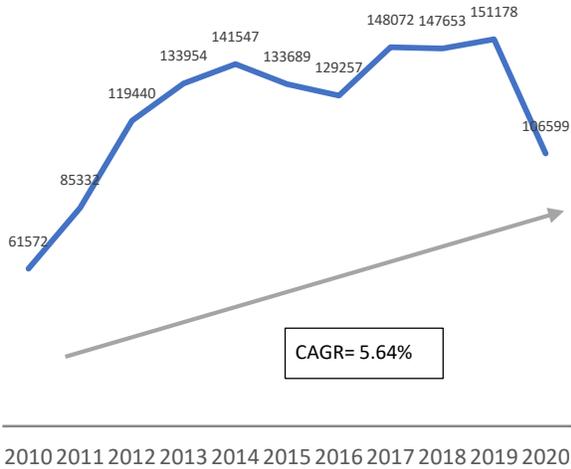


Source: <https://www.ers.usda.gov/data-products/food-availability-per-capita-data-system/>

In 2020, the U.S. was ranked among the top 10 exporters of pickles around the world, with USD 106.6 million worth of pickle exports in 2020. The market has also witnessed export growth between 2010 and 2020, rising at a CAGR of 5.64% during this period.

Figure 3: U.S.A.'s Pickles Exports to the World in USD Thousand | 2010- 2020

Figure 4: Top 10 Pickles Exporters Around the World in USD Thousand | 2020



Source: ITC Trade Map

1.2. Import Trends

The U.S. is the biggest importer of pickles around the world, followed by Germany and the UK. In 2020, pickle exports totaled USD 472,669 thousand, growing at a CAGR of 5.32% between 2001 and 2020. The main U.S. countries for pickle imports are Mexico and India, contributing to more than 50% of the total U.S. imports of pickles. In parallel, the U.S. imports of pickles from Lebanon have been on the rise, increasing at a CAGR of 8.52% between USD 241 thousand in 2001 and USD 1,140 thousand in 2020. It's worth mentioning that Lebanon benefits from the U.S. [Generalized System of Preferences \(GSP\)](#) program that offers duty-free tariffs to specific products imported to the U.S., including pickles (HS 2001).

Figure 5: USA's Imports of Pickles from the World in USD Thousand | 2001- 2020

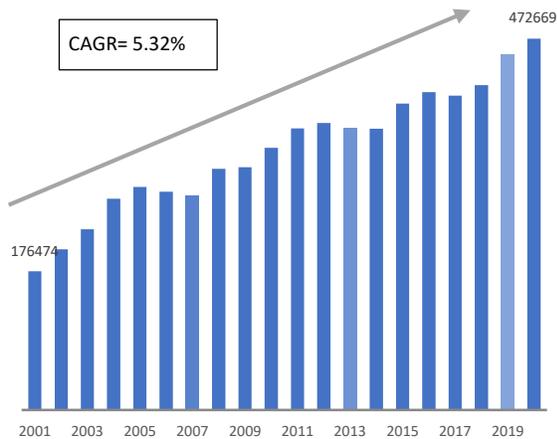
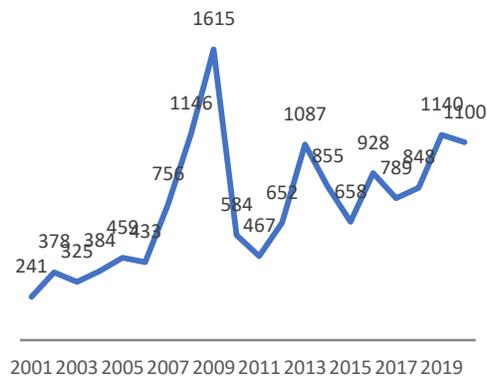


Figure 6: USA's Imports of Pickles from Lebanon in USD Thousand | 2001-2020



Source: ITC Trademap

As per the ITC export potential map, the U.S. is one of the main potential markets for Lebanese pickles (cucumbers & gherkins (200110) and vegetables preserved by vinegar or acetic products (200190)) (figure 7 & 8). However, the U.S. shows an untapped potential of USD 475 thousand for Lebanon’s exports of vegetables, preserved by vinegar or acetic products (200190).

Figure 7: Export Potential Countries for Lebanon’s Pickled Cucumbers & gherkins (200110)

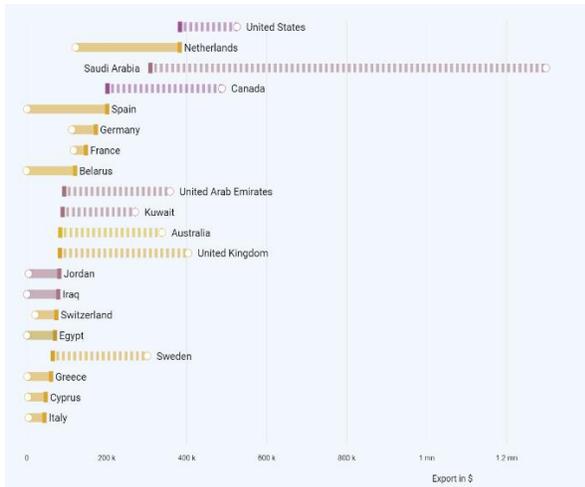
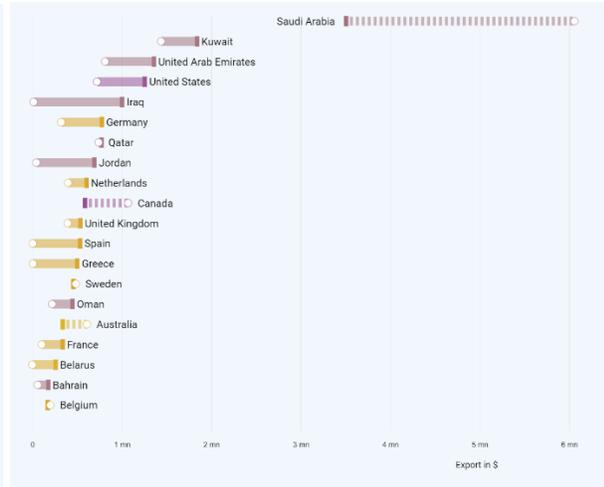


Figure 8: Export Potential Countries for Lebanon’s Vegetables preserved by vinegar or acetic products (200190)



Source: ITC Export Potential Map

1.3. Share of Imports and Unit Price in 2020

The consumer price index (CPI) for olives, pickles, and relishes has slightly changed between 2020 and 2021, averaging at 0.7%. While the producer price index (PPI) for pickles and products recorded a higher growth of 4.9% change.

