



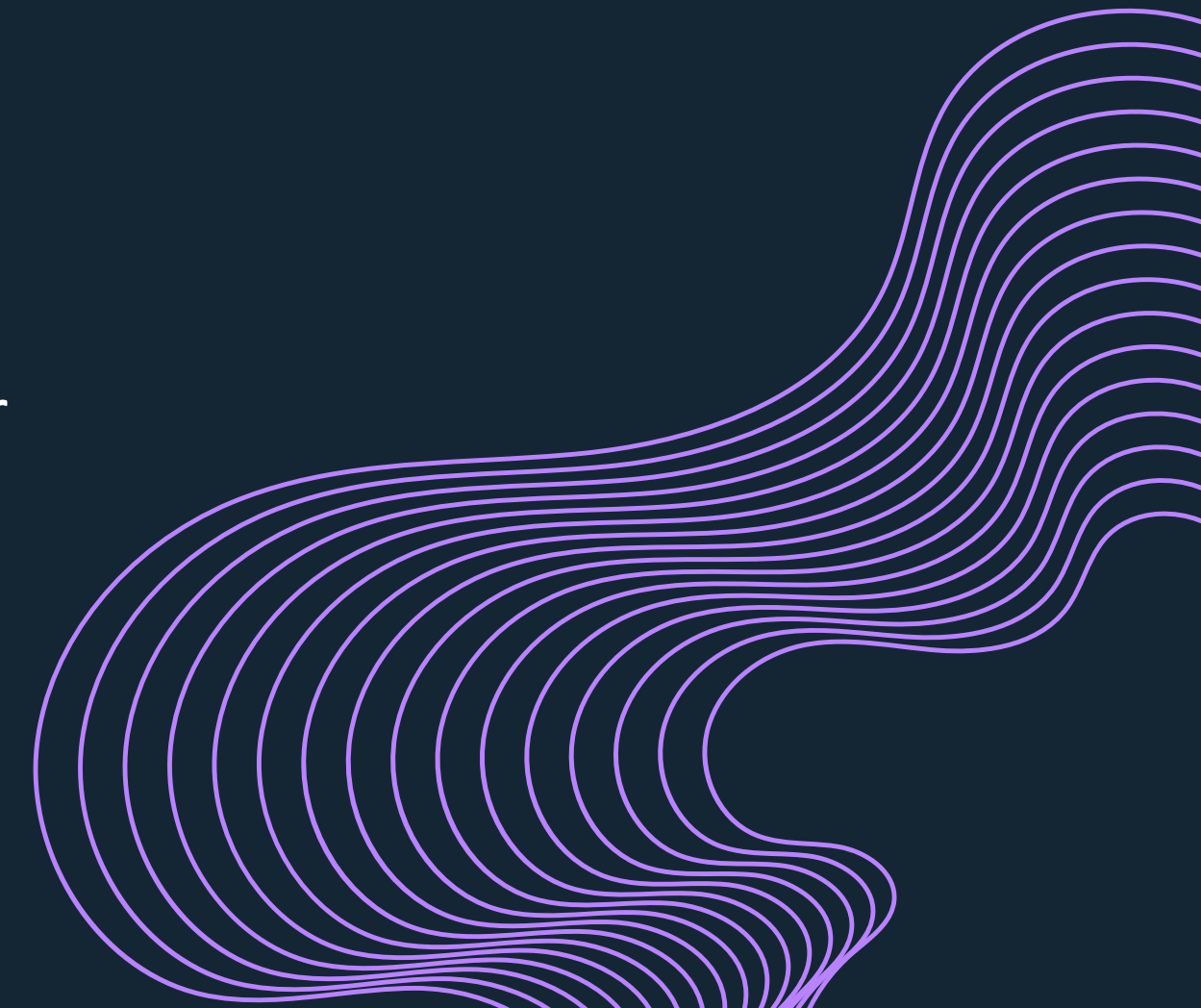
ALL-FOOD

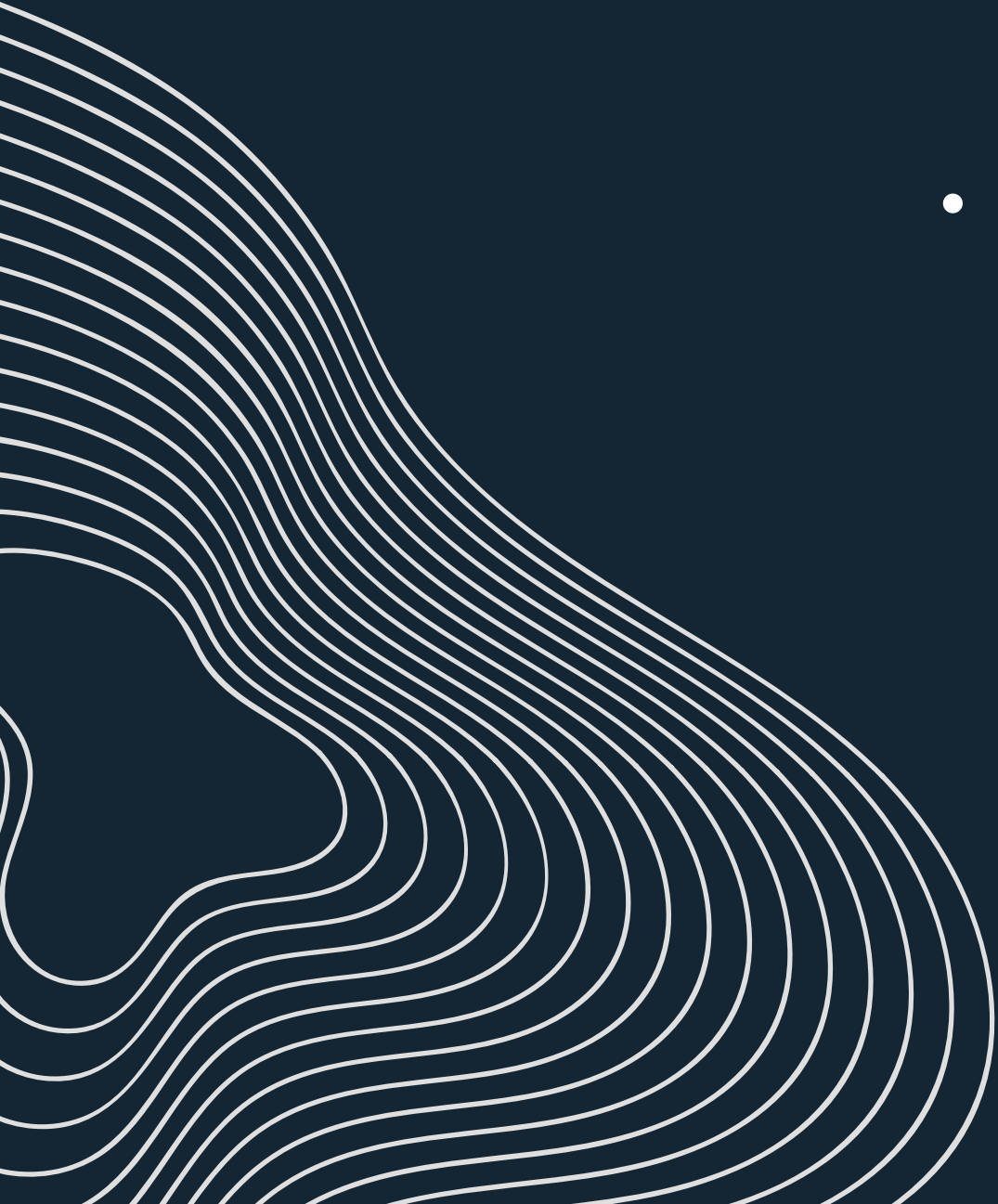
Your Italian Strategic Sourcing & Purchasing Partner

Your operational arm in Italy for supplier management, portfolio development and margin optimization.

CHALLENGED FACED BY INTERNATIONAL IMPORTERS

- **Overloaded with supplier proposals**
 - Importers receive a constant flow of Italian product offers from agents, producers and intermediaries. Without structured filtering and evaluation, important opportunities may be missed or inefficient choices made.
- **Misalignment between market needs and incoming offers**
 - Most proposals are supplier-driven rather than strategy-driven. Incoming products are often not aligned with margin targets, positioning and category development plans.
- **Limited international benchmarking vision**
 - Importers may lack visibility on how similar categories are structured in other markets, missing opportunities to apply cross-market best practices and innovation.



