



Company Overview

November 2021

Welcome to Wanis International Foods



- Founded in 1964, Wanis International Foods is today one of the UK's leading and longest-established distributors of food and drink from around the World
- Headquartered in a 120,000 ft² facility in London with a subsidiary warehouse in Milton Keynes, and a further, dedicated 120,000 ft² distribution centre in Rainham, Essex.
- All UK trade sectors are served nationally, together with some 30+ international markets. We also operate our own Cash & Carry outlet in London.
- We are accredited to BRC AA standard and fully certified for the distribution of organic products.

BRC

Storage and
Distribution

CERTIFICATED



Leading World Food Distributor



- We import and distribute food and drink from across 6 continents
- With an unrivalled product range of 10,000+ products, we distribute owned brands, are the sole distributor for principal brands from the Caribbean, Africa and South East Asia, and distribute a wide range of third party products and brands from across the World.

Trading Structure



Primary Market Sector and Brand Representation



Asian

West-African

Caribbean



Core Brands - Tropical Sun



World Grocery

- Canned Pulses and Vegetables
- Dry Beans and Pulses
- Seasonings, Spices & Soups
- Rice, Powders & Flours
- Food Ingredients & Oils
- Canned Fish & Meat
- Sauces & Condiments



Vegan, Free-from & Organic

- Jackfruit & Banana Blossom
- Dairy-Free Milk Products
- Herbal Teas & Infusions
- Organic Coconut Products
- Organic Honey & Sweeteners
- Organic Apple Cider Vinegar



Beverages & Snacks

- Coconut Water
- Aloe Vera Drinks
- Root Beer / Ginger Beer
- Plantain & Cassava Chips
- Crunchy Coated Peanuts
- Roasted & Salted Peanuts



Coconut Products

- Coconut Milk
- Coconut Milk Powder
- Coconut Oil
- Desiccated Coconut
- Creamed Coconut
- Coconut Treacle
- Coconut Vinegar



Core Brands



South East Asian Foods

- Rice
- Seasonings & Curry Powders
- Faluda drinks
- Pastes & Condiments
- Canned Fish
- Mango Pulp
- Tamarind



West African Foods

- Powders & Flours
- Seasonings
- Palm & Zomi Oils
- Dry Fish
- Exotic Snacks
- Condiments
- Rice



Exotic Fruit Drinks

- Original Fruit Blends
- American-Style Lemonades
- Candy-inspired Sours
- 300ml Glass Bottles
- 1L Tetra take-home packs



Quality Kitchen Essentials

- Seasonings & Spices
- Rice
- Bakery
- Premium and Everyday Salt
- Coconut Milk



Core Brands



Premium Mediterranean Foods

- Olive Oil
- Olives & Vegetables
- Mediterranean Pulses
- Mediterranean Seasonings
- Pasta
- Condiments



Non-Alcoholic Drinks

- Sparkling Celebration Drinks.
- 9 flavours in 750ml "Champagne" Bottles / 330ml multipack Bottles.
- Premium Malt Drink



Speciality West African Foods

- Palm Nut Soup
- Shito
- Garden Eggs/Kontomire
- Palm / Zomi Oils
- Cassava / Corn Dough
- Speciality Flours



Speciality West African Foods

- Palm Nut Soup
- Kontomire
- Abekonto
- Garden Eggs



Core Brands



Fair-Price Essentials

- Rice
- Coconut Milk
- Seasonings
- Sauces
- Exotic Snacks
- Caribbean Specialities



Premium Tomato Products

- Peeled Plum & Chopped Tomatoes in Juice.
- Tomato Puree
- Tomato Ketchup
- Vinegars
- Retail & Catering Packs



Enriched Milk Drinks

- Enriched with Vitamins and Minerals.
- 400ml Ring-Pull Cans
- Source of Protein – made with Whole Milk
- No Artificial Colours



Dry Salted Fish

- Dry Salt White Fish
- Dry Salt Cod Fillets
- Dry Salt Jumbo Cod Fillets



Core Brands



Caribbean-Inspired Sodas

Classic Caribbean Flavours
500ml bottles
3 top-selling flavours
Price-marked packs



Premium Malt Drink

Brewed with Hops and Barley
6 x 330ml bottles
Price-marked packs



Speciality Drinks

Traditional Constitution Bitters.
Premium Egnog drink.



