EXCLUSIVE U.S. REPRESENTATION

EREM IN THE UNITED STATES

Market research, sales plan and proposed terms for bringing Erem freeze-dried fruit to American shoppers.



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THE PROPOSAL IN ONE PAGE

ONE PARTNER. ONE PLAN. ALL OF THE U.S.

Erem is a clean, one-ingredient snack in a market that is growing and that buys most of its freeze-dried fruit from China. We propose to act as Erem's **exclusive U.S. representative**: build the brand online first, prove sales, then take it into stores.

5–8%
yearly growth of U.S. freeze-dried fruit (analyst estimates)

$2.99–3.99
realistic U.S. shelf price for one 25 g pouch

≈0%
U.S. import duty on Turkmen dried fruit today; China pays 12.5% extra

39,700
Amazon searches a month for "freeze dried strawberries" (Helium 10 estimate)

WHAT WE PROPOSE

Role	Exclusive representative for Erem in the United States, all channels: Amazon and other online stores, distributors, retail chains, specialty and ethnic stores.
How it works	You make and ship the product and own the stock. Our U.S. company imports it for you, stores it, sells it, collects the money and reports every month.
Profit share	**70% Erem / 30% U.S. partner** of the U.S. profit, after your agreed export price and all selling costs are covered.
Launch fee	**$3,000 per month for the first 6 months**, for full-time sales and marketing work before sales can pay for it.
Term	6-month launch period, then 3 years with yearly targets agreed together.

WHY NOW

- **Origin advantage.** The category leader's fruit is "Product of China". Since July 2026 Chinese goods carry an extra 12.5% U.S. tariff; Turkmenistan is not on that list.
- **Open space on Amazon.** Peach and melon are almost absent, and the few listings have weak ratings. A 25 g pouch is a full serving next to the usual 10–15 g bags.
- **One deadline this year.** The factory's FDA registration must be renewed (or made) by **December 31, 2026**. Without it nothing can ship.

The first decision is price. U.S. shelf prices are set by Trader Joe's, Target and Walmart store brands. The plan works when a pouch lands in a U.S. warehouse for about **$0.90 or less**. Page 7 shows the math; your export price list is the first thing we need.

1 · THE U.S. MARKET

A REAL MARKET, GROWING STEADILY

Analyst reports put U.S. freeze-dried fruit at **$1.5–2.5 billion** a year, but most of that is fruit sold as an ingredient for cereal and baking. The snack-pouch part is smaller and not measured publicly. Growth estimates agree on **5–8% a year**.

$231B
all U.S. snack sales in 2025, up 3.2% (Circana)

$398M
U.S. dried-fruit imports in 2022; China, Turkey and Egypt lead

67%
of shoppers always or often consider health when buying food (GlobalData 2026, global survey)

WHO BUYS FREEZE-DRIED FRUIT, AND WHY

BUYER	WHY THEY BUY	WHAT IT MEANS FOR EREM
Parents of young children	Lunchbox snack with no added sugar. The trade press calls them the core buyer; the category leader advertises almost only to mothers.	Main target. Multipacks of 12 and 24 for school lunches.
Health and clean-label adults	77% say simple ingredients are essential or nice to have. "One ingredient, just fruit" is the strongest claim.	Second target, and the bigger untapped group.
Home bakers, cereal and yogurt users	Use it as a topping. They buy big bags at about $2 per ounce.	Not for a 25 g pouch. Possible later with a large bag.
Hikers, emergency storage	Buy large cans from specialist brands.	Not our market.
TikTok "freeze-dried" trend	The viral trend is freeze-dried candy. Big candy companies copied it and the pioneer brand lost 88% of its sales in a year.	Use the crunch-on-camera format, but do not build the plan on a trend.