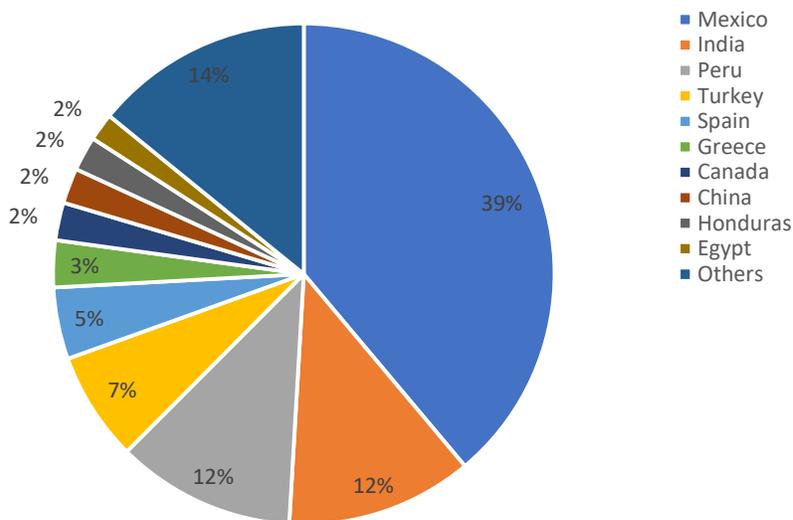
Table 1: Processed vegetables: U.S. Consumer and Producer Price Indices, 2020–21

	2020				2021				4th Q Change (%)	
	1st Q	2nd Q	3rd Q	4th Q	1st Q	2nd Q	3rd Q	4th Q (f)	Quarter	Year
CPI for Olives, Pickles and Relishes	146.8	147	148	149.9	150.4	148.7	149.5	151	1	0.7
PPI for Pickles and Products	241.1	241.6	242	242.7	243.1	244.7	253.2	254.6	0.6	4.9

Source: <https://www.ers.usda.gov/webdocs/outlooks/102665/vgs-367.pdf?v=6888.5>

More than 50% of imported pickles to the U.S. were supplied by Mexico (39%) and India (12%). Other major exporters are Peru (12%), Turkey (7%), Spain (5%), Greece (3%), Canada (2%), China (2%), Honduras (2%), and Egypt (2%).

Figure 9: Pickle Exporters to the U.S. in % | 2020

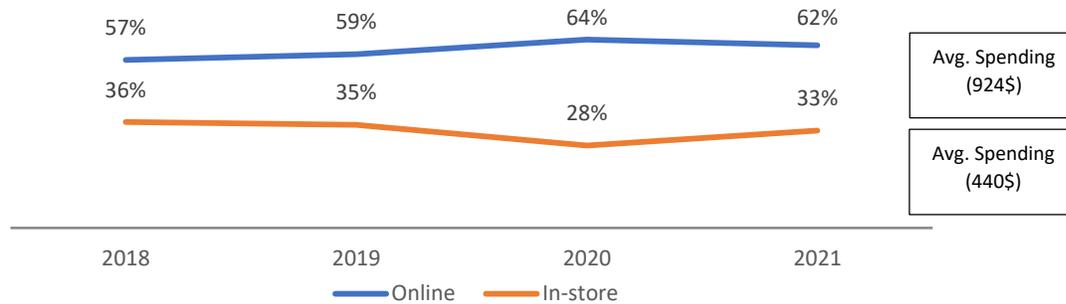


Source: ITC Trade Map

1.4. Changes in the American Market

Many changes have occurred since the start of the pandemic, mainly reflected in the consumer behavior and purchase preferences with the increased health concerns and travel restrictions. However, trends are taking the lead towards digitalization, mainly online shopping and delivery to your doorstep. The COVID-19 crisis has sped up the technological inclusion of the different generations around the world, especially since consumers have prioritized their wellbeing while purchasing any product. Based on the latest figures published by Deloitte from their annual holiday survey, the average online spending standing at USD 924 between 2018 and 2021 was double the average of in-store spending at USD 440 during the same period. Whilst online spending has increased by 5% between 2018 and 2021, physical spending has dropped by 3% (figure 10).

Figure 10: Consumer Behavior Online Vs. In-Store % (2018-2021)



Source: <https://www2.deloitte.com/us/en/insights/industry/retail-distribution/holiday-retail-sales-consumer-survey.html>

In light of these sharp changes, any product targeting the U.S. market should bring the consumer's online experience to the fore, especially with the global expansion of the COVID-19 pandemic and its new variants. However, the importance of the e-commerce market will be emphasized in the market entry section (Check Section 2).

Besides the swelling preference for online shopping, consumers are focusing on their personal health and basic hygiene, which is manifested in the accelerated demand for organic, natural, and fresh goods. As per McKinsey's report on ["how COVID-19 is changing \[how\] consumers behave across all spheres of life"](#), e-commerce, health, and wellbeing are the main emerging trends in consumer behavior after the pandemic outbreak. Therefore, it's highly recommended that you chase the newest trends and needs in terms of packaging, hygiene, health, organic, fresh, and safety, especially when forging new partnerships in foreign countries.

