



Getting African Food Products on Global Grocery Shelves.

BY EHIME EIGBE-AKINDELE

Hello!

I am Ehime Eigbe-Akindele

Founder & CEO of Sweetkiwi.

Sweetkiwi is a mission driven brand that makes the best tasting dairy based food products using real milk sourced from local farmers and real ingredients with a focus on impacting the dairy agricultural sector in the various markets we operate in.

Sweetkiwi®

Dairy
on a
mission





Tips for getting on Global Shelves.

- Do your research.
- Create a product for the market.
- Brand for success.
- Get certified and legal.
- Have standards and be consistent.
- Build a community around your brand.
- Understand how buyers and distributors think.
- Understand the global category review schedule.
- Have a strong pitch & brand story.
- Have a plan to stay on the shelf.



Find your why

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**PEOPLE DON'T BUY WHAT
YOU DO; THEY BUY WHY
YOU DO IT.**

- SIMON SINEK, AUTHOR AND
ORGANIZATIONAL CONSULTANT

CHALLENGES



International grocery is a tough and very competitive marketplace.



Infrastructure, funding and ease of doing business.



International trade deals pertaining to Africa.

Opportunities

BREAKING NEWS

Whole Foods Market predicts top 10 food trends for 2020

Retailer's global and local experts forecast on-the-rise flavors, products and culinary influences

West African foods

Lesser-known superfoods and earthy flavors are becoming more popular—and many of them are **traditionally West African foods and ingredients**. Food brands are finding inspiration from West Africa by using ingredients like moringa, tamarind, fonio, teff, millet, sorghum and more.

- The African food is relatively new to major grocers so more players are needed to build it into a category.
- Inclusion & diversity are major trends.
- African food has been a major trend for major retailers in the last two years.
- One source has been a buying consideration.

THE END!

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