WHAT THE RESEARCH TELLS US TO BE CAREFUL ABOUT

- **Value.** 45% of shoppers define snack value as large portions or long-lasting. A single 25 g pouch looks small, so we sell multipacks alongside singles.
- **Price.** Store brands set the ceiling (next page). A new brand cannot be the most expensive on the shelf without a reason.
- **Related products can fall.** Baked apple chips fell 28.6% in a year (Circana, to May 2025). Crunchy fruit does not grow automatically.
- **Product care.** Freeze-dried fruit breaks into powder and absorbs moisture. Pouch film, seal and carton strength decide the reviews.

Sources on page 11. Market-size figures come from paid-report summaries that differ in scope; we treat them as a range, not a fact.

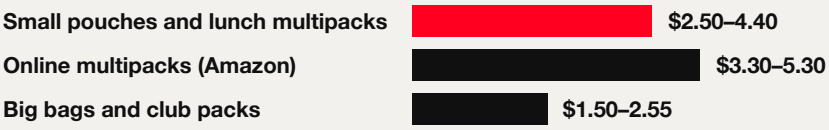
2 · COMPETITION AND SHELF PRICES

WHO IS ON THE SHELF TODAY

Two brands and the big retailers' own labels hold most of the shelf space. These are real prices seen in November 2026.

BRAND / PRODUCT	PACK	PRICE	PER OZ	WHERE · NOTE
Trader Joe's strawberries	1.2 oz	**$2.99–3.29**	**$2.49–2.74**	Trader Joe's only. The price floor.
Target Good & Gather strawberry	1 oz	**$4.39**	**$4.39**	Target store brand. Apple and peach 1.25 oz, same price.
Walmart Great Value apple	6 × 0.35 oz	**$6.57**	**$3.13**	Cheapest lunchbox multipack.
Crispy Green (category no. 1)	4 × 0.48 oz	**$7.49**	**$3.94**	Grocery chains. Label: Product of China.
Brothers All Natural	12 × 0.35 oz	**$16.74–18.60**	**$3.77–4.40**	Grocery, online. Children's licences.
Natierra organic strawberries	1.2 oz	**$3.48–5.79**	**$2.90–4.83**	Whole Foods, Kroger. Organic.
Costco big bag (strawberries)	5 oz	**$9.79–9.99**	**$1.46–2.00**	Club stores. Large-bag value.

PRICE PER OUNCE, BY PACK TYPE



One Erem pouch is 0.88 oz. A believable shelf price is **$2.99 to $3.99**. Strawberry carries the top of that range; apple and banana usually sit lower.

WHERE EREM CAN BE DIFFERENT

- **Not made in China.** Shoppers notice origin: one-star reviews of the leader complain about it.
- **Melon and peach.** Rare in this format in the U.S.
- **A full serving.** 25 g against the usual 10–15 g bag.
- **One ingredient.** Fruit only, no added sugar.
- **A story.** Fruit from Turkmenistan, the home of famous melons, is new to Americans.

A second business line: private label. U.S. brands and retailers already buy freeze-dried fruit overseas, mostly from China at about $13–22 per kg in bulk. A non-China factory with good quality can offer to pack for U.S. brands. We would present this at the PLMA private label show.

3 · WHERE WE SELL

START WHERE A NEW BRAND CAN WIN

Big chains ask for sales history, insurance, promotion money and shelf fees of **$5,000–20,000 per product**. We earn that history first in channels with no entry fee, online and in independent stores.

#	CHANNEL	HOW WE GET IN	WHEN
1	Amazon (FBA)	Our own seller account. Variety 12-pack and 24-pack as the lead listings.	Month 2
2	Erem U.S. online store	Brand website with bundles and subscriptions. Needed for TikTok and wholesale buyers too.	Month 2
3	TikTok Shop	Samples to creators; the crunch works on camera. Needs a U.S. company and 270+ days of shelf life.	Month 3–4
4	International and ethnic grocery stores	Sell pallets to regional importers who supply Eastern European, Turkish, Middle Eastern and Central Asian stores. No shelf fees.	Month 3–6
5	Faire and independent shops	Wholesale marketplace for gift, natural and specialty shops. 15% commission, paid only on orders.	Month 3–6
6	Walmart Marketplace (online)	Application after 2–3 months of Amazon sales history.	Month 5–6
7	Snack boxes, office and corporate snacks	Direct offers to box and pantry companies. Light, single-serve, long shelf life fits well.	Month 4–8
8	Off-price chains (TJ Maxx, HomeGoods, Marshalls)	Buyers met at the Fancy Food Show. They buy lots without shelf fees.	Month 6–12
9	Regional grocery chains, natural stores	Food broker plus RangeMe, using our sales data. Expect free cases and promotions.	Year 2
10	Costco roadshows, Sprouts, Whole Foods	Needs a 20–24 pouch club pack, demo staff and a food-safety certificate.	Year 2–3
11	Walmart, Target, club shelves	Store brands own these shelves. Private label supply is the realistic way in.	Year 3+

