



SUCCESS STORY

“African Set” Appears in U.S. Supermarkets

USAID’s Southern Africa Trade Hub works with U.S. buyer to identify suppliers in the region



Photo: Talier Trading Group

The African Set includes a wide range of products from companies throughout Africa, which is now sold at major U.S. food retail stores and chains.

Talier Trading Group’s African Set mainstreams African specialty food brands in U.S. supermarkets

U.S. Agency for International Development
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Since July 2007, millions of American consumers have been able to select from a wide range of specialty food products from Southern Africa and other corners of the African continent. The “African Set” includes 280 products from 24 companies, screened and chosen by the New Jersey-based Talier Trading Group, an international specialty food marketing company. The Set is marketed to major United States (U.S.) distributors and grocery stores.

The African Set provides retail buyers an easy way to respond to the U.S. consumer demand for African foods. Launched in 2007, the unique product grouping mainstreams Africa’s specialty food industry in the U.S. market. By the end of 2009, Talier expects the African Set will be sold in over 7,000 stores, reaping an estimated \$2.7 million in export revenues for African food companies. Talier expects sales in 2010 to exceed \$5 million. So far, \$ 2.2 million in orders have been placed among Southern African companies, which represent approximately 40 percent of the products (and thus expected revenues) including Southern African brands like Ceres, Nando’s, Elephant Pepper, So!Go!, Rooibos Jam, Mrs. Balls, So South African, and Verlaque Fine Foods. The list is expected to grow as the set gains momentum.

The Southern African Trade Hub worked extensively with Talier Trading Group in a mutually beneficial relationship. The Southern Hub—along with other African Trade Hubs in East and West Africa—introduce Talier to export-ready products, while the Talier Group provides the Trade Hubs guidance on the marketability of a given product in the U.S. market. Talier also provides critical information on product pricing, packaging and labeling. This relationship enables the Trade Hubs to provide quick responses to requests for information from food companies reflecting current market conditions.

Talier Trading Group has more than a mere business relationship with Southern African clients. When engaging a potential candidate for its African Set, it provides advice on pricing, USDA-compliant labeling and meeting supermarket and distributor packaging needs. Talier also provides advice on methods to enhance marketability (e.g. improving labeling design, producing kosher/ halaal products). This guidance is provided free of cost by a company with an interest in making sure that its African Set sells— and it is critical to keeping Southern African specialty food companies competitive in the U.S. market.