

# Weikfield Foods Pvt. Ltd.

The premier brand of fine food products  
from India

# An Overview

- Established in 1956, Commenced exports in 1974
- Established manufacturing unit in Dubai in 1994
- Received organic certification for processing in 1997
- Awarded taste award for Organic Tea from ITQI(International Taste & Quality Institute, Belgium) in 2006 & 2008
- Certified under IFS(International Food Standard, Europe) in 2008
- Nationally distributed Brand, currently available in 100,000+ outlets across India
- We employ 700+ people and currently export to all 6 continents
- Customers include Safeway(USA), Sara Lee Stores(USA), Dollar Tree (USA), CencoSud (Chile), ALDI (Germany), ReWe (Germany), Coles (Australia)...

# Our Products



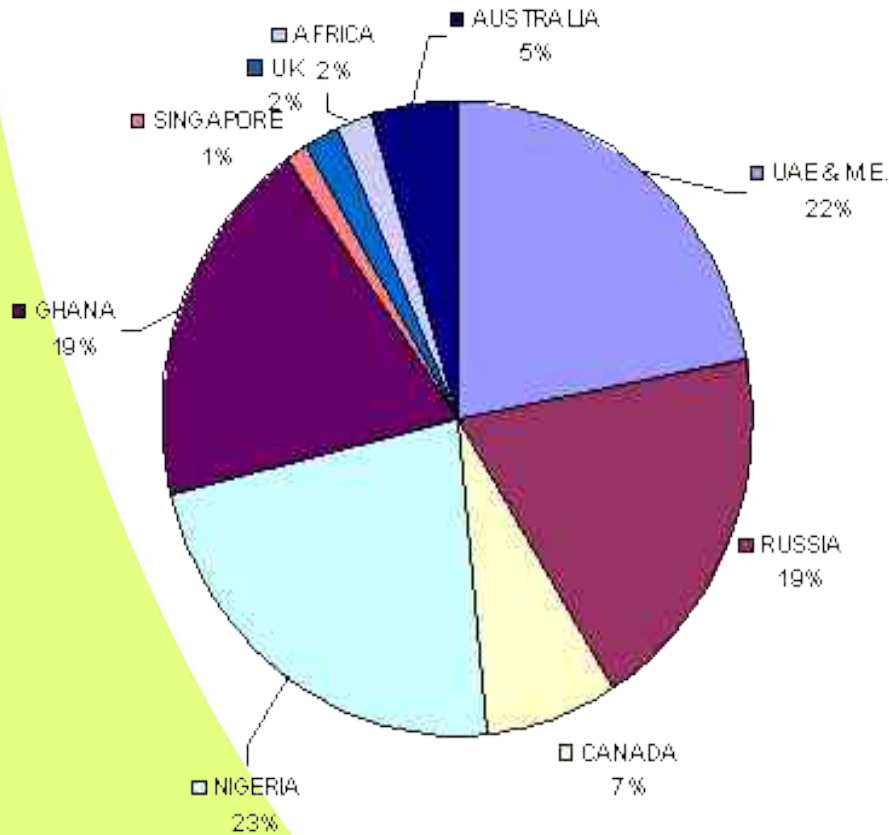
**WeikFIELD®**  
The taste that's great!

