

## News from the Global Trade Experts

### INSIDE THIS ISSUE:

Borges USA Selects Otis McAllister as Military Sales Partner

Otis McAllister Nominated for President's "E" Award

Vittles Marketing Joins the Team

Otis McAllister Opens Ecuador Office

### Borges USA Selects Otis McAllister as Military Sales Partner



Borges USA is one of California's leading importers of Mediterranean specialty food products. Owned by the Borges Group, headquartered in Spain with holdings in over 100 countries, Borges USA has four brands sold nationally to grocery, club, mass merchandiser, and foodservice accounts. On December 16, 2009, Otis McAllister, Inc. officially began representing the Star and Cara Mia brands on behalf of Borges USA to the military resale system.

The Star brand was founded in 1898 by the Guirlani family and acquired in 1995 by the Borges Group. Star Olive Oil and Specialty Vinegar is the #1 selling brand in the Western U.S., and leading brand in total U.S. Additional products include: Spanish green olives, Greek pepperoncini, capers, anchovies, and onions.

The Cara Mia brand was acquired in 2001. Cara Mia Marinated Artichokes is the #1 selling brand of marinated artichokes in the U.S. The line also includes artichokes in water, artichoke salad, marinated mushrooms, and sun-dried tomatoes. Look for Cara Mia in the produce dept.

### Otis McAllister Nominated for the Prestigious President's E Award

The Presidential "E" Award was created by President John F. Kennedy in 1961, to recognize persons, firms, or organizations that contribute significantly to increasing United States exports. Otis McAllister was recently nominated by the Department of Commerce for this prestigious award. The International Trade Administration, which seeks to improve the global business environment and help U.S. firms to compete and win both at home and abroad, manages the award program that has recognized more than 2,500 firms since its inception.

160 Pine Street, Suite 350  
San Francisco, CA 94111

E: [info@otismcallister.com](mailto:info@otismcallister.com)  
T: 415-421-6010  
F: 415-421-6016

Global Trade Experts Since 1892  
[www.otismcallister.com](http://www.otismcallister.com)

United States  
Canada  
Mexico  
Dominican Republic  
The Bahamas  
Jamaica  
Aruba  
Trinidad  
Bermuda  
Guatemala  
El Salvador  
Belize  
Honduras  
Nicaragua  
Costa Rica  
Panama  
Netherlands Antilles  
Colombia  
Venezuela  
Guyana  
Suriname  
Brazil  
Ecuador  
Peru  
Bolivia  
Chile  
Argentina  
Angola  
Iceland  
Norway  
Sweden  
Finland  
Denmark  
The Netherlands  
Germany  
France  
Spain  
Portugal  
Italy  
Switzerland  
Greece  
Turkey  
Lebanon  
United Arab Emirates  
Saudi Arabia  
Russia  
Japan  
South Korea  
China  
Hong Kong  
India  
Thailand  
Vietnam  
Malaysia  
Indonesia  
The Philippines  
Fiji  
Tahiti  
Australia

## Otis McAllister Partners with Vittles

With the introduction of Village Harvest frozen whole grains, the rice team knew that it was time to enlist the help of professionals that could take the brand to the next level of distribution. Vittles ([www.vittleinformation.com](http://www.vittleinformation.com)) approached us with perfect timing. They were an agency devoted to the food industry, with an extensive overview of the marketplace and an impressive portfolio. Our initial challenge for them was to marry the image of our “authentic” imported rice, with the new domestically sourced grains, fully cooked and frozen with cryogenic technology. Once our “voice” for advertising, sell sheets, and press releases was decided, Vittles developed a distinct visual image for the shelf stable rice and another similar style for the frozen whole grains.

Vittles staff is connected to nationwide food editors who will receive our first Village Harvest press kit around the 2010 Winter Fancy Food Show. Vittles has arranged for a semi-private press reception at Moscone Center in San Francisco that will allow us to sample and personally speak to the wonderful attributes of the frozen whole grains.

The sales team is outfitted with fantastic new collateral, the top epicurean magazines will be introduced to the line and Village Harvest is sure to be the buzz of the January 2010 show!

## Ecuador Office Is Established

After another excellent year for La Sirena in the United States and Latin America, and with a strong, growing demand for sardines from Ecuador, it is with great pleasure that we announce that we have opened up offices in Ecuador. The office is located in Guayaquil, Ecuador, and is in close proximity to all key fishing areas. We believe in the strength of having our own operations in Ecuador so that we can offer our best services with reliable supply, assuring timely shipment and good quality control. We also plan to expand our La Sirena sales into other new markets where we believe have a great potential for growth. The office is being run by Mr. Andres Jerves who received his MBA from the University of Chile. Mr. Jerves will be a key component in developing this new business, and we believe that he has all the key qualities of professionalism, education, and integrity to help us develop and manage our business in these new markets.