



REQUEST FOR EXPRESSIONS OF INTEREST

<u>Products:</u>	Premium and superior quality Dutch cheeses
<u>Parties Wanted:</u>	Import-export firms, wholesalers, businesses active in the hospitality and catering sector, retail chains, and others
<u>Regions:</u>	Worldwide

THE OPPORTUNITY

ANRC Consulting has been retained by an award-winning producer of quality Dutch cheeses to assist in further developing its international markets and in growing its international client base.

The Chinese market has been identified as a key area of interest, but other markets in Eastern Europe, Asia, the Middle East, Africa and Central and Latin America are currently also under active consideration.

Parties interested in this unique business opportunity may include, for example, import-export firms, wholesalers, businesses active in the hospitality and catering sector, and retail chains.

ABOUT OUR CLIENT

For many centuries, the Netherlands (Holland) has been renowned worldwide as the unrivalled world centre of cheese making. Our client is an international-award-winning and quality-assurance-certificated Dutch cheese dairy, producing quality Dutch cheeses.

By the middle of the 20th century, Dutch cheese production had left its farm roots well behind, and Dutch cheese was now factory manufactured on a massive industrial scale. It resulted in a small range of well-known, standardized and homogeneous but bland cheeses. To this day, such cheeses constitute the bulk of national production and worldwide export.

Established some 30 years ago, our client, however, realized that this industrial development in cheese making left an unmet demand and a market opportunity for the unique quality

cheeses produced using centuries-old traditional farm-based methods. Our client then took the initiative to meet this demand. In its cheese dairy it began producing premium quality traditional artisan cheeses with rich aromas, exquisite flavours and textures long lost in industrial cheese production.

The firm's original staples were the well-known young and mature Gouda and Edam cheeses made from cow's milk. However, as a successful flexible and innovative enterprise, it soon seized the opportunity to develop a range of variations and alternatives to suit differing and discerning international palates.

These include cheeses made from goat's milk and from sheep's milk; variants of its cheeses seasoned with carefully-selected combinations of herbs and spices; smoked variants of its cheeses using traditional willow-wood fires; exclusive superior numbered limited-edition cheeses; as well as a parallel range of cheeses using exclusively ingredients from fully organic biological agriculture.

Currently, our client's main export markets are USA, Canada, continental Europe, Turkey, and Japan. The firm is keenly interested in growing its exports by developing new international markets for its unique quality products.

FURTHER PARTICULARS

Parties interested in exploring this unique business opportunity are invited to contact

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ABOUT ANRC CONSULTING

ANRC Consulting is a wholly independent international consultancy firm focusing on strategic management; on the international sourcing, trading and marketing of goods and services; and on the strategic use of information technology.

The firm's guiding objective is to assist in the development of effective, leading-edge, innovative and future-proof solutions and opportunities which add lasting value to the client's core business activities in an increasingly interdependent global world.

More detailed information is available on: <http://www.anrc-consulting.com>