



**Do you really think that by buying the usual drinks
you will find new customers in the Ho.Re.Ca. sector?**

If you want to sell more, there is only one thing that
you can do.

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As a distributor you will surely be accustomed to **carefully choose your suppliers** and you will try to constantly **offer new products** to your customers. But despite these expedients, **how many competitors sell** at least part of **your own brands and your own drinks**?

Does it also happen to you to **negotiate on the price** to keep a customer who would otherwise evaluate **offers from other distributors** for the same products? **How much do you struggle to differentiate yourself**?

If you want to **avoid losing the market compared to your competitors**, the solution is to constantly **innovate your offer**, but the downside is incurring the risk of **clashing with wrong, unreliable suppliers** that send goods of varying quality in a fluctuating manner, etc.

**So how do you always
give your customers new
alternatives without running
into unnecessary troubles?**



First of all it is better **to choose a manufacturer that offers you only niche drinks, precious excellences**, maybe made **according to traditional recipes** typical of a territory or with interesting **nutritional values** also for that part (always wider) of final consumers, which cares about **well-being** and applies **special diets** (vegan, lactose-free, gluten-free, no GMO, etc.).

Why?

1. As a matter of **exclusivity and ... exclusive**.
2. Because your customer wants **to stand out and offer alternative products**.
3. Because you can enjoy much **higher margins**.

How?

Having ascertained that it **is always better for a distributor to offer niche products**, it is necessary to know **how to avoid the risks** associated with this.



Here is what a reliable beverage supplier offers:

1. **Made in Italy products**, as food products made in Italy are commonly **considered to be of higher quality**, so they are also more easily marketable.
2. **No GMO, gluten-free, lactose-free and vegan** products, as they are healthier and made with **excellent ingredients**. They are also more **attractive** to consumers who are more **health conscious** or with food restrictions due to **intolerances and allergies**.
3. Products with a **story to tell**. Your customer wants to be able to offer in his restaurant a **rich product**, not only of flavour, but also of **suggestions**. He wants to be able to boast of offering a different, original drink, **in line with his own image** of a sought-after restaurant.
4. **A range of products** that allows satisfying the requests of a varied public through **a single interlocutor**.
5. A service that guarantees distributors constant **sales support** and **assistance**.
6. The **training** that is needed to offer the best **products** that must be **prepared and mixed**.



The partner program

When the partnership between a distributor and a manufacturer goes beyond the mere customer - supplier relationship, it is possible to obtain **the best results** in terms of customer satisfaction.

Because in addition to the quality and the appeal of the products, **to make the difference** on the market are **the service, the constant presence, the support and the desire to evolve over time based on tastes of the customers.**

This is why Almar, with its presence in **45 European and non-European countries** and with **50 years of market expertise**, has decided to create a **partner program** that represents a **guarantee certificate of commitment and special attention** that the Italian company **dedicates to its distributors.**



This is how **ALMAR SINERGY PRO®**, was born, **the partner program** made up of a series of services and unique guarantees on the market, such as:

- 1. A varied and continuously expanding catalogue** of Made in Italy products.
- 2. The exclusive** are that allows a high marginality.
- 3. A 24-hour support service** for 365 days a year with an **international help desk**.
- 4. Sales support** with targeted **marketing campaigns** for **lead generation**.
- 5. Training on site**, training service at the start of the collaboration at the new distributor's headquarters.
- 6. Light warehouse**, possibility for the customer to make **frequent orders** with "AMAZON" **logistics' speed**.
- 7. Possibility of producing with private label** mode.
- 8. International expertise** with specific **certifications** for each country.



A similar proposal is optimal for all food and beverage distributors for cafés, restaurants, coffee shops who want to move towards **refined products, Made in Italy** that allow them **to stand out and increase their sales.**

ALMAR SINERGY PRO® is the only program for distributors that allows you to have unique products on the market, exclusively and with guaranteed results.



The products

Simple recipes with only a few ingredients for maximum taste enhancement and the best nutritional values.

