

**Italian company of innovative high quality frozen foods gives the possibility to foreign companies in the frozen food industry to enter the Italian retail market (BRIT20220628017)**

The Italian company is specialized in developing and distributing high quality frozen products, thanks to its established expertise as food marketeers and to its extensive network of connection within the Italian retail sector. The company offers a 360° comprehensive service pattern, that will allow producers of valuable and innovative products to start selling in Italy. The company's values are innovation, top quality, high standard, passion, and personal business relationship.

The services this company offers are comprehensive: market analysis, sourcing, product development, marketing and sales strategy (definition of a unique selling proposition), operative sales support (including translation, adaptation of packaging according to Italian and European legal food guidelines), negotiation with retail buyers, logistics (centralized warehouse for groupage, picking and distribution), promotion (traditional media, online, POS activities, etc.), reporting.

The company is looking for long-term relationships with serious producers and suppliers, which have in their range or under development innovative, high quality products for the frozen food sector and would like to enter the Italian retail market.

The mission of the company is to build long-term relationships with all of its partners and to continuously improve the offer of innovative products and services according to market demands. The company achieves its purpose through innovation and marketing activities. The company would like to improve its innovative figure in the context of high-quality frozen products by providing logistics solutions in order to create value throughout the entire supply chain.