

News from the Global Trade Experts

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SE HABLA ESPAÑOL

Otis McAllister, Inc. Launches Web Site in Spanish

Our company got its start in 1892 working in Latin America. We have had offices in this area of the world for over a century. We also have sales records and diaries in our corporate library from our Latin American salespeople dating back to 1905. Fascinating documents! So, with so much history and commercial relations with Latin America we have no good excuse on why it took us so long to launch our website in Spanish except that we are growing and busy and it is finally done! Please note the Spanish or English icon at the top right corner of the homepage of our site. Please click on it and use the opportunity to practice your English or Spanish! Please also note that our quarterly newsletters will also be published in both languages.

Making Quality Assurance and Food Safety a Priority

Congratulations to our third-party logistics partners! Over the past few months, Otis McAllister and its third-party logistics partners have gone through rigorous analysis and inspection to ensure that quality assurance and food safety issues are being complied with and properly documented. We are extremely proud to announce that many of our business partners scored extremely well on their audits. EBJ Warehouse in Oakland, California, Southeastern Warehouse Services in Atlanta, Georgia, and UTI Integrated Logistics in Dallas, Texas, all received a “Superior” rating from AIB (American Institution of Baking). All three of our logistics partners and Legend Warehouse & Trucking in Linden, New Jersey, also received a score of “Excellent” on the latest Costco food safety audit. Job well done!



Otis McAllister

YO CREAM Takes the Market by Storm



Berrylite Frozen Yogurt Stand - Singapore

There is a domestic boom in the frozen yogurt market with chains like Red Mango expanding their operations. International business has also experienced tremendous growth. Otis McAllister has been exporting YO CREAM Soft Serve Frozen Yogurt to Germany, Ireland, Italy, Japan, Singapore, Taiwan, the U.K., and just recently to the Philippines and Mexico. YO CREAM is by far the best tasting soft serve frozen yogurt in the industry, and because of its popularity, we are expecting to increase distributorship by summer to Hong Kong, China (PRC), Vietnam, Australia, Dubai (U.A.E.), and potentially several more countries. For more information about YO CREAM, please contact Everett Golden at 415-248-9207 or by email at egolden@otismcallister.com.



Otis McAllister

Village Harvest Frozen Rice Business is Expanding

Costco club members continue to enjoy the new Village Harvest Frozen Brown Rice in Southern California. We are proud to announce that the Village Harvest Frozen Brown Rice will now be available in Northern California as well. The Village Harvest Rice Medley consisting of brown rice, wild rice, and red rice will be available in Southern California Costco club stores soon. The Village Harvest line of fully cooked and frozen whole grains makes it easy to add whole grains to your family's diet. We are doing the cooking for you so you can Eat. Right. Now.

Otis McAllister Visits Bolivia and Chile



Quinoa Fields of Bolivia



The Quinoa Plant

Importing and selling Quinoa to our Village Harvest customers came naturally to us here at Otis McAllister, Inc. Quinoa comes from the Andean foothills of South America that stretch from Ecuador to Chile. It is an area of the world that has been traversed by Otis buyers since 1900. Quinoa is an extremely healthy grain-like product (please read more about its origins in our Village Harvest rice Web site) that has been powering the ancient civilizations of the Andes for centuries. Inca warriors carried Quinoa in their knapsacks as a quick and lasting source of energy. Our C.E.O., Royce Nicolaisen and salesman, (Cont.)



Otis McAllister

(Cont. from pg. 3): Piero Stucchi, had a chance last month to visit key suppliers of quinoa in Bolivia and Chile. Just touring the fields and processing centers of quinoa requires healthy lungs and legs as these places are oftentimes at altitudes of over 14,000 feet. This is quite an adjustment coming in from sea level Lima, Peru or Santiago, Chile. Otis McAllister was able to determine those producers who can supply our discerning customers with the finest quinoa produced in the most hygienic manner. We are able to offer white, red, and black quinoa both organic and non-organic. We look forward to providing more news on the healthy advantages of quinoa and in its interesting origins in later newsletters.



ANTAD 2010 - Guadalajara



Otis McAllister, Inc. Booth at ANTAD 2010

Otis McAllister, Inc. C.E.O. Royce Nicolaisen and Vice President Graciela Beck attended this year's ANTAD Food Show in Guadalajara, Mexico, promoting Martinelli's apple juice product line and California Cling Peaches. Our booth and show was quite a success. Many visitors stopped by, including Rich Hudgins, President of the California Canning Peach Association, a friend and long time promoter of exports of California Cling Peaches into Mexico. (Cont.)



Otis McAllister

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(Cont. from page 4): Sweet California peaches are a preferred dish that is included in the Mexican diet. They love our peaches! We could hardly keep up with the requests for our samples for customers and buyers alike to taste. We look forward to participating in this event in 2011.

Natural Products Expo West 2010 Anaheim, California

Village Harvest Rice enjoyed the busiest Natural Foods Expo West Food Show ever – the show kept us hopping! Our booth looked great. Our location had room for the constant stream of hungry show-goers, eager to enjoy the delicious whole grain dishes prepared by our chef, Desiree. We had visits from many important nationwide buyers and local independents alike. We also created a lot of buzz with several representatives from publications interested in our awesome line of fully-cooked frozen whole grains. All in all, Expo West 2010 was a success!



Village Frozen Rice on Display

Visit Us at the 56th Summer Fancy Food Show in New York

Otis McAllister, Inc. is pleased to announce that we will be participating in the 56th Summer Fancy Food Show, June 27-29th at the Javits Center in New York. Look for our Village Harvest Grains booth. We will have a number of our staff in attendance showing the latest products from our fastest growing division at Otis McAllister – Village Harvest. We have also found the show as a great venue to meet with our many business friends from Latin America and Europe who choose to make this event a key stop in their travels. We will have employees from our La Sirena seafood and canned goods divisions in attendance as well. We look forward to seeing you there.