2. Market Entry: Trade Channels and Segments, Selection of Channels

Several approaches exist to set your foot in the U.S. market, all gathered into 3 different strategies:

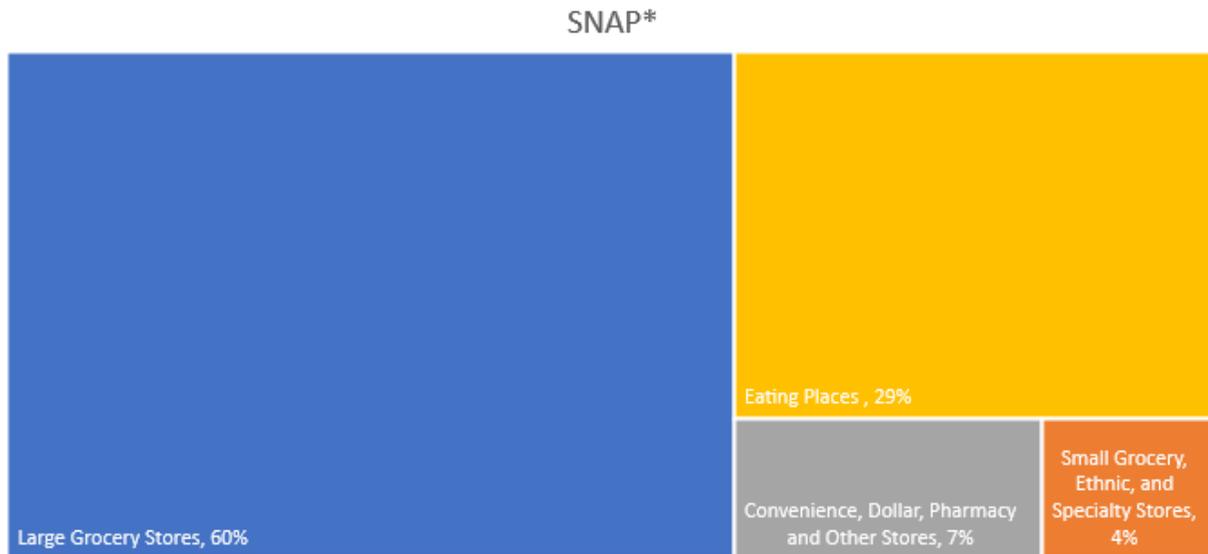
- Directly selling to the client/customer (shipping to the end-user without any intermediary). In other words, the exporter will be responsible for shipping the merchandise and collecting the money unless they have another agreement.
- Indirectly selling through Export Intermediaries (distributors, buyers, brokers, agents...)
- Partnering up with a company abroad (which will facilitate access to the market). This step will reduce major expenses, since the producer will benefit from the existing partner's resources. Another opportunity could be establishing a business presence in the U.S. market, such as a commercial hub or marketing office.

However, in terms of distribution channels, any producer willing to enter an international market should evaluate its product, experience, company size, and resources. In addition, understanding the different distribution channels should be his/her primacy, as this will determine his position in the new market.

It is worth mentioning that since 2009, the U.S. retail channel has been depending more on distributors in order to reduce their workload in terms of invoices and papers, as well as to reach further discounts. According to the National Association for the Specialty Food Trade Inc. (NASFT), more than 180,000 specialty food products are available in different selling stations including supermarkets, specialty food stores, natural food products, corner shops, retail outlets, and drugstores.

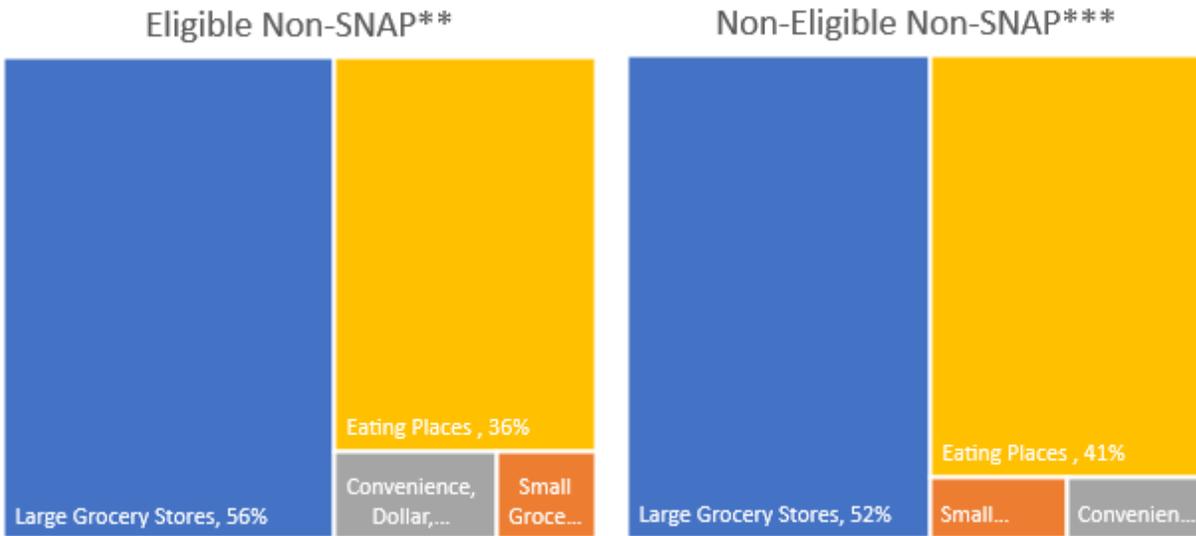
- **Main Supermarket Chains:** The U.S. food and beverages retail sector is well-established and diversified, including hypermarkets, supermarkets, corner shops, specialty food stores, food markets, and other retail outlets. Large grocery stores are leading the market with a range of 52% up to 60% of weekly food spending, followed by eating places (figure 10). Major grocers in the U.S. include WALMART INC, THE KROGER CO., ALBERTSONS COS. INC., AHOLD DELHAIZE U.S.A., PUBLIX SUPER MARKETS INC. H.E. BUTT GROCERY CO., MEIJER INC., WAKEFERN FOOD CORP., ALDI INC., and WHOLE FOODS MARKET. Based on Statista’s latest figures, Kroger Co. is the leading supermarket in the U.S. with retail sales amounting to USD 131.57 billion in 2020 and the second biggest retailer after Walmart.⁴

