



**Add a
Filipino Set
to your
Walmart location**



Introducing Foodasia International Corp.

- Clarissa Takakawa, Owner (2nd generation)
- Mayette Santos, President
- Been working with Walmart since 2019
- In business since 1970
- Major distributor of Filipino food throughout North America
- Direct importer from the Philippines and Asia
- Owner/operator of USDA inspected meat and poultry processing facility in Los Angeles
- Flagship brand is Tropics, strong reputation for quality



Why Add a Filipino Set?

| | Filipino population | % to total pop | | Filipino population | % to total pop |
|-------------------|---------------------|----------------|-------------|---------------------|----------------|
| Daly City | 101,123 | 33.3% | Newark | 42,573 | 9.5% |
| Hercules | 24,060 | 25.1% | San Leandro | 84,950 | 9.3% |
| Colma | 1,792 | 24.2% | Fairfield | 105,321 | 9.1% |
| Vallejo | 115,942 | 21.1% | Elk Grove | 153,015 | 7.7% |
| So. San Francisco | 63,632 | 20.2% | Stockton | 291,707 | 7.2% |
| Union City | 69,516 | 20.1% | Tracy | 82,922 | 6.4% |
| Milpitas | 66,790 | 17.3% | Santa Clara | 1,116,468 | 6.2% |
| San Bruno | 41,114 | 11.5% | San Jose | 945,942 | 5.6% |
| Pacifica | 37,234 | 10.6% | Sacramento | 466,488 | 2.9% |
| Hayward | 144,186 | 10.4% | Livermore | 80,968 | 2.8% |
| Pittsburg | 63,264 | 9.9% | Modesto | 201,165 | 1.5% |



- Large, growing and concentrated population
- High English proficiency
- Food is central part of gatherings
- Increased interest in the cuisine

Source: www.usa.com

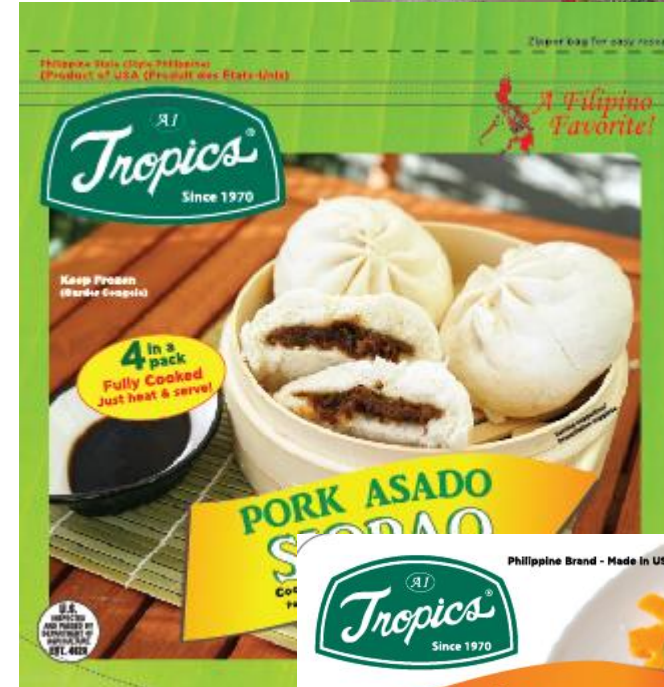
We Make it Easy – Top Selling Filipino Staples only

Dry

- Noodles (2 kinds)
- Palm Vinegar
- Fish Sauce
- Coconut Juice
- Soy Sauce
- Snacks

Frozen

- Lumpia (spring rolls)
- Steamed Buns
- Milkfish
- Skewered Meat
- Breakfast Sausage



How to Add Filipino Products to Your Store

- Make sure “Foodasia International Corp” is an ACTIVE vendor in your store’s system. If not, call your home office or the 1-800 number to activate the Foodasia account, Vendor ID 061898.
- Your first order will take about 1 week for delivery
- For all orders, Foodasia performs DSD and displays products upon delivery
- Returns are accepted if items are not in good condition
- Your gross profit normally ranges:
 - 30 to 40% for Frozen category
 - 20 to 35% for Dry category



Foodasia's ongoing service

- Foodasia will visit and replenish shelves once a week or every other week
- Try to give us 48 hours notice, we will fix a display prior to any Managers' visit.
- Consider providing room for extra backstock, it will be a great help especially when product is needed immediately.



Let's look at some sample displays...

Sample display, Noodles



Sample display, Freezer



Sample display, Sauces



Sample display, Snacks (endcap)



Sample display, Snacks horizontal



Sample display, Coconut Juice



Questions

Flipbook of this presentation:

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Approved WalMart items:

www.foodasiacorp.com/walmart