Almar has been producing the best **powder preparations and beverage mixes for over 50 years**, such as: hot chocolates, hot and cold creams, coffee, ginseng, ice cream, granite and sorbets, natural fruit preparations, toppings and decorations, for **professional consumption**.

The quality of Almar products is guaranteed by:

- Selected, **certified** and controlled **ingredients**
- Simple and **genuine recipes**
- Highly **specialized personnel**
- **Constant research** of innovative techniques and recipes
- Continuous **training**
- Application of strict **quality control** processes
- Application of **strict standards for the guarantee of food safety**



Almar uses **natural ingredients and freeze-dried fruit** to obtain the highest quality of products, no GMO.

The **traditional recipes** to which the preparations are inspired, find their maximum expression with the use of **very few ingredients**, in a **balance of flavours** that distinguishes Almar products.

The company does not use preservatives, hydrogenated fats and produces a range of products ideal **for celiac (gluten-free)** and **for lactose intolerant (lactose-free)**.

The Almar **food safety management system** is certified according to **FSSC 22000 - certification** recognized by the Global Food Safety Initiative (GFSI). The Almar control system also guarantees **the perfect and total traceability** of all products and ingredients.

Do you really want to play safe and choose a manufacturer that offers you an alternative to the usual drinks? Choose products made according to the most exquisite Italian recipes.



HOT CHOCOLATE



Since 1968 Almar carefully chooses the best **Dutch cocoa** powder with a fat content of 22/24%, guaranteeing an excellent and healthy product. Dutch cocoa has a round and easy taste on the palate, so it is appreciated by adults and children and is ideal for genuine recipes.

Almar hot chocolates are **gluten-free** and are also suitable for **vegan** consumption when made with vegetable milk.

The soft and velvety taste and the **enveloping fragrances** of Almar chocolates are **available in over 22 different flavours**.

- **Energizing properties**
- **Vegan**
- **Cocoa 22/24**
- **Gluten-free**
- **GMO-free**
- **Lactose-free**
- **No preservatives, dyes or additives**
- **No hydrogenated fats**
- **No palm oil**
- **No added salt**



GINSENG COFFEE



The tasty and energizing alternative to the usual coffee.

The tasty and energizing alternative to the usual coffee. More and more loved by the public, ginseng coffee is consumed at the bar like traditional espresso coffee. It has a sweeter taste and many nutritional properties. Thanks to its wonderful virtues, ginseng has been widely used in the East since ancient times to maintain and restore health. In fact ginseng is an adapt-genic and **anti-stress root able to stimulate the body and the mind.**

The intense flavour of ginseng is combined with the intense taste of coffee, for a trip around the world with a cup.

Almar ginseng coffee is free of hydrogenated fats, gluten-free and also available in the lactose-free version.



ICED COFFEE CREAM



Almar has a **wide range** of mixes and preparations for **professional cold products**, able to bring **fresh Italian specialties** in clubs, ice-cream shops, cafés, coffee shops and restaurants **all over the world**.

All Almar products are **free from hydrogenated fats, without dyes and preservatives, gluten-free and do not contain GMOs**, and are also available in the **lactose-free version**.

Together with products for cold creams, Almar offers **solutions for preparation** and delivery, such as **freezing machines for cold creams**, which keep the products at the right temperature and with a velvety and homogeneous consistency.



HOT COFFEE CREAM



The only coffee cream to be tasted hot.

A greedy coffee-flavoured novelty. A **velvety** and enveloping texture, an **irresistible pleasure** for relaxing moments.

The creamy cream Calde Carezze is a fragrant **coffee drink** to serve in one of the 5 available versions:

- **Simple with coffee**
- **With hot chocolate**
- **With chocolate and whipped cream**
- **With crunchy meringue**
- **With chopped hazelnuts**

Every recipe is an explosion of flavours. This sweet cuddle is available in single-portion sachets and does not require a machine to whisk.



GIAGIAMAS



100% natural fresh fruit preparations: **Gia... Giamas** is a new way to prepare thirst-quenching drinks, fruit-flavoured granite cocktails and top-quality smoothies!