Figure 10: Share of weekly food spending by type of retailer



SNAP*: Supplemental Nutrition Assistance Program

⁴ <https://www.statista.com/statistics/197899/2010-sales-of-supermarket-chains-in-the-us/>



**Eligible Non-SNAP households: Non-SNAP income < 185% of poverty line

***Non-Eligible Non-SNAP households: Non-SNAP income >= 185% of poverty level

Source : <https://www.ers.usda.gov/data-products/foodaps-national-household-food-acquisition-and-purchase-survey/interactive-charts/>

- **E-commerce:** Recently, American consumers are heavily relying on online grocery shopping with the current unprecedented health crisis, recording a 17-percentage-point surge⁵. Online shopping is forecasted to grow in the upcoming years to reach around USD 60 billion in sales by 2023.⁶ Top e-commerce stores in the U.S. Food & Beverages industry in 2020 in terms of net sales comprise Kroger.com (USD 4,687 million), followed by Walmart.com (USD 3,289 million), Amazon.com (USD 2,643 million), Freshdirect.com (USD 830 million), and others⁷.

3. Finding Potential Buyers

- **Brokers/Export Mediators:** These export intermediaries will assess and evaluate the company's products to access the U.S. market by providing them with consultancy and guidance, and ensure a wide exposure to buyers, distributors, industry professionals, associations, related businesses along the entire supply chain, and other potential stakeholders and connections. It will facilitate market entry, ease access to compliance procedures, and provide needed information to create business deals. This will be the first stage for any company to enter the U.S. market.

⁵<https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/how%20covid%2019%20is%20changing%20consumer%20behavior%20now%20and%20forever/how-covid-19-is-changing-consumer-behaviornow-and-forever.pdf>

⁶ <https://www.statista.com/statistics/197569/annual-retail-and-food-services-sales/>

⁷ <https://www.statista.com/forecasts/870376/top-online-stores-food-beverages-united-states-ecommercedb#:~:text=Kroger.com%20is%20leading%20the,revenue%20of%20US%24%202%2C643%20million.>

- **International Fairs and Exhibitions:** The participation in international fairs and exhibitions, while targeting B2B meetings, is identified as a priority to find potential buyers. Various projects are being implemented in Lebanon under international, non-governmental, and public entities to increase the marketing exposure of Local manufacturers at overseas trade shows. The support comprises sponsoring and organizing the participation of Lebanese SMEs that are already exporting or willing to export to leading international fairs and exhibitions; this step offers an opportunity to meet buyers, build connections, and go international. The Investment Development Authority of Lebanon (IDAL) covers part of the exporters' participation fees in key international fairs that are beneficial for Lebanese exporters. However, the Productive Sectors Development Programme (PSDP) is currently providing institutional support for IDAL in order to achieve its export support activities. It's worth mentioning that being members of any of the following entities will help you to exhibit your products in international fairs: Association of Lebanese Industrialists (ALI), Qoot Cluster (Berytech), Fair Trade Lebanon (BIEEL Initiative), and Oxfam. For more info on the list of fairs and exhibitions check Section 4.

- **Other Indirect Connections:** e-commerce platforms are thriving in the U.S., especially after the boom induced by the pandemic. Amazon, eBay, Alibaba, Walmart, and others offer several options to distribute your product by either distributing it directly to consumers or receiving orders; in this case, the seller will be responsible for shipping their orders. In addition, connecting with the Lebanese diaspora could be another way to reach out to importers in the U.S. who are of Lebanese origin and are already bringing Lebanese products to the country.

For the list of buyers, importers, and distributors check ANNEX 1.

4. Export Promotional Activities

Your marketing strategy should be set on specific aspects to highlight your product's innovation and quality standards as well as to reach the relevant audience. For example, advertising your organic pickles requires different promotional techniques than pickle-flavored snacks. Nonetheless, standard export promotional activities include participation in international fairs and exhibitions, local trade and business events, and a strong presence on social media as well as other innovative techniques that highlight the specialties of your product. As mentioned before, partnering with a local business company will help you in your marketing strategy due to their high level of expertise in the market. The series of marketing activities comprise:

- Traditional Marketing Campaigns (newspapers, TV, and radio)
- Point-of-sale Displays
- International Exhibitions/Fairs
- Digital Marketing and social media
- Local Festivals and Tasting Events
- Restaurants and Food Services

Several food and beverage trade fairs have shown success in the U.S., bringing together all industry professionals, retailers, and connections such as [Fancy Food Show](#), [Sweets and Snacks](#), [SIAL America](#), [America Food and Beverage Show](#), and others. For the list of exhibitions and fairs taking place in the U.S., check the [U.S. Department of Agriculture](#) website, as for shows around the world, check the list of [Agriculture and Food Trade Shows](#) published on the website of the government of Canada, including the U.S. events.

Moreover, you can always benefit from the expertise of a local advertising agency to market your products such as [ExportUSA](#) by attending practical, technical, and hands-on training offering knowledge in the export field including market opportunities, market trends, legal requirements, finding agents/brokers, distribution channels, and others.