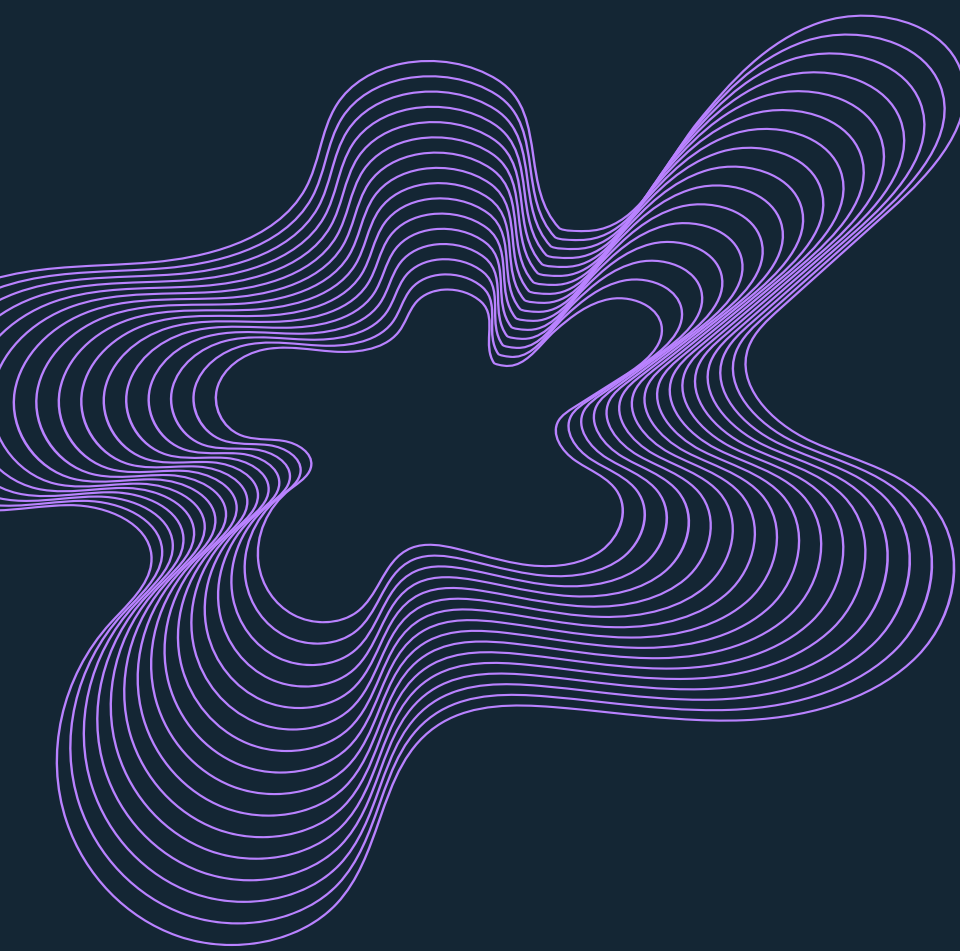
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- **Reactive purchasing instead of strategic planning**
 - Many importers focus on urgent customer requests, leaving little time for proactive category building and long-term portfolio optimization.
 - **Limited Italian category expertise**
 - For companies working with products from multiple countries, Italian products are just one category among many. Often there is no deep specialization in Italian sourcing, negotiation culture and supplier landscape.

OUR VISION



- **To become the strategic partner of international food importers**
Acting as a long-term partner involved in purchasing decisions, supplier selection and growth strategy.
- **To act as the operational right arm of the purchasing department**
Supporting daily activities, negotiations and supplier coordination, reducing workload and increasing efficiency inside the purchasing office.



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- **To manage suppliers, products and sourcing activities in Italy**
Handling scouting, qualification, factory visits, performance monitoring and continuous follow-up directly on the ground.
 - **To improve margins, pricing strategy and supplier performance**
Through structured benchmarking, negotiation support and ongoing supplier evaluation to ensure competitiveness and long-term profitability.



OUR ROLE

- **We work side by side with your purchasing team**
Fully integrated in your processes, acting as an extension of your department rather than an external consultant.
- **We manage daily supplier communication and follow-up**
Handling emails, calls, updates, documentation and problem-solving to ensure smooth and continuous operations. Continuous monitoring of ongoing projects to ensure deadlines, specifications and commercial conditions are respected.
- **We support negotiation and cost optimization**
Assisting in price discussions, commercial terms and volume planning to improve margins and purchasing conditions.



