

# Case Study

## Premium Chocolate Brand Accelerates in Russia/EAEU



A Belgian chocolate brand already works with a range of big international retail chains that collect their products at the European facilities of the manufacturer and ship them worldwide including Russia. This concerns some standard product ranges and private label items.

### Starting Situation

The company wanted to expand their footprint in foreign markets by working directly with federal and regional retail chains, restaurants, vending, and OCS. For Russia/EAEU, the company decided to initially appoint Hellmann as the Importer of Record since this ensures full control on pricing and strategy for the company while it keeps investment requirements, recurring fixed costs, and risks at a minimum. The company had no dedicated sales team for Russia/EAEU and understood it would be challenging to boost local presence without commercial dedication.

### Solution

Hellmann has well established relationships in the Russian/EAEU retail, hospitality, vending, and OCS sales channels.

We attracted a dedicated sales professional that contacted both our existing and future partners to discuss the portfolio and prices on behalf of the chocolate brand. If interest is confirmed, samples are then provided and final conditions are agreed upon the instructions of the chocolate brand.

### Conclusion

By appointing Hellmann as the Importer of Record, the chocolate brand received a fast and efficient market entry with limited investments, recurring costs, and risks. The dedicated sales person, who is paid and managed by Hellmann, receives all the tools necessary to generate success for the brand and their customers.

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