As for social media platforms and online marketing, pickle companies should have a strong presence to generate deals and reach out to new consumers. However, digital marketing is one of the most efficient ways to promote your product including search engine optimization and paid ads on the most popular social media platforms like Facebook, Instagram, Twitter, and LinkedIn. You'll have to stay updated on all the new trends on these platforms and to be creative in terms of posts and content. Furthermore, all your online platforms should be relatively related and linked to help consumers access your products/services.

Few suggestions on how to reach out to new consumers on Social Media:

- Youtube (the most popular media platform in the U.S.): popular Youtube channels and paid ads
- Facebook (the second-largest platform in the U.S.): sponsored ads and influencers' accounts might be efficient to advertise your products
- Instagram: sponsored posts, food accounts, and influencers (like Deliciously Ella, Fit Men Cook, and Gimme Some Oven)
- Food Blogs such as [Serious Eats](#) and [The Recipe Critic](#)
- Pinterest (more than 60% of its user are women⁸)
- LinkedIn: to promote your business and products ([using ads, account upgrades, and analytics](#))

It's worth noting that the advertising industry in the U.S. is regulated by several public and private entities including the [Federal Trade Commission \(FTC\)](#), [Bureau of Consumer Protection](#), [Federal Communications Commission \(FCC\)](#), and [Food and Drug Administration \(FDA\)](#). In order to ensure that all your advertising campaigns abide by the rules and laws, it's advised to consult with an expert in the U.S. market or a U.S.-based advertising company.

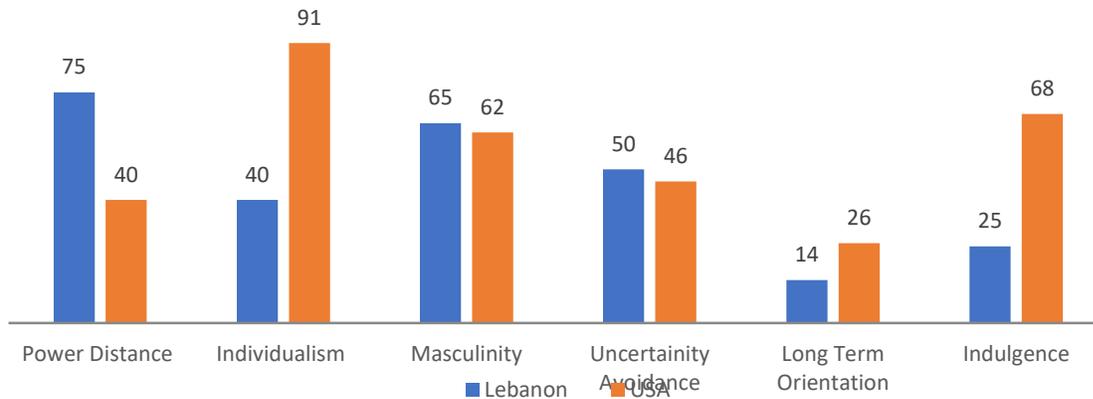
5. Doing Business: Business Culture

Six main culture-related dimensions have been identified by Geert Hofstede and other experts for societies to arrange and shape their structure. However, cultural behaviors and attitudes differ between

⁸ <https://blog.hootsuite.com/pinterest-statistics-for-business/>

societies, and even within one society, not all people act the same way. Nonetheless, common manners are detected between the society members and reflected in the dimensions below:

Figure 11: Difference in Culture between Lebanon and USA



Source: Hofstede 6-D Model

Power Distance: *the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally.*

There is a large gap in the score between Lebanon and the U.S. on *power distance*. While Lebanon follows a hierarchical and centralized system, the U.S. emphasizes the uniqueness of the individuals which leads to power inequalities.

Individualism: *the degree of interdependence a society maintains among its members.*

While Lebanon scores low on individualism reflecting its collectivistic society, the U.S. follows the “Liberty and Justice for all” principle as one of the most individualist countries worldwide. This is manifested by ensuring equal rights for American citizens as well as the government. Within the work environment, information is circulated between the team from employees to managers, as they are both being consulted for their knowledge and expertise. However, employees are likely to be independent and self-efficient, and can also create new initiatives. As for Lebanon, society members are related to their “group”, whether their family or not, and therefore, handle responsibility for their group members.

Masculinity: *whether society is driven by competition, achievement, and success (masculine), or dominant values in society are caring for others and quality of life (feminine).*

Both countries, Lebanon and the U.S. score high on *masculinity* highlighting their masculine societies. In the U.S., this behavior is combined with the individualistic culture. Americans work mostly on showing their success as winners in work and life as well, not only on achieving their targets.

Uncertain Avoidance: *the extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these.*

Lebanon scored midway, and thus, shows no clear preference. Nevertheless, the U.S. scored low (below the average) while undertaking innovative concepts, either for a product or business idea, and is willing

to accept them. Furthermore, the U.S. is an open-minded community that encourages the freedom of speech.

Long Term Orientation: *the extent to which a society maintains some links with its own past, while dealing with the challenges of the present and future.*

Both Lebanon and the U.S score low on *long-term orientation*, indicating normative rather than pragmatic societies. People in both societies exhibit great respect for traditions, a relatively small propensity to save for the future, and a focus on achieving quick results. In the U.S., people are empirical and are affected by the “can-do” mindset. This is highly reflected in the business field, where Americans evaluate their work on a short-term basis (including incomes and losses), leading workers to attempt achievements in a short duration.

