



HERBS & SPICES

isfi

spices

EXPERT IN HERBS & SPICES

ISFI BACKGROUND

- *Privately owned company founded in 1983.*
- *Expert in Herbs & Spices for 4 generations, since 1922.*
- *The company gets a new management in 2008.*

ISFI MARKET

Substantial presence in Belgium, but already 22% of the turnover is exported to clients in :



ISFI VISIONS & GOALS

- Being a specialist in « *private label* » herbs & spices.
- Offering professionals a full range of herbs and spices under our *ISFI brand*.
- Developing *innovative product ranges* such as gastronomic spice mixes, dessert mixes, seasonal mixes and herbs in oil.
- Selling products at a *competitive price*.
- *Growing internationally.*



RETAIL CONCEPT

Let's boost your Herbs & Spices category by a new PL concept!
 Increase your sales /m² by offering a complete range of herbs & spices:



VARIETY OF PACKAGING:

- *Spicebox* (for specific products that consumers need in smaller quantity / for single households)
- *Square jars/ square grinders* (allows you to offer more references in one meter)
- *Square PET jars* (economic size for higher rotation products)
- "Sachets" (single use mixes)

VARIETY OF PRODUCTS:

- *Wide range* of peppers, herbs & spices, traditional and gastronomic spice mixes, and organic herbs & spices.
- *New range* of liquid herbs, spices, mixes and marinades, based on sunflower oil.

SPICE RACK:

- No loss of space
- 264 references on 1 ½ meter
- divided into segments
- Extendable racks to ensure your FIFO

VARIETY OF PACKAGING



