



Ó. Johnson & Kaaber ehf
Sælkeradreifing ehf
ICELAND
Established in 1906





Introduction

- Company established in 1906
- Still owned by the same family
- Turnover of OJK / SD 2015 ca € 34 million
- One of the leading import companies in Iceland
- Creditinfo award
- 60 Employees



**The strongest
in Iceland**





OJK Main brands

- Colgate Palmolive
- Pågen Sweden
- Delifrance
- Casa Fiesta mexican prod.
- Findus
- Kuchenmeister
- BIC Nordic
- Premier Foods
- Thai Choice
- Typhoo Tea
- Wagner Pizza
- Philips Lighting
- Del Monte



- D'Arta frozen veget
- Spigadoro Pasta
- Coffee Roastery in Iceland
- Tate & Lyle
- Olitalia
- Mestemacher
- Appetit a/s
- Arluy from Spain
- Dried Icelandic Fish snack
- Frozen Icelandic fish
- COLGATE-PALMOLIVE A/S



SD Main brands

- Santa Maria Catering prod.
- Barry Callebaut N.V.
- Tulip Dk
- Espuna Spain
- Nice to Meat
- Kerry Ravifruit
- Macphie
- Thai Choice
- Tazaki Food
- Patum Rice
- Eurostar
- Pucci from Italy
- Continental Foods
- La Espanola
- Renna S.r.e
- Heuschen Schrouff
- Euro Poultry



- Erlenbacher Backwaren
- Steriltom srl
- Continental Food
- Caldic
- Galantino
- Diviande
- Belix
- Pidy Gourmet
- Poppies
- Feyel-Artzner
- Dencon Foods
- Kagerer
- Pan Tiefkuproducte
- Borde
- Edmond Fallot
- Eurovanille
- Louis Saveur





SD Main brands

SD Bakeri products

- Zeelandia AB
- Örebro Bagerverk
- Martin Braun KG
- World Flour (Meneba Meal B.V.
- Aromatic
- Nordbakels AB
- Keeplastic
- ABL Food A/S
- SFK Food A/S





OJK Confectionary brands

- Kims Snacks Dk
- Kims Snacks Norway
- Heede Bolcher
- Vidal Spain
- Scan Choko Dracula
- Josef Manner
- Icelandic Confectionary
- Others





Our Markets

■ Retail

- ◆ All super/mini markets in Iceland with our regular visits.
- ◆ All discount chains in Iceland, merchandising in most stores.
- ◆ Kiosks and pharmacies in Iceland with various products

■ HORECA

- ◆ Only professional salesmen, chefs & bakers
- ◆ Government contract for hospitals and schools and other governmental institutions
- ◆ Contract with the City of Reykjavik for catering to schools and offices.
- ◆ Hotels, restaurants and cantinas
- ◆ Bakeries, all bakeries in Iceland



Icelandic Market Size

- Size of ICELAND 103.000 sq km
- Total population of Iceland is 330.000
- Population of big Reykjavík area 212.120
- Tourists in year 2016 1.700.000
- Tourists estimated in 2017 2.000.000
- Icelandic economy getting stronger
- Unemployment 2,0%



Thailand





Our business with Thailand

- We are very happy with our contacts in Thailand, it has been a big pleasure doing business with them.
- Today most consumers love Thai-food at home and for take-away or in restaurants
- With increasing tourist business in Iceland new Thai restaurants have opened. This will only continue with increased tourism.
- Consumers ready to try out new recipes , we are following up on that



Our business with Thailand

■ Thai Choice (Monty & Toco Co.Ltd)

- ◆ Cooperation started 20 years ago
- ◆ First in the market
- ◆ Strong partner represented in 50 markets world wide
- ◆ High Quality Thai products
- ◆ Educating the market together , recipies , demos...
- ◆ Retail and Horeca
- ◆ TC brand has received many awards and certifications in Thailand:
 - ◆ Prime Minister 's Exp Awards 2004 and 2010
 - ◆ Best new retail product award
 - ◆ Thailand's Brand
 - ◆ Thai Select award



Thai Choice

Dipping, Cooking & Table Sauces
Cook-In Sauces (Simmer Sauces
Stir-Fry Sauces
Curries & Soups
Coconut Products
Noodles
Pastes, Minced Spices & Herbs
Canned Fruits, Vegetables
Rice & Rice Products





Our business with Thailand

- Patum Rice Mill
 - ◆ Our suppliers in Thai Rice for 20 years, mostly Jasmine very good reliable company
 - ◆ Retail
 - ◆ Catering
 - ◆ Looking into healthy rice line
- Others
 - ◆ We are quite big in import of cooked meat from Thailand depending on custom quota
 - ◆ Chicken skewers marinated
 - ◆ Chicken stripes
 - ◆ Peking duck



Growing markets

- The restaurant business is the market that is growing the most in Iceland. New restaurants opening all the time some with asian fusion food
- The new trend is using Thai sauces in their courses
- Number of tourists have multiplied in the last years and Icelanders are dining more out.
- Thai cusine is following up this trend.
- Many opportunities for Thai food in the future.



Trade issues for business with Thailand

- Iceland is a small population 323.000
 - ◆ Full containers, hand loaded
 - ◆ Important to reach minimum order quantities on each item
 - ◆ Products need to be listed in most stores in Iceland to balance supply and sale and bbf on products.
- Lead time and shipping time total 3 months
 - ◆ 2 months lead time
 - ◆ 1 months shipping
- Currency fluctuations USD vs THb & Icel Krona.
 - ◆ Big fluctuations in currency rates- many price changes
- Environmental issues, floods, global warming etc effect pricing
- Labelling issues
 - ◆ Need to fulfill EC laws



Trade issues for business with Thailand

- Today strong competition in Iceland, maybe some not even produced in Thailand:
 - ◆ Santa Maria
 - ◆ Thai Pride
 - ◆ Suree
 - ◆ Blue Dracon
 - ◆ deSiam



New Recipe brochure



122488FA.pdf