



## **PRESS RELEASE**

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### **Global Export sets excellence in distribution**

**AC Nielsen/Retail News endorses American Garden's sales and distribution network as the Middle East's best.**

**Dubai, UAE – May 2nd, 2006:**

[Global Export Marketing Company](#), the parent company behind American Garden, one of Middle East's fastest growing FMCG brands has bagged the prestigious Retail News Annual Award for '**Best Distributor of the Year – Middle East**'.

Over 250 retail executives attended the awards ceremony and gala dinner at The Fairmont Dubai held 19<sup>th</sup> April to celebrate innovation and achievement within the world of fast moving consumer goods (FMCG) in the Middle East.



**Mohamed Somji of Global Export  
receiving the award from Dina Arabi of  
ITP**

The awards honored 13 categories – ranging from food products to hot and cold beverages to service related awards for best producer, distributor and marketing strategy across 23 Middle East countries. With an industry panel comprising of senior management from major retailers such as **Carrefour, Panda, Geant and Lulu**; retail analysts from AC Nielsen and editors of Retail News Middle East, the awards criteria and selection methodology was both rigorous and stringent.

The company owns the popular grocery brand, [American Garden](#) in addition to representing several multi-national US brands: Diamond Foil, also known as Reynolds Foil in the US, Keebler Cookies and Crackers, French's, Sue Bee Honey, among many others. Established in 1988, they ship US-manufactured products to over 40 countries ranging from mayonnaise to plastic zipper bags to charcoal.

American Garden is a market leader in several key categories such as mayonnaise, peanut butter, salad dressings and a wide variety of other quality food products across the Middle East. Similarly, Diamond Aluminum Foil is a household brand in the Middle East and a clear market leader with 30% volume share in Saudi Arabia and 66% in the UAE. (Source: MEMRB Retail Audit Data)

The award has been the icing on the cake for Global Export Marketing Company which has enjoyed double-digit sales growth for the past 5 years. “We have been in the FMCG food industry for the past two decades. During this time, we have fostered strong relationships with our key suppliers in the US and our distributors in the field – this has given us the real competitive advantage to be awarded the Middle East’s best distributor of the year,” explained Mohamed Somji, Marketing Director, Global Export Marketing Company.

Somji also credits the award to various strategic distribution deals inked in the past year. One such initiative was to set up an exclusive sales and merchandising team with Al Maya Trading, the company’s distributor in the UAE of American Garden, Diamond Foil and Keebler Cookies and Crackers. The New York based firm is now working on expanding this successful strategy with other regional partners.

“For companies that are prepared to work with their suppliers and key customers as business partners, the rewards can be high,” added Somji. “Global Export Marketing has both the experience and expertise of building brands offering a wide access to distributors and retailers – this award only confirms our dedication and commitment.”

**Editor’s Notes:**

**Judges Panel:**

The judging panel for the awards comprised of some of the leading players in the Middle East’s retail sector including Mohammed Adil, CEO of Geant Saudi Arabia; Mark Mortimer Davies, Purchasing Director at Panda; Ashraf Ali, EMKE Group’s Executive Director; Boudi Ghandour, Carrefour’s GM for marketing and sourcing; George Mojica, GM of the Abu Dhabi Co-operative Society; Roger Field, the Editor of Retail News Middle East and Hubert Lobo, Retailer Services Manager at AC Nielsen.

**Methodology:**

Winners were selected using AC Nielsen’s exclusive market research, an industry panel and inputs of Retail News Middle East readers. This was done by combining the top three selling products in a segment and two or more wild card entries, which were selected by the judges. From there, the judging panel voted on the shortlist of five and the product with the most votes won. For each product award category a shortlist of five nominees was created.

**About Global Export/American Garden:**

[www.globalxport.com](http://www.globalxport.com)

[www.americangarden.us](http://www.americangarden.us)

Global Export Marketing is the brand owner for American Garden in addition to representing several high profile international brands such as Diamond Foil, Keebler, French’s and Sue Bee Honey. The company also represents food products from over 30 leading US suppliers across the Middle East, Africa and Asia. The company’s headquarters is based in New-York, USA.

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