Love and tradition. **From nature to glass** with all the flavour and taste of real fresh fruit.

Through **practical 1,3kg bottles** of **concentrated fruit** mix your customer can create about 30 portions of:

- Refreshing fruit drinks
- Cocktails
- Aperitifs
- Real fruit slush
- Smoothies



The guarantees of ALMAR SINERGY PRO®

As well as keeping up with the excellence of its products, Almar also particularly cares about its **unique relationship with its distributors**. This is why it has created **ALMAR SINERGY PRO®** which **guarantees maximum satisfaction** to its partners, through guarantees specifically designed for **the world of distribution to the Ho.Re.Ca.**:

1. Guarantee of territorial exclusivity – each selected partner enjoys the exclusivity of the area, since Almar does not grant a possible competitor to the Ho.Re.Ca. to offer the same products to the market.

2. Guarantee of sales support – through presentations and tastings organized for your customers (catering sector, hotel chains, catering agencies, etc.), marketing materials, digital marketing campaign for lead generation and merchandising.

3. Return and replacement guarantee – free of charge in the event of non-conformity of the product (probability less than 0,02%).

4. Maximum availability and assistance guarantee – Almar commits itself with an **H24 assistance service** for 365 days a year with an **international help desk** dedicated to distributors. Almar does not look for customers, but rather select partners to whom they entrust the territorial exclusivity for their rare, precious and unmistakable high-quality products.

An extremely oriented approach to customer needs and to the product, already appreciated by companies that operate in the food distribution sector, in the hospitality sector and in the **Ho.Re.Ca.** with whom **a relationship of trust** has been established.



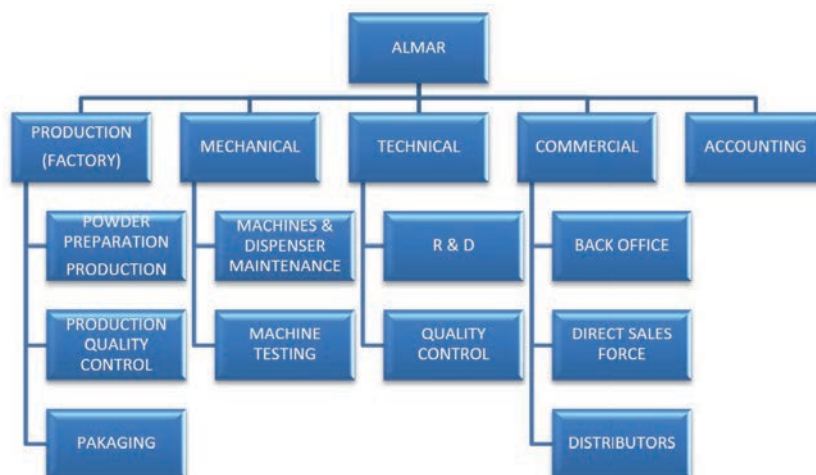
About us

Almar drink and Food was born **in 1968** in a small artisan workshop near **Milan** with the ambition to produce the best hot chocolate for coffee shops.

In almost half a century of continuous **research and innovation** in the Milan's factory, Almar has created beverage preparations according to **its vocation**: only with **natural ingredients**, then expanding its product offering year by year.

Today the company is present all over the world with mixtures and preparations for: **chocolates**, hot and cold **creams**, granites, sorbets, ice creams, yogurt, cold teas, herbal teas, **ginseng coffee**, **fruit juices**, milkshakes and with mixtures prepared for aperitifs.

Almar also has a research and development laboratory that allows it to develop new recipes in a very short time, in line with market requirements and customized for the customer (private label) for the foreign market.



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Would you like to know more and learn more about the products and the opportunities offered by Almar?

Contact us now and take a new business opportunity.
Almar is not looking for customers but for long-term partnerships.

The evolution of business in the Ho.Re.Ca. world requires ever-increasing levels of service and increasingly high-performance players: Almar helps you to be among them.



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