



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







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



CHENMEIST

yphoo

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



OLITALI





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



La Calidad por Experiencia

Yutaka

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







Tazaki foods ltd

THAI-CHOICE



BARRY CALLEBAUT



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



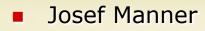


OJK Confectionary brands

- Kims Snacks Dk
- Kims Snacks Norway
- Heede Bolcher
- Vidal Spain
- Scan Choko Dracula







- Icelandic Confectionary
- Others







O Johnson 8 Kaaber eht

Our Markets

Retail

- All super/mini markets in Iceland with our regular visits.
- All discount chains in Iceland, merchendising in most stores.

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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	
	Unimployment	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 recipies , we are following up on that

Our business with Thailand

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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
 - Thailands 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 healty 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 openinig all the time some with asian fusion food

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- 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.

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- 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
- Evironmental 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, mayby some not even produced in Thailand:
 - Santa Maria
 - Thai Pride
 - Suree
 - Blue Dracon
 - deSiam



New Recipie brochure

