

News from the Global Trade Experts...

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OTIS MCALLISTER, INC. PARTNERS WITH STAR-K KOSHER CERTIFICATION



For over a century, Otis McAllister, Inc. has been dedicated to bringing only the finest and most nutritious food to its customers. As part of our continuing effort in bringing the finest and most nutritious foods to our customers, Otis McAllister, Inc. is proud to have partnered with Star-K Kosher Certification to secure Kosher status for its Super Lucky Elephant, Village Harvest Rice, Himalayan Pride, and Angelita brands. The word "kosher" is an adaptation of the Hebrew word meaning "fit" or "proper" and helps consumers identify high quality foods that have been inspected and certified as such. Look for the Star-K logo on our newly redesigned packages. For more information about the Kosher process or Star-K, please visit Star-K's Web site at www.star-k.org.

OTIS CARACAS VISITS THE HOME OFFICE



Jose Maria Gonzalez and his wife Anaida during a recent visit to the Otis McAllister home office – September 2010

Jose Maria Gonzalez has run Otis' operation in Venezuela for over thirty years. Our C.E.O., Royce Nicolaisen, and Jose Maria both started to work together in that difficult market when they were in their twenties; many years ago! But despite all the present hardship of working in Chavista Venezuela the company continues to have substantial sales there. Jose Maria and his lovely wife, Anaida, were up in San Francisco in September to review business and visit all their good friends in the office and we snapped this picture!

Otis McAllister

Hawaii's Own



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OTIS TO REPRESENT HAWAII'S OWN

Earlier in the year, Otis McAllister was appointed to represent Hawaii's Own concentrates in the military commissaries. Starting in mid-October, Otis McAllister will be supply five flavors of Hawaii's Own frozen concentrates to the military commissaries in the Hawaii, Alaska, Northwest, Southwest, and Midwest marketing regions.

Introduced to West Coast supermarkets in 1989, Hawaii's Own frozen concentrate quickly emerged as a favorite. Today, Hawaii's Own can be found for purchase in the frozen juice section in the majority of western U.S. supermarkets. Hawaii's Own has nine distinct items, each with 100% of the Vitamin C Recommended Daily Allowance, capturing the tropical flavors of Mango, Pineapple, Paassion Fruit, Guava, Star Fruit, and more.

LA BREA BAKERY SELECTS OTIS MCALLISTER

Otis McAllister has been appointed to represent La Brea Bakery Frozen Bake-at-Home products in the military commissaries worldwide. La Brea Bakery Frozen Bake-at-Home Artisan Bread is for discerning bread lovers that want the taste, texture, appearance, and aroma of old-world artisan bread *any time*.

Since 1988 La Brea Bakery has been offering only the best, authentic hearth-baked bread. Founded by award-winning chef Nancy Silverton, La Brea Bakery now sells hundreds of different varieties of breads in premium restaurants and supermarkets across North America.



Otis McAllister



OTIS ATTENDS UNFI WEST - RENO

Mary Lobaugh attended the UNFI West (United Natural Foods Inc.) show in Reno, NV. UNFI is the leading independent national distributor of natural, organic and specialty foods and related products including nutritional supplements, personal care items and organic produce, in the United States. This was the first time that UNFI has held their show in the Biggest Little City in the World and there was a very good turnout. Otis McAllister, Inc. showed its Village Harvest brand in both shelf stable and frozen formats with customers quite interested in the frozen whole grains. Otis was very proud to feature two items now listed with UNFI West . . . Thai Sprouted Brown Rice and Bolivian Quinoa! For more information about Village Harvest rice, please visit www.villageharvestrice.com.



New Thai Sprouted Brown Rice and Bolivian Quinoa at Table 517

OTIS SELECTED TO SUPPLY RICE TO THE US GOVERNMENT

In April 2010, the United States government awarded a \$2.2 billion contract to provide food and support services to the US military in Kuwait, Iraq, and Jordan. Effective June, 2010, Otis has been selected as a vendor to supply domestic long grain parboiled rice for the newly awarded Iraq/Kuwait Prime Vendor contract.