Wanis Cash & Carry - customers served



wanis
INTERNATIONAL FOODS
120,000 ft² depot
(London)

Retailers

2,700+
independent retail
outlets and local
distributors

**Catering
(Horeca)**

800+
restaurants, cafés
and take-aways

Industrial

200+
ready-meal / food
manufacturers

Wanis Distribution - customers served



Wanis
INTERNATIONAL FOODS
120,000 ft²
distribution centre
(Essex)

Retailers

1,000+ independent retail and local distributors outlets nationwide

Multiple Retailers

Wholesale

Wanis Distribution – coverage and logistics



- Brand new, dedicated Distribution Centre backed up by a subsidiary storage Warehouse. Delivery cycle to customers nationally is Day 1 for Day 3.
- Own transport fleet comprising 40' trailers and 7t vehicles covering major customers and Southern England locations. Retained transport partner (10 years+) used for long-distance destinations. Dedicated in-house transport team.
- Team of 8 Retail Sales Representatives serving and delivering to over 1,000 independent retailers and local distributors nationally.
- Team of 3 Wholesale Account Managers serving and delivering to over 175 Wholesale and Cash & Carry customer depots nationally.
- Team of 2 Telesales operatives provide back-up to both sales teams, manage their own clients, and recruit new customers.
- Dedicated National Accounts team serving top UK multiple retailers at Head Office level and delivering into depots nationally.
- Dedicated online team serving Amazon, Ocado and eBay and delivering to depots nationally.



In-store display and product placement (Tropical Sun brand)



- Sales team direct customer coverage ensures full range sold and displays built at point of sale.
- Sales team supported by Wanis merchandiser visiting larger stores and building feature displays.
- Regular sales team and retailer incentives run, targeting best display, largest range, best positioning, etc.
- Team measured and targeted on both store and product range distribution, reviewed at monthly meetings.



Corporate Social Responsibility

Leyton Based food Distributor Keeping the Community Fed During Pandemic

Wanis International Foods, a Leyton-based food distributor, has been instrumental in keeping the community fed during the COVID-19 pandemic. The company has supported various community projects and initiatives, including providing food to those in need and supporting local businesses. Wanis has also been involved in various social responsibility activities, such as donating to charities and supporting community events. The company's commitment to social responsibility is a key part of its business strategy, and it continues to work hard to make a positive impact on the community.

Wanis International Foods Welcomes Waltham Forest's Youth Mayoral Team

Wanis International Foods has welcomed the newly elected Youth Mayoral Team of Waltham Forest Council. The team, consisting of young people from across the borough, will be working to represent their peers and address their concerns. Wanis is proud to support the council and its initiatives, and is committed to working with the Youth Mayoral Team to improve the lives of young people in Waltham Forest.

Tropical Sun donates computers to Angel Foundation

Tropical Sun has donated a number of computers to the Angel Foundation, a charity that provides support for young people in need. The donation will help the foundation to provide educational resources and support for its young people. Tropical Sun is committed to social responsibility and is proud to support the Angel Foundation's work.

Nigerian Watch

Wanis International Foods is a partner of Nigerian Watch, a charity that provides support for young people in need. The charity has been instrumental in providing support for young people in need, and Wanis is proud to support its work. Wanis is committed to social responsibility and is proud to support the Nigerian Watch's work.

Christmas Comes Early for White Marl Primary & Junior School

Wanis International Foods has provided a Christmas dinner for the children of White Marl Primary & Junior School. The dinner was a great success, and the children enjoyed it very much. Wanis is committed to social responsibility and is proud to support the school's work.

Book Signing!

Dr. Lola Ramocan is signing copies of her new book 'Community Helpers' at Wanis International Foods. The book is a reader, activity & coloring book for children, and it is a great resource for parents and teachers. Wanis is proud to support Dr. Ramocan's work.

- CSR is at the heart of our business where we work with, and support, community projects, local authorities, charities and foodbanks both in the UK and further afield.
- Supporting those in need has been especially critical during the UK's COVID-19 pandemic, but as a key element of our CSR for many years, community and charitable institution support remains central to our business going forward.
- We are an equal opportunity and inclusive employer and our team comprises people from more than 25 different nationalities and origins.

Why work with Wanis?

- Unrivalled product offer across the Asian, West African, Caribbean and USA sectors, makes Wanis a true 'one-stop shop' and ensures customers really do have no need to shop elsewhere.
- A team of 15 sales representatives and merchandisers delivering nationwide on a Day 1 for Day 3 cycle, together with our own Cash & Carry outlet marks Wanis out as unique supplier in our market.
- While we have our own brands, over 50% of sales are generated by partner brands, reflecting their importance to our business and our customers, and the focus we give them.
- The appointed UK importer/distributor for over 40 global brands on a solus basis underlines the trust brand-owners place in us.
- With a reach of over 6,000 distribution points across Independent Retailers, Foodservice, Multiple Retailers and Wholesalers/Cash & Carry, backed up by the UK's leading online platforms, Wanis builds brands and gets them to the consumer – nationwide.
- Major investment in our distribution capabilities includes a brand new 120,000 ft² distribution hub and a brand new fleet of vehicles to ensure we retain our industry-leading service levels and are structured for growth.

Leaders in Our Field



Dynamic and nimble business growing at 25% year-on-year.

Unrivalled portfolio of distributed brands across all key product categories.



Innovation and NPD-driven.



A true “One Stop” shop for all World Food categories.



Wanis International Foods – Your Leading World Food Partner!





Thank You!
Any questions?

November 2021