# Private Label Business

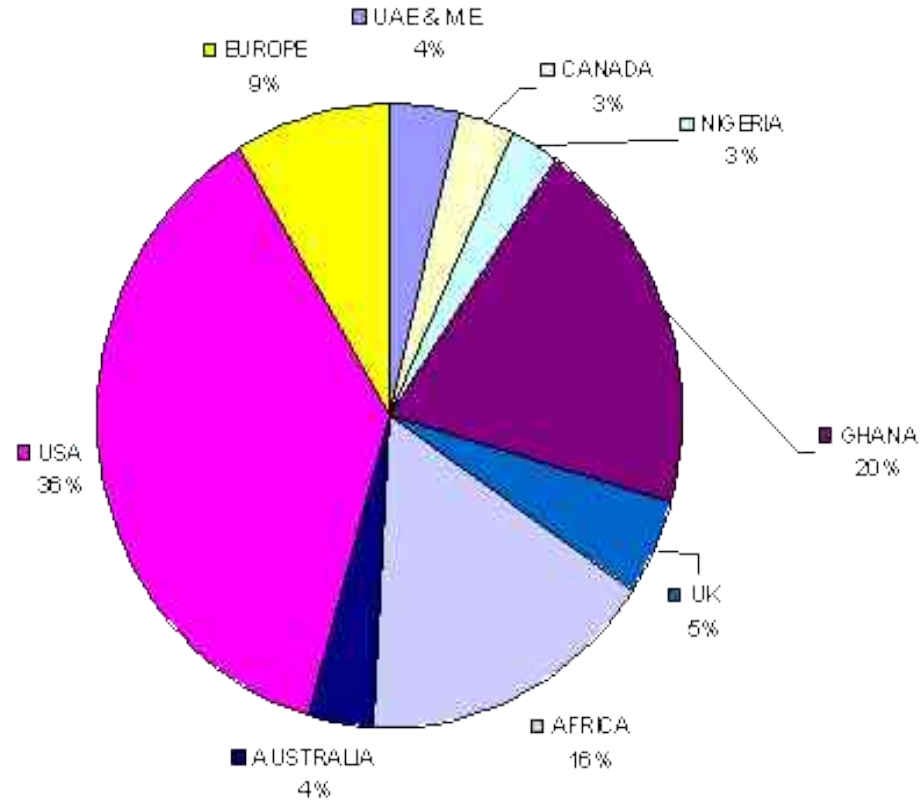


# Our Sales

## 1998-1999



## 2007-2008



# Our Successes

- Volume Driven - Baking Powder

We are the largest exporter of branded baking powder from India

- Innovative & Life style driven - Vegetarian Jelly Crystals

We created a 100% Vegan alternative for an ingredient that is typically made from animal remains i.e. Gelatin

- Focused only on “Organic” tea Segment

Emerging Segment - Organic Fruit/Herb Teas

An Award winning range - ITQI in 2006 & 2008

Successfully launched our own brands in both

N. America & Continental Europe

# Challenges & Learnings

- How to offer a standard product in many countries
- Customising economically - Understanding & meeting the customers needs
- Competing against China on Quality & Price
- No detail is ever too small
- Understanding the customers time commitments
- Working across different business cultures

# A Timeline – From Meeting to Shelf

- Met with ALDI through a representative in Month 1
- Sample sent for tasting and quality checks in Month 2
- 1<sup>st</sup> Presentation made to ALDI team in Month 4
- 2<sup>nd</sup> presentation and approval from buying committee in Month 6, a more detailed QC analysis was done again.
- Vendor setup, PO formalities in Month 7
- Packaging development and production in Months 8 & 9
- Pre-shipment inspection and 1<sup>st</sup> Shipment in Month 10
- Re-order in Month 13

(it can take up to 2 years as well!!)

# Way Forward

- Leveraging the fact that we have our own inhouse R&D team:
  - Can offer Customised solutions for different markets
  - Continous product development, leading to new value additions
- We aim to offer atleast 2 packaging solutions per Product
- Quality Standards that are Equivalent to EU Standards, e.g. IFS, next step is Kaizen
- Increased focus on Lifestyle & Organic Products
- Company Distribution points, to drastically reduce delivery time, thereby providing JIT(just in time) delivery
- Our new Frontiers: Europe, South America, Asia & Japan

# Our advice to others : Do's & Don'ts

- Never over promise & under deliver
- Customer Checklist - As detailed as possible
- This is India - Allow for delays & commit accordingly
- Do not cut corners - Explain to your customers, chances are they will listen
- You cannot be all things to all customers - Stick to your core competency
- International Quality Certifications are important and assist in sales

Thank You for your Valued Time