

# How to approach 2.2 Billion Asian Consumers



**4 Times Bigger!!!**  
than EU Markets

## Asians rarely consume these products



*Syrup*

*Patty*

*Palinka*

*Italian grappa*

*Vodka*

**Not Popular in Asia!!**

## Asian drink wines, but **NO Eastern European brands**



*Australian/Chilean Wines are much cheaper*  
*French/Italian Wines have higher brand images*

## What Asians interested in importing

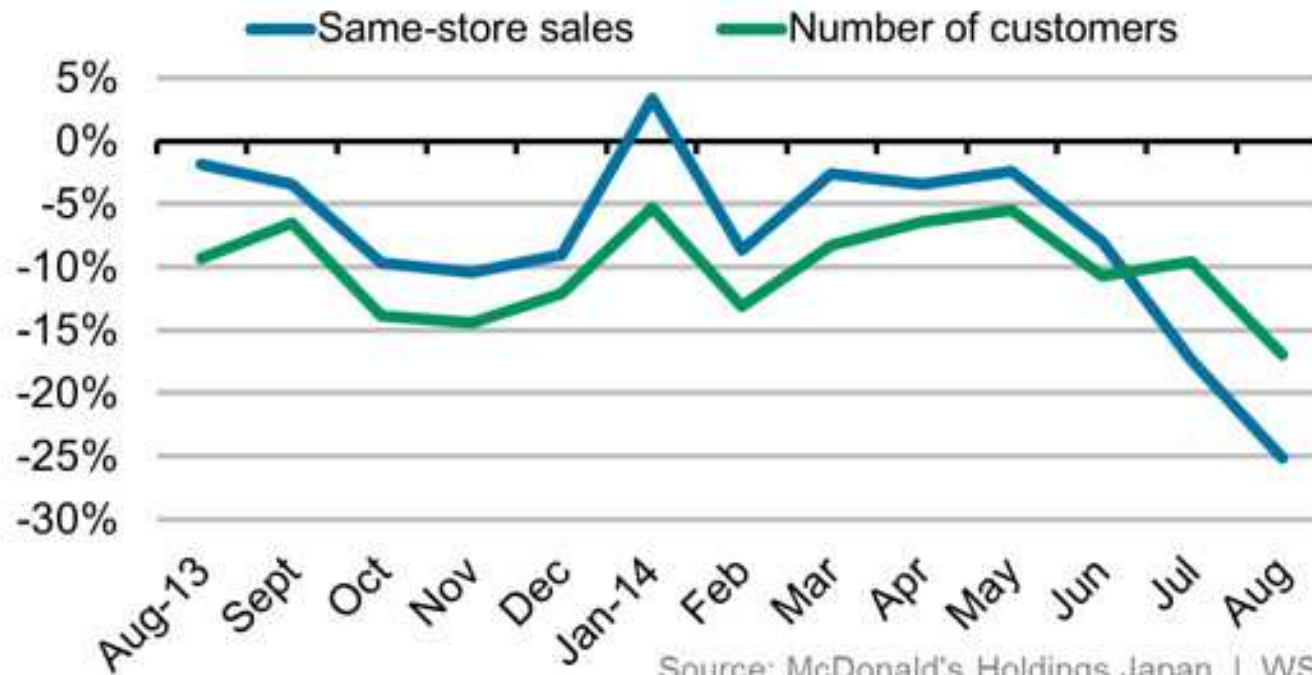


- Mineral Water
- Honey
- Grains
- Butter
- Meats (Chicken, Beef, Pork, Lamb)
- Salami
- Fruit juice concentrate
- Dried fruits
- Canned fish products
- Dried fish

# Japanese buyers scared of foods from China

## Low Appetite

McDonald's Japan logged the largest on-year sales decline in August since the company's listing in July 2001.



Source: McDonald's Holdings Japan | WSJ.com

## Chinese also scared of foods processed in China



**Wealthy Chinese always buy imported foods!!!**

## 750 Million Muslim Asians care about Halal (Muslim friendly processed)



## The recommended marketing strategy

- 1, Offer products to the authentic Japanese/Muslim restaurants in EU first
- 2, Expand the sales network, Sales volume in Düsseldorf, Warsaw, Amsterdam, London, Moscow
- 3, Approach Japanese Food Franchise companies.