Indulgence: *the extent to which people try to control their desires and impulses.*

Lebanon scores low on *indulgence* indicating a restrained culture, whereas the U.S. is ranked as an indulgent society with opposite perspectives. Moreover, restrained societies have a tendency to cynicism and pessimism. They have the perception that their actions are restrained by social norms and that self-indulgence is wrong. In other words, restrained societies do not put much emphasis on leisure time and control the gratification of their desires. Although many campaigns have been launched against drugs in the U.S., the country is still facing a high rate of drug addiction under the concept of having a work-life balance. However, the U.S. is considered a proper/puritanical society, even though many preachers that show up on TV seem unethical.

6. Tips for the Exporter

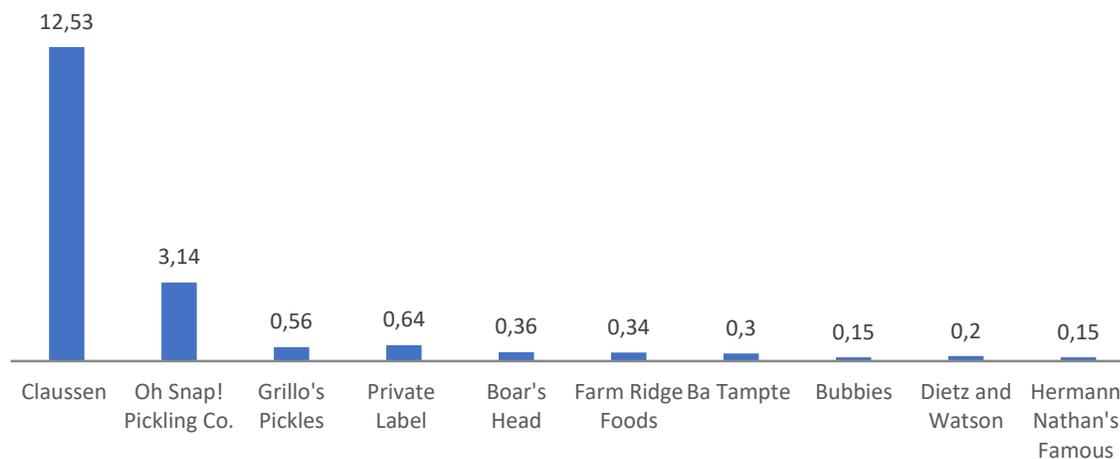
- ✚ Add new flavors to your pickled product: innovative, seasonal, or trendy flavors which make your product more attractive to consumers and have better chances to be purchased.
- ✚ New trends in food consumption: heading towards healthier choices including low calories, gluten-free, organic, or vegan products. Categorizing your pickles under any of these brackets will shift your sales records.
- ✚ Use eco-friendly packages: such as recyclable jars instead of using plastic or containers. You will hereby attract the eco-friendly community.
- ✚ Pickles in the U.S. are considered a grab-and-go product. Therefore, your product is preferable when it's a single serving, i.e. an easy ready-to-go snack.
- ✚ Explore the U.S. top pickles brands in the U.S., their variety of products, innovation aspects, packaging and labeling, and distribution channels (check figure 12).
- ✚ When dealing with buyers, ensure an accurate delivery time in order not to lose any of your gains in the market.

✚ Having one buyer is not considered a good business practice. It is better if you try to reach out to several buyers, in order to be able to maintain your export activities in case any of them stop. However, at the same time, ensure that you do not have too many so you won't be able to sustain your deliveries. ,

✚ Having a well-designed website with detailed information about your product specifications is crucial before reaching out to any buyer.

✚ Make sure to follow up with the buyers after attending fairs/exhibitions. Most of the deals will happen after the show.

Figure 12: Unit sales of leading brands of refrigerated pickles in the United States in 2019 (in USD millions)



Source: <https://www.statista.com/statistics/972029/pickles-unit-sales-in-the-us/>

ANNEX 1

The list of the U.S. buyers/importers/distributors is extracted from the U.S.–[Market Entry Handbook](#), section 8.5.

Company name	Type	Area of interest	Contact information
7-Eleven	Import/Distribution	F&B	☎ (+1) 800 255 0711 ✉ Contact through website 🌐 https://www.7-eleven.com/
Albertsons	Import/Distribution	F&B	☎ (+1) 877 258 2799 ✉ Contact through website 🌐 https://www.albertsons.com/
Aldi US	Import/ Distribution	F&B	☎ (+31) 88 659 9111 ✉ CPhillip-brown@retailbusinessservices.com 🌐 https://www.aholddelhaize.com/
Ahold Delhaize	Import/Distribution	F&B	☎ (+31) 88 659 9111 ✉ CPhillip-brown@retailbusinessservices.com 🌐 https://www.aholddelhaize.com/
AmazonGo	Distribution	F&B	✉ Contact through website 🌐 https://www.amazon.com/
Amigo foods	Import/ Distribution	Spanish F&B	☎ (+1) 800 627 2544 ✉ customerservice@amigofoods.com 🌐 https://www.amigofoods.com/
Atlantic distributors Inc	Import/ Distribution	Fresh processed meat, F&V	☎ (+1) 1 423 624 3066 ✉ info@aditn.com 🌐 http://www.aditn.com/
Bandi Foods	Import/Distribution	F&B	☎ (+1) 888-201-0733 ✉ info@bandifoods.com 🌐 http://bandifoods.com/
Balkan fresh	Import/ Distribution	Foods from the Balkan nations	☎ (+1) (718) 710-0516 ✉ info@BalkanFresh.com 🌐 https://balkanfresh.com/
Baltic Foods US	Import/Distribution	Foods from the Baltic nations	☎ (+1) 708 582 6683 ✉ info@balticfood.us 🌐 http://www.balticfood.us/
Balt Trade	Import/Distribution	Foods from Eastern Europe	☎ (+1) 253 922 7435 ✉ Contact through website 🌐 http://www.balttradeusa.com/
Bella Italia	Import/ Distribution	Italian F&B	✉ info@bellaitaliafoodstore.com 🌐 https://www.bellaitaliafoodstore.com