VILLAGE HARVEST IN FAMILY CIRCLE

The November 1, 2010 issue of Family Circle (page 178) posted an article entitled "Grain Expectations" where the author recommends the new line of grains by Village Harvest. In addition to the circulation of 3,800,000 readers, the exciting thing about this mention is that Village Harvest is the only one of two brands mentioned and it is the only one with a web site link. Pick up a copy at your local news stand today!



FamilyCircle



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OTIS VISITS BRAZIL



Zona Sul 



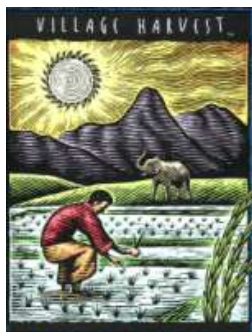
From left to right: Riccardo - Head Buyer of Supermercados Zona Sul; Mrs. Flavia Castro - Sales Manager of Orleans & Castro Intl.; Ms. Maria Alica Castro - Partner/Founder of Orleans & Castro Intl.; Mr. Carsten Tietjen - Director Intl. Marketings/Sales of Sun Maid Growers

Otis McAllister, Inc. has represented in Brazil Sun-maid Growers for over seventy-five years. The Brazilian economy is booming and we are optimistic that our sales of the well known Sun-Maid brand will grow right along with the economy. Our President, Everett Golden and Director of Sales, Jenny Del Valle were in Brazil in August along with the Sun-Maid Director of Sales, Mr. Carsten Tietjen. The visit was a total success as you can see by the smiles on faces of our buyer above from the Zona Sul Supermarket chain and our local friends and representatives, Orleans & Castro International.



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56TH SUMMER FANCY FOOD SHOW – NEW YORK



Village Harvest Rice Display at Javits Center, New York City

Otis McAllister attended the 56th Summer Fancy Foods Show at Jacob Javits Convention Center in New York City, where Otis' sales staff presented products from our fastest growing division – Village Harvest, our long-established and famous La Sirena brand of seafood and canned goods, and our Super Lucky Elephant brand of Jasmine rice. We have found the show to be 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.

The Fancy Foods Show is the largest specialty food and beverage marketplace in North America. The event brings approximately 20,000 buyers to each event, and covers nearly every food industry sector in the United States. This event is key to the success the food 260,000 new and innovative products such as our new Village Harvest precooked, ready-to-eat frozen rice, and our new La Sirena convenient club pack sardines.

COME JOIN US AT THE WINTER FANCY FOOD

Otis McAllister, Inc., is pleased to announce that we will be participating in the Winter Fancy Food Show at Moscone Center, San Francisco, January 16-18, 2011. We will have employees from our Village Harvest and La Sirena divisions ready to answer your questions and to take your orders. For more information, please visit the Fancy Food Show web site at www.specialtyfood.com/fancy-food-show/.

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Otis McAllister, Inc. is the proud
recipient of the U.S. President's "E"
Award for Export Excellence.



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COME VISIT US AT SIAL PARIS 2010 INTERNATIONAL FOOD SHOW

SIAL Paris is an event that everyone in the food industry looks forward to and enjoys attending, from food manufacturers and distributors, to wholesalers, importers, and retailers. As it has for many years past, Otis McAllister, Inc. will be present at Booth 4R126 at the USA Pavilion from Sunday, October 17th to Thursday, October 21st. In attendance this year will be Royce Nicolaisen, Chairman & CEO; Everett C. Golden, III, President and COO; John Koppel, Vice President; Graciela Beck, Vice President; Mike Gnecco, Director of European Sales; and Karri Donahue, Sales Director. For more information about this year's show, please visit <http://en.sial.fr> or contact Karri Donahue at kdonahue@otismcallister.com.



VILLAGE HARVEST HITS THE ROAD

This Fall, Village Harvest went on the road promoting heart-healthy whole grains in Costcos up and down the West Coast. We made stops in Costco Eureka, Richmond, Redwood City, and Santa Cruz to educate consumers on healthy and convenient options. The team was overwhelmed by the response we received from consumers hungry to add more whole grains to their diets.

For more information about Village Harvest products, please visit the Village Harvest web site at www.villageharvestrice.com.

