MARKETING AND SALES IN THE U.S.

WHAT WE DO FOR EREM IN THE UNITED STATES

You make the product and ship it. We do everything on the U.S. side: the brand, the marketing, the sales and the daily work with customs, the warehouse and Amazon. **One team, one plan, one report every month.**

MARKETING

- **U.S. brand story:** one ingredient, no added sugar, a new origin. Not from China.
- **Photos and video** made for American shoppers.
- **Amazon pages:** listings, brand page, keywords, advertising tuned every week.
- **Brand website** with an online store.
- **Social media:** Instagram and TikTok, samples to creators.
- **Reviews:** a steady programme to earn the first 100, then 1,000.
- **Sales materials:** sell sheet, price list, catalog, sample kits.
- **Trade shows:** stand, samples and buyer meetings.

SALES

- **Amazon** as the first shelf: variety packs and single flavors.
- **Own online store** and TikTok Shop.
- **International grocery stores** through regional importers and distributors.
- **Independent stores** through Faire and direct offers.
- **Snack-box and office-snack** companies.
- **Regional chains and natural stores** with a food broker, once we have a sales history.
- **Club and big chains** later, with a larger pack.
- **Private label** offers to U.S. brands, to fill factory capacity.

U.S. OPERATIONS

- **Importer of record** and FDA importer for every shipment.
- **Customs broker**, customs bond, FDA Prior Notice.
- **Warehouse** (food-grade 3PL) and deliveries to Amazon.
- **Label check** of the new pouches against FDA rules.
- **Lab tests** and California Prop 65 control.
- **Invoices and collections** from U.S. customers.
- **Monthly report:** sales, stock, costs, prices, next steps.
- **Market feedback** to the factory: flavors, pack sizes, prices.

WHAT STAYS WITH EREM

- **Production** and quality at the factory; expiry date on every pouch.
- **Stock ownership** and shipping to the U.S. warehouse.
- **FDA factory registration** (renewal closes December 31, 2026).
- **Launch budget** and the monthly launch fee for the first 6 months.
- **The Erem trademark** in the U.S., registered in your name.
- **Certificates:** food safety first, then kosher and Non-GMO.

Why one exclusive partner: U.S. buyers and Amazon punish a brand with two sellers and two prices. One partner keeps one price, one image and one set of numbers, and can invest time knowing the work will not be lost.

THE FIRST YEAR

6 MONTHS TO LAUNCH, 12 MONTHS TO PROVE

The first six months are a paid test with small stock and small risk. The second six months turn the test into regular sales. **All numbers are targets to agree together**; they depend on your export price and the launch budget.

MONTHS 0–2

GET READY AND SET UP

Papers, price and first shipment

- Agreement signed; export price list and capacity exchanged.
- FDA registration and U.S. Agent, trademark filed, barcodes, lab tests per flavor.
- Customs broker, warehouse, insurance, Amazon seller account and grocery approval.
- First shipment of about 5 pallets (≈ 8,500 pouches); photos, video and listings ready.

MONTHS 2–4

LAUNCH ONLINE

First sales and first reviews

- Amazon live: variety 12-pack, 24-pack and three single flavors; advertising on.
- Brand online store and TikTok Shop; samples to creators.
- Price and advertising tuned every week from real sales.

MONTHS 3–6

FIRST STORES

Wholesale with no entry fee

- Offers to importers for international grocery stores; Faire; snack-box companies.
- **Month 6 review** against the goals below; decision on the first full container.

MONTHS 6–12

SCALE

First full container and first chains

- 40-foot container (≈ 45,000 pouches) ordered from real sales numbers.
- Food broker for regional chains and natural stores; Walmart Marketplace.
- One trade show (Sweets & Snacks in May or Summer Fancy Food in July).
- Kosher and Non-GMO started; food-safety (GFSI) audit planned.

TARGETS

	END OF MONTH 6	END OF MONTH 12
Pouches sold (total)	6,000–8,000	40,000–50,000
Monthly sales speed	2,000–3,000 pouches	8,000–10,000 pouches
Amazon	5 listings live, 100+ reviews, rating 4.3★ or higher	500+ reviews, top 20 for "freeze dried fruit variety pack"
Stores	First 3 wholesale customers	50–100 stores, first distributor
Shipments	5 pallets	5 pallets + first container
What we know	Real price, real cost, best flavors	Which channels earn money; plan for years 2–5

FIVE YEARS

FROM ONE CONTAINER TO A NATIONAL BRAND

Each year adds one bigger channel, and each channel is opened with the sales history of the one before. **Year 5 goal: more than one million pouches a year** and Erem known as the freeze-dried fruit from a new origin.

YEAR	MAIN STEP	POUCHES	CONTAINERS	BRAND SALES*
1	**Launch and prove.** Amazon, online store, international and independent stores.	**45,000**	**1**	**$60,000**
2	**Regional.** Distributors in the Midwest and West, first regional chain, kosher and Non-GMO on the pack, 2–3 new flavors.	**150,000**	**3–4**	**$200,000**
3	**Chains.** Natural and regional chains through a broker, first club roadshows with a 20–24 pouch pack, food-safety certificate in place.	**350,000**	**8**	**$480,000**
4	**National.** One national chain or club listing, large bag for baking and toppings, private label for one U.S. brand.	**650,000**	**14–15**	**$900,000**
5	**Established brand.** 3,000+ stores, 8–10 flavors, top-5 freeze-dried fruit brand on Amazon, private label line running.	**1,000,000+**	**22–25**	**$1.4 million**

* Brand sales = money received from Amazon, stores and distributors after their fees and margins, at about $1.38 a pouch on average. Shelf value is roughly 2.5 times higher. Targets, not promises: they assume an export price that leaves room for U.S. costs, steady supply and a marketing budget that grows with sales.

WHAT MAKES YEAR 5 POSSIBLE

- **A workable export price** agreed now and kept stable.
- **Steady supply:** no empty shelf on Amazon, 90+ days of shelf life on arrival, ideally 12 months or more.
- **Certificates on time:** big chains do not talk without them.
- **Marketing that grows with sales:** a fixed share of sales goes back into advertising.
- **One exclusive partner** for the whole period.

DECISION POINTS

- **Month 6:** go or stop. If go, the 3-year agreement starts and the first container is ordered.
- **Month 12:** review of prices, channels and budget for year 2.
- **Every year:** a minimum sales target agreed together; exclusivity continues when it is met.
- **Year 3:** decide on a larger pack line and private label capacity at the factory.

TO AGREE AT THIS MEETING

1	Exclusive U.S. representation, and the territory.
2	The export price per pouch and how many pouches a month the factory can give the U.S.
3	The profit share, the 6-month launch fee and the launch budget.
4	FDA registration before December 31, 2026, and samples by air.
5	A date to sign the short 6-month launch agreement.