TRADE SHOWS WE WOULD USE IN 2027

SHOW	DATES AND CITY	BOOTH SPACE, ABOUT
Sweets & Snacks Expo	May 18–20, Indianapolis	**$5,300**
Summer Fancy Food Show	Late July, New York (dates to confirm)	**$1,000–5,500**
Natural Products Expo West	March 2–5, Anaheim	**$9,400**
PLMA Private Label Show	November, Chicago (dates not announced)	**to confirm**

Shelf-fee and commission figures are industry guides, not quotes. Total cost of a show is usually two to three times the space fee (travel, samples, stand).

4 · AMAZON FIRST

THE BIGGEST SHELF WITH NO GATEKEEPER

Amazon is where Americans search for this product, and any brand with the right papers can list. It also gives us the sales numbers every store buyer will ask for.

WHAT SELLS ON AMAZON TODAY

LISTING	PACK	PRICE	SALES SIGNAL
Crispy Green Favorite Flavors	16 bags	**$36.29**	Amazon's Choice · 1,000+ bought a month
Crispy Green Variety	14 bags, 7 flavors	**$44.99**	Amazon's Choice · 100+ bought a month
Brothers All Natural Variety	24 bags	**$32.99**	No. 80 in Fruit Snacks
Brothers All Natural Fuji Apple	24 bags	**n/a**	500+ bought a month
Nature's Turn Mixed Berry	6 × 1.2 oz	**$23.79**	Top 20 in Dried Fruits
bfruitful Variety	12 packs	**$33.99**	Newer brand, same format as Erem

Amazon pages could not be read directly; figures come from search listings and one sales tracker (July 2026). We will confirm them with paid tools before launch.

WHAT THE LEADERS HAVE IN COMMON

- 100% fruit, no added sugar, lunchbox message.
- A variety pack is the lead listing.
- Subscribe & Save discount of 5–15%.
- Strawberry, apple and mango are the core flavors.
- Price of $3.30–5.30 per ounce.

OUR AMAZON LINE-UP

- **Variety 12-pack** at $24.99–29.99, that is $2.36–2.83 per ounce, below the leaders.
- **Lunchbox 24-pack** for families.
- **Single-flavor 12-packs:** strawberry, apple, banana.
- **Peach and melon** tested inside the variety pack first.

WHAT AMAZON TAKES FROM ONE 12-PACK (2026 FEES)

SELLING PRICE	$19.99	$24.99	$29.99
Amazon referral fee, 15%	**$3.00**	**$3.75**	**$4.50**
Amazon storage and delivery to the customer	**$6.41**	**$6.41**	**$6.41**
Advertising, 15% of price	**$3.00**	**$3.75**	**$4.50**
Left for product, freight and profit	**$7.58**	**$11.08**	**$14.58**
Left per pouch	**$0.63**	**$0.92**	**$1.21**

In the first months, with no reviews, advertising runs nearer 30% of price. Amazon bills light, bulky cartons by size, so a compact carton is worth about $0.55 per pack. Amazon needs an expiry date on every pouch.

5 · THE MONEY IN ONE POUCH

FROM SHELF PRICE BACK TO THE FACTORY

In the U.S. every hand between the factory and the shopper takes a share. This is what the brand keeps from one pouch in each channel, before the cost of the product and freight.