- **We assist in portfolio development and product strategy**
Identifying new product opportunities, rationalizing existing SKUs and aligning sourcing with your market positioning.
- **We remove operational workload from your back office**
Taking care of time-consuming sourcing and coordination activities, allowing your team to focus on strategic priorities.
- **We help the purchase office to manage multiple intermediaries**
Centralized management of agents and incoming supplier proposals, with structured weekly/monthly analytical reports, opportunity assessment and clear action plans.



- **We support business owners to save time and money on supplier and product research**
Conducting targeted market scouting and supplier screening to avoid inefficient searches and risky partnerships.
- **We become part of your structure for the long term and ensure continuity**
While internal employees may change, we remain your stable external partner, ensuring consistency and strategic alignment.
- **We preserve supplier history, data and strategic objectives over time**
Maintaining organized documentation, negotiation records and sourcing strategy to protect long-term know-how.

MORE THEN JUST PRODUCT SOURCING





- **Product development coordination**
Managing communication between your team and producers during product customization, packaging development and private label projects.
- **Supplier performance monitoring**
Evaluating reliability, quality consistency, pricing stability and responsiveness to maintain high sourcing standards.
- **Price benchmarking and margin analysis**
Comparing market offers and supplier quotations to guarantee competitive pricing and protect your target margins.
- **Strategic purchasing support**
Assisting in long-term purchasing planning, volume forecasting and supplier diversification to reduce risk and increase leverage.



- **Incoming & supplier tour management**
Full organization of factory visits in Italy, including agenda planning, technical meetings, tastings and negotiation sessions to accelerate decision-making and partnership building.
- **Trade fair strategy & meeting management**
Structured preparation before exhibitions, targeted supplier selection, meeting scheduling, on-site coordination and post-fair follow-up
- **Sales team training and product immersion programs in Italy**
We organize structured factory visits, producer meetings and product storytelling sessions to give your sales team deep product knowledge, stronger confidence and better selling arguments.
- **Active field sales support and joint customer development**
We actively accompany your sales force during client visits, tastings and negotiations, applying our commercial approach to accelerate listings, increase sales and support market expansion.

Operating Model

Ongoing Meetings



Structured alignment meeting to review activities, share updates and ensure strategic coordination.

Projects Review



Check on sourcing projects and evaluation of new supplier or product proposals.

Performance Analysis



Evaluation products performance and margin improvement report.

Value for the Importer

Partnering with ALL-FOOD means reducing internal workload and improving control over purchasing.



- **Reduced internal workload for purchasing department**
Your team focuses on strategic decisions while we handle daily sourcing operations and supplier coordination.
- **Stronger supplier control and governance**
Structured monitoring and direct presence in Italy ensure higher transparency and accountability.
- **Time saving for internal team**
Fewer operational tasks and less fragmented communication with multiple suppliers and agents.
- **Cost saving compared to hiring a larger internal team**
Access to a full sourcing structure without fixed salaries, training costs and overhead expenses.
- **Scalability without increasing internal costs**
Ability to expand sourcing activities and product range without building additional internal infrastructure.

- **Continuous market price monitoring**
Ongoing benchmarking and supplier comparison to maintain competitive purchasing conditions.
- **Faster development of private label projects**
Direct coordination with producers accelerates sampling, approvals and production timelines.
- **Strategic presence in Italy without fixed structure**
A physical and operational footprint in Italy without the need to open an office or hire local staff.
- **Improved competitiveness**
Better pricing, stronger portfolio and optimized sourcing strategy enhance market positioning.
- **Long-term sourcing stability**
Structured supplier management and preserved sourcing history ensure continuity and reduced risk over time.

Strategic Partnership

Our partnership guarantees an exclusive approach for supplier management and new product development.



Exclusive Strategic Partnership

- Formal sourcing agreement
- Exclusive mandate for new Italian product Sourcing
- Optional management on existing suppliers
- Initial trial period 12 months

Compensation Structure

Clear compensation Model

- Commission agreed directly with the producer
- Target price aligned with importer margin needs
- No additional fixed costs
- Aligned interests: efficiency, volume profitability

Contacts

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