Company name	Type	Area of interest	Contact information
British food depot	Import/ Distribution	British and Irish foods	✉ support@britishfooddepot.com 🌐 https://britishfooddepot.com/
Buon Italia	Import/ Distribution	Italian Food and Beverages	☎ (+1) 212 633 9090 ✉ Contact through website 🌐 https://buonitalia.com/
Candy Warehouse	Import/Distribution	F&B	☎ (+1)310 343 4099 ✉ customercare@candywarehouse.com 🌐 https://www.candywarehouse.com/
Circle K	Import/Distribution	F&B	☎ (+1) 330 630 6300 ✉ Contact through website 🌐 https://www.circlek.com/
Commerce International	Import/Distribution	F&B	☎ (+1) 407 4267098 ✉ Contact through website 🌐 https://www.commercefoods.com/
Costco	Import/Distribution	F&B	☎ (+1) 888 426 7826 ✉ Contact through website 🌐 https://www.costco.com/
Danam Foods	Import/Distribution	F&B	☎ (+1) 905 842 9797 ✉ sales@danamfoods.com 🌐 https://www.danamfoods.com/
Dollar general	Import/Distribution	F&B	☎ (+1) 877 463 1553 ✉ Contact through website 🌐 https://www.dollargeneral.com/
Dollar Tree	Import/ Distribution	F&B	☎ (+1) 877 530 4833 ✉ Contact through website 🌐 https://www.dollartree.com/
Eataly	Import/Distribution	Italian F&B	☎ (+1) 212 539 0833 ✉ Contact through website 🌐 https://www.eataly.com/
Efoodsdepot	Import/ Distribution	F&B	☎ (+1) 888 553 5650 ✉ Contact through website 🌐 http://www.efooddepot.com/
European Imports Inc	Import/Distribution	F&B	☎ (+1) 800 323 3464 ✉ Contact through website 🌐 http://www.eitld.com/index.php
Eurozone Foods	Import/Distribution	F&B	☎ (+1) 5059802648 ✉ Contact through website 🌐 http://www.eurozonefoodsnm.com

Company name	Type	Area of interest	Contact information
Euro-American Brands	Import/Distribution	F&B	☎ (+1) 201 368 2512 ✉ Contact through website 🌐 http://euroamericanbrands.com/
Indo-European	Import/ Distribution	Mediterranean foods	☎ (+1) 818-247-1000 ✉ info@indo-euro.com 🌐 http://www.indo-euro.com/
Gelen Foods	Import/Distribution	Eastern European Foods	☎ (+1) 718 314 6116 ✉ Leonid0025@gmail.com 🌐 http://www.gelenusa.com/
German shop 24 US	Import/ Distribution	German F&B	☎ (+1) 916 273 6029 ✉ Contact through website 🌐 https://www.germanshop24.com/
Giant foods	Import/ Distribution	F&B	☎ (+1) 888 263 1605 ✉ Contact through website 🌐 https://giantfood.com/
Global Importing Group	Import/ Distribution	F&B	☎ (+1) 503 655 3000 ✉ Contact through website 🌐 http://globalimportinggroup.com/
Global Food Corp	Import/ Distribution	All F&B but notably meat	☎ (+1) 305 777 3514 🌐 https://globalfoodinternational.com/become-a-supplier/ 🌐 https://globalfoodinternational.com/
Gustiamo	Import/Distribution	F&B	☎ (+1) 718 860 2949 ✉ Gustiteam@gustiamo.com 🌐 https://www.gustiamo.com/
Heb food grocery	Import/ Distribution	F&B	☎ (+1) 800 432 3113 ✉ Contact Through website 🌐 https://newsroom.heb.com/
Hannaford	Import/ Distribution	Fruit and Vegetables	☎ (+1) 800 442 6049 ✉ Contact through website 🌐 https://www.hannafordaholdusa.com/
Harycia	Import/Distribution	F&B	☎ (+1) 786 457 90009 ✉ ar@harycia.com 🌐 https://harycia.com/
I Gourmet	Import/ Distribution	Italian F&B	☎ (+1) 570 620 3800 ✉ cservice@igourmet.com 🌐 https://www.igourmet.com/
Irish Store USA	Import/ Distribution	Irish F&B	☎ (+1) 800 707 5036 ✉ info@theirishstore.com 🌐 https://www.theirishstore.com/

Company name	Type	Area of interest	Contact information
Italian online food	Import/ Distribution	Italian F&B	☎ (+1) 954 440-2917 ✉ Contact through website 🌐 https://italianfoodonlinestore.com/
J&K Distributors	Import/ Distribution	F&B	☎ (+1) 201 939 4234 ✉ info@JKFoods.com 🌐 https://jkfoods.com/
Kroger	Import/Distribution	F&B	☎ (+1) 800 576 4377 ✉ Contact through website 🌐 https://www.kroger.com/
La Tienda	Import/ Distribution	Spanish F&B	☎ (+1) 800-710-4304 ✉ support@latienda.com 🌐 https://www.tienda.com/
Le panier Francais	Import/ Distribution	French F&B	☎ (+1) 800 215 2140 ✉ Contact through website 🌐 https://lepanierfrancais.com/
Lidl US	Import/Distribution	F&B	☎ (+1) 844 747 5435 ✉ Contact through website 🌐 https://www.lidl.com/
Lowell Foods International	Import/Distribution	F&B	☎ (+1) 847 349 1002 ✉ Contact through website 🌐 http://www.lowellfoods.com/
Malincho	Import/Distribution	Bulgarian F&B	☎ (+1) 866 203 3525 ✉ Contact through website 🌐 https://malincho.com/
Maniachetti	Import/Distribution	F&B	☎ (+1) 800 799 9830 ✉ Contact through website 🌐 https://www.maniachetti.com/
Markpol	Import/ Distribution	Distribution of European F&B	☎ (+1) 847 801 5050 ✉ Contact through website 🌐 https://markpoldistributors.com/
Mega Food International	Import/Distribution	F&B	☎ (+1) 212 464 6917 ✉ megafood09@gmail.com 🌐 https://www.megafoodpa.com/
Market basket	Import/ Distribution	F&B	✉ Contact through website 🌐 https://www.shopmarketbasket.com
Mediterranean foods US	Import/ Distribution	F&B from Greece	☎ (+1) 718 728 6166