CHANNEL	SHOPPER PAYS PER POUCH	WHO TAKES A SHARE	BRAND KEEPS
Amazon, 12-pack at $27.99	$2.33	Amazon fees 38%, advertising 15%	**≈ $1.10**
Ethnic and independent stores	$3.49	Store 35%, regional importer 25%	**≈ $1.70**
Grocery chain through a distributor	$3.49	Store 38%, distributor 25%, broker 5%, promotions 15%	**≈ $1.30**

WHAT IT COSTS TO PUT A POUCH IN A U.S. WAREHOUSE

Export price from the factory	To be given by Erem	**?**
Freight Turkmenistan to U.S. warehouse	Full container $0.20–0.35 · part load $0.30–0.45 · air $0.90–2.00	**$0.20–0.45**
U.S. import duty	Apple 0.74¢/kg, strawberry and peach 1.4¢/kg, melon 2.5%, banana free	**≈ $0.00**
Customs clearance, warehouse, handling	Estimate	**$0.05–0.10**

The target: a landed cost of about $0.90 per pouch or less. With freight and handling near $0.35, that means an export price of about **$0.50–0.60 per pouch**. For comparison, the fruit alone in a Chinese 25 g pouch costs about $0.33–0.55 at bulk prices.

EXAMPLE: ONE 40-FOOT CONTAINER

A container holds about **45,000 pouches** (our estimate; real case sizes will change it). Assumed export price $0.55, landed cost $0.93, sold 40% Amazon, 40% stores, 20% distributor.

This is an illustration, not a forecast. During the launch period advertising is higher and profit lower.

Money received from sales	**$62,100**
Freight, clearance, warehouse	**– $17,100**
Export price paid to Erem	**– $24,750**
U.S. profit to share	**$20,250**
Erem's 70% share	**$14,175**
Erem total: export price + share	**$38,925**

- **Freight is paid by volume.** The product is very light, so the container fills before it gets heavy. Tighter pouches and cartons cut the cost of every pouch.
- **Avoid mixed-fruit pouches.** Mixed dried fruit pays 14% duty; single fruits pay almost nothing.
- **Start small.** First shipment of about 5 pallets (around 8,500 pouches) by part load, before a full container.

6 · STEP BY STEP

FROM AGREEMENT TO STORE SHELVES

STEP 1
NOW TO JANUARY
GET READY

Papers, price and product
- Sign the agreement; exchange the export price list and capacity.
- **FDA factory registration and U.S. Agent by December 31, 2026.**
- File the Erem trademark in the U.S. in Erem's name; buy GS1 barcodes.
- Lab tests per flavor: microbiology, moisture, pesticides, lead and cadmium.
- Final U.S. pouch files from your design company, checked against FDA label rules.
- Send samples by air for buyers, photos and drop tests.

STEP 2
MONTHS 1–2
SET UP

U.S. base and first shipment
- Customs broker, customs bond, food-grade warehouse (3PL), product liability insurance.
- First shipment: about 5 pallets, expiry date printed on every pouch.
- Amazon seller account and grocery approval; brand online store.
- Photos, video, listing texts, Amazon brand page.

STEP 3
MONTHS 2–4
LAUNCH ONLINE

First sales and first reviews
- Amazon live with variety 12-pack, 24-pack and three single flavors; advertising on.
- Samples to TikTok and Instagram creators; open TikTok Shop.
- Weekly price and advertising tuning from real sales data.

STEP 4
MONTHS 3–6
FIRST STORES

Wholesale with no entry fee
- Offers to regional importers for international grocery stores; Faire listing.
- Snack-box and office-snack companies; Walmart Marketplace application.
- Sweets & Snacks Expo in May or Summer Fancy Food Show in July, if budget allows.
- **Month 6 review:** results against shared goals; set targets for year 1.

STEP 5
MONTHS 6–12
SCALE

First full container
- Container order sized from real sales; second warehouse if the West Coast needs it.
- Food broker for regional chains and natural stores, using our sales history.
- Off-price buyers; private label offer to U.S. brands.
- Start kosher and Non-GMO certification; plan a food-safety (GFSI) audit.

STEP 6
YEARS 2–3
GROW

Chains and club packs
- Regional chains, Sprouts, Costco roadshows with a 20–24 pouch pack.
- New flavors and a large bag for the baking and topping buyer.

Goals for the 6-month launch period (to agree together): product cleared and in a U.S. warehouse, Amazon and the online store live, 100+ customer reviews, first 3 wholesale customers, a clear cost and price model for the full agreement.

7 · WHO DOES WHAT

CLEAR ROLES ON BOTH SIDES

EREM (THE COMPANY)

- Makes the product to U.S. label and quality rules.
- Owns the stock until it is sold.
- Pays for goods, freight, duty, warehouse, insurance, certificates and the launch budget.
- FDA factory registration, food-safety plan, lot codes and lab certificates for each lot.
- Owns the Erem trademark in the U.S.
- Does not sell Erem in the U.S. through anyone else.

U.S. PARTNER

- U.S. company that imports the goods for Erem and deals with customs and FDA.
- Runs the warehouse, Amazon and online stores.
- Finds and signs distributors, stores and brokers.
- Pricing, marketing, content, advertising, trade shows.
- Invoices customers, collects the money, pays Erem.
- Monthly report: sales, stock, costs, plans.

U.S. RULES THAT SHAPE THE PLAN

RULE	WHAT IT MEANS
FDA factory registration	Every foreign food factory must be registered and name a U.S. Agent. Renewal window is open until December 31, 2026. No FDA fee.
Importer of record	A new U.S. Customs rule from January 5, 2027 makes it impractical for a foreign company to import in its own name. The U.S. partner's company will be the importer.
Supplier verification (FSVP)	The U.S. importer must hold a file proving the factory makes safe food. Small importers have lighter rules but still need written assurances from Erem.
Prior notice	FDA must be told before every shipment arrives, samples included.
U.S. label	English text, Nutrition Facts, net weight "0.88 OZ (25 g)", U.S. distributor name and address, "Product of Turkmenistan", lot and expiry date, barcode.
Tariffs	Turkmen goods pay normal duty only, and no extra tariff was found as of November 2026. Rules changed three times in 2026, so the customs broker confirms on the day of entry.
California Proposition 65	Law firms actively target dried fruit for lead. Every lot is tested for lead and cadmium before it ships.
Shelf life	Stores expect 12+ months left on arrival; TikTok Shop asks for 270 days; Amazon needs 90+ days.
Insurance	Stores and distributors ask for product liability cover of $1 million per claim / $2 million total.
Route	Through Turkey or Georgia, 45–70 days door to door. No shipping through Iran (U.S. sanctions).

CERTIFICATES, IN ORDER OF VALUE

1. A recognised food-safety audit (FSSC 22000, BRCGS or SQF): required by Walmart and Costco. **2.** Kosher, about $3,000 a year. **3.** Non-GMO Project, about 7 weeks. **4.** Halal, for international stores. **5.** Organic only if the farms are truly organic.

This page is a summary for planning. Customs and FDA points will be confirmed with a licensed U.S. customs broker and attorney before the agreement is signed.

8 · PROPOSED TERMS

A PARTNERSHIP, NOT A COMMISSION

Exclusivity	Exclusive representative for Erem freeze-dried products in the United States, in all channels, online and offline.	**All U.S.**
Profit share	Of the U.S. profit: money received from sales, less selling costs, less landed cost (the agreed export price, freight, duty, warehouse).	**70% / 30%**
Minimum share	The U.S. partner's share is never less than 10% of the money received from sales.	**10% floor**
Launch fee	Months 1–6, paid on the 1st of each month, in addition to the profit share.	**$3,000 / mo**
Export price	A fixed price per pouch agreed in writing for each year. Erem's factory profit is inside this price.	**Fixed list**
Launch budget	Paid by Erem, managed by the U.S. partner on an approved plan, reported monthly. It is Erem's investment and is not deducted before the split.	**See below**
Term	6-month launch period, then 3 years. Renews each year when the agreed targets are met.	**6 mo + 3 yr**
Payment	Monthly statement. Erem's export price and profit share are paid by the 15th of the next month, from a separate U.S. account.	**Monthly**
After the end	The profit share continues for 12 months on customers the U.S. partner brought in.	**12 months**
Brand	The Erem trademark is registered in the U.S. in Erem's name.	**Erem owns**
Risk	Product defects and recalls caused by the product are Erem's; errors in U.S. handling are the U.S. partner's. Insurance paid by Erem.	**Shared**
Creative work	U.S. website, photos, video and design by timka.studio.	**Per quote**