Company name	Type	Area of interest	Contact information
			orders@mediterraneanfoodsny.com https://mediterraneanfoodsny.com/
Meijer	Import/ Distribution	F&B	(+1) 877 363 4537 Contact through website https://www.meijer.com/
New seasons market	Import/ Distribution	F&B	(+1) 503 224 7522 Contact through website https://www.newseasonsmarket.com
Nordic Expat shop	Import/Distribution	F&B from the Nordic nations	Contact through website https://nordicexpatshop.com/
Northwestern Meat Inc	Import/Distribution	Fresh / processed meat	(+1) 305 633 8112 northwesternmeat@numeat.com http://www.numeat.com/
Omegafoods	Import/Distribution	F&B	(+1) 877 690 2827 info@omega-foods.com http://www.omega-foods.com/
Ottos Hungarian Deli	Import/ Distribution	Hungarian Meats	(+1) 818 845 0433 info@HungarianDeli.com http://www.hungariandeli.com/
Parthenon Foods	Import/ Distribution	Greek Foods	(+1) 414 204 8804 sales@partheonfoods.com https://www.partheonfoods.com/
Polish Deli Online	Import/Distribution	Polish F&B	(+1) 908 867 8232 Contact through website https://www.polishdelionline.com/
Publix	Import/Distribution	F&B	(+1) 800 242 1227 Contact through website https://www.publix.com/
PV Euro Market	Import/Distribution	F&B	(+1) 4408880264 Contact through website https://www.pveuromarket.com/
Republic National	Distribution	Wine, spirits,	Contact through website https://www.rndc-usa.com/
Savealot	Import/ Distribution	F&B	(+1) 888 725 4537 Contact through website https://savealot.com/
Scandinavian food store	Import/ Distribution	F&B from the Nordic nations	(+1) 954 316 1360 Contact through website

Company name	Type	Area of interest	Contact information
			https://www.scandinavianfoodstore.com
Slovak-Czech Varieties	Import/ Wholesaler	F&B from the Czech Republic and Slovakia	(+1) 718 752 2093 Contact through website https://www.slovacechvar.com/
Southern Glazer	Distribution	Wine, spirits	(+1) 972 392 8399 newproducts@sgws.com http://www.southernglazers.com/
Stark foods	Import/Distribution	F&B	(+1) 516 626 3704 info@starkfoods.com www.starkfoods.com
Stop&Shop	Import/ Distribution	F&B	(+1) 800 767 7772 Contact through website https://stopandshop.com/
Supermarket Italy	Food service (Italian chain)	Italian F&B	(+1) 201 729 0739 orders@supermarketitaly.com https://www.supermarketitaly.com
Sysco	Distribution (national)	All F&B	(+1) 281 584-1390 https://www.sysco.com/
Target	Importer/Distribution		(+1) 800 440 0680 Contact through website https://www.target.com/
The Dutch Store	Importer/Distribution	F&B from the Benelux nations	(+1) 260 638 8241 Contact through website https://thedutchshop.com/
The Taste of Germany	Import/Distribution	German Foods	(+1) 800 881 6419 Contact through website https://www.thetasteofgermany.com
Trader Joes	Import/ Distribution	F & B	Contact through website https://www.traderjoes.com/
UNFI	Import/ Distribution	F&B	Contact through website https://www.unfi.com/
US foods	Distribution (national)	All F&B	(+1) 877 583 9659 https://www.usfoods.com/
US Italian foods	Import/ Distribution	F&B	(+1) 646 661 2888 Contact through website https://www.usitalianfood.com/
Walmart	Import/ Distribution	F&B	(+1) 800 925 6278 Contact through website

Company name	Type	Area of interest	Contact information
			https://www.walmart.com/
Walgreens	Import/Distribution	F&B	(+1) 800 925 4733 Contact through website https://www.walgreens.com/
Wakefern	Import/ Distribution	F&B	(+1) 908 527-3300 Contact through website https://www2.wakefern.com/
Wegmans	Import/ Distribution	F&B	(+1) 800 934 6267 Contact through website https://www.wegmans.com/
Wholefoods	Distribution	F&B	(+1) 844 936 8255 Contact through website https://www.wholefoodsmarket.com
William H Kopke Inc	Import/Distribution	Fruit and vegetables	(+1) 516 328 6800 Contact through website http://kopkefruit.com/
WinCo	Import/Distribution	F&B	(+1) 800 824 1706 Contact through website https://www.wincofoods.com
Yum Foods	Import/ Distribution (Fast food sector)	F&B	(+1) 888 298 6986 yum.investor@yum.com https://www.yum.com/

Source: “The Food and Beverage, Market Entry Handbook: The United States: a Practical Guide to the Market in The United States for European Agrifood Products”, EU, 2020

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- Guide to Successful Marketing and Selling to us Importers, American Importers Association <http://www.bdembassyusa.org/uploads/US%20Market%20Tips.pdf>
- Hofstede Insights <https://www.hofstede-insights.com/product/compare-countries/>
- Alyssa Hiros, 24 Pinterest Stats That Matter to Marketers in 2022, March 9 2022, Hootsuite <https://blog.hootsuite.com/pinterest-statistics-for-business/>