LAUNCH BUDGET, FIRST 6 MONTHS (ESTIMATE)

U.S. partner launch fee	6 × $3,000	**$18,000**
Marketing	Amazon advertising, creators, samples, content: about $4,000 a month	**$24,000**
Setup and compliance	Trademark, barcodes, U.S. Agent, customs bond, lab tests, insurance, seller tools	**$6,000–10,000**
First shipment and warehouse	Freight for about 5 pallets, clearance, 6 months of storage and handling	**$6,000–9,000**
Total, without the goods	One trade show is optional: add $6,000–12,000	**$54,000–61,000**

Budget lines are estimates to be replaced by real quotes. This proposal is a basis for discussion and is not binding; the final agreement will be prepared in writing with a U.S. attorney.

9 · TO START

WHAT WE NEED FROM YOU

1 **Export price list:** price per pouch for each flavor, minimum order, lead time.
2 **Capacity:** how many pouches a month the factory can make for the U.S.
3 **Shelf life** from the production date, and how the expiry date is printed.
4 **FDA status:** is the factory registered with FDA, and who is the U.S. Agent?
5 **Certificates you hold today:** ISO 22000, HACCP, FSSC, halal, organic, others.
6 **Lab data:** nutrition values per 100 g and any tests for metals and pesticides.
7 **Packing:** pouch size, pouches per case, case size and weight, cases per pallet.
8 **New pouch design:** files and timing from your design company.
9 **Other U.S. contacts:** anyone already offered a U.S. territory, and on what terms.
10 **Year 1 expectation:** the volume you hope to sell in the U.S.

NEXT STEPS

1	Call or meeting to go through this proposal and your answers above.
2	Agree the export price, the profit share and the launch budget.
3	Sign a short agreement for the 6-month launch period; start Step 1.
4	FDA registration before December 31, 2026; samples sent by air.

MAIN SOURCES (NOVEMBER 2026)

Market size: Future Market Insights, U.S. freeze-dried fruits (2025); Emergen Research; Circana via CSNews (2025 snack sales).

Shoppers: GlobalData freeze-dried snack survey (May 2026); Produce Business; USDA-linked study PMC11754502.

Shelf prices: target.com, walmart.com, lowesfoods.com, harristeeter.com, vitacost.com, Costco price trackers.

Amazon: amazon.com search listings; AS INSIGHT tracker (July 2026); sell.amazon.com/pricing; 2026 FBA fee tables.

Channel margins: Eightx CPG margin guides (2026); Faire fee pages; NACS data; Startup CPG.

Trade shows: expowest.com; sweetsandsnacks.com; Specialty Food Association.

FDA: fda.gov biennial registration renewal notice; 21 CFR Part 1 subparts H and L (eCFR); FDA Food Traceability List.

Customs and tariffs: USITC Harmonized Tariff Schedule (headings 0803, 0813); USTR Section 301 action, July 2026; Federal Register 2026-09795; CBP importer-of-record rule, November 6, 2026.

Freight: Xeneta market updates (October 2026); Flexport published part-load rates from Istanbul.

Bulk prices: supplier marketplace listings for freeze-dried strawberry, apple, banana (undated, indicative).

Erem has what the U.S. shopper is looking for: one ingredient, a clean label and an origin nobody else has. With the right price and a patient first year, we can build it into a brand. We would be glad to do that with you.