

# Continuity and Relevance



# Corporate Profile



**Continuity  
and  
Relevance  
with**



### **Experts in niche markets**

Authorities in niche markets IAS offers the benefit of diversification: FMCG, HORECA and food industries. We are proud to house several market experts in niche markets, these are:

- American Food Service Concept
- Al Khayrat
- Sauma Warehousing Co.

# **Global Export Marketing Services**

Like all good story telling, we envisioned ours to start by describing how we have successfully helped our customers since 1980, helping them serve their customers by acting as export distributor that places trust, integrity, transparency and stability above all else. While we are still everything we thought we were, we are also much more. We have evolved. The world has evolved. And we have transformed our world. This brochure is the reflection of that evolution.

IAS combines the resources of a global corporation with the personalized care of a family business to provide unparalleled service to clients around the world. IAS family encompasses a rapidly expanding business in over 55 markets worldwide spread across 5 continents. Every day our team utilizes our diverse business network, resources, and expertise to grow.

Through continuous growth, innovation and adaptation, we've evolved from being an exporter to being an integral part of the food chain. Our focus on responding to clients' needs with solutions -globally- strengthens us internally, and allows us to forge solid bonds.

In the heart of this evolving story lie two teams: our people who serve clients, and the clients we serve. This brochure highlights the command, the flexibility and the spirit we are proud to say that our people display at all times, irrespective of the challenges they face. Even more importantly, it reflects the trust our clients place in us, the trust that is at the heart of our culture and the foundation of our business.

- Sauma Brothers

**Continuity  
and  
Relevance  
with  
single  
source  
supply**

**Fruit &  
vegetables**



**Groceries**



**Dairy**



**Foodservice**



**Ingredients**



**Beverages &  
soft drinks**



**Health &  
beauty**



**Confectionery**



# Single Source Supply

Choice. Flexibility. Service. These words comprise our supply philosophy clearly and simply. We understand that our clients are all unique, just like their requests. That is why we don't have standard or off-the-shelf solutions. We call it single source supply.

## **Purchasing and sourcing**

To provide our clients with the best service, quality, price and range, we work directly with the brand principals and combine all purchases from a range for different markets, ensuring the best possible deal.

Clients benefit from the economies of scale that come from bulk buying but also strong brand partnership.

## **Our clients decide**

Our clients select the brands, we supply the goods. By offering a broad variety of products, from national leading brands all the way to private label, and from catering sizes through single-serve, we give clients the option to choose the products that best fit their needs.

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and  
Relevance  
with  
building  
relationships



# Helping Build Brands Internationally

We have long-standing partnerships with the world's leading food groups. Rather than spread our focus we choose to truly understand the brands we work with and to deliver them in an exceptional way. This is an important strategic decision, which enables us to benefit from ever-deeper relationships and to build best-in-class market share and a superior customer experience.



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with  
tailor made  
solutions**



# Tailor Made Solutions

Being active in over 55 countries, we are as used to discussing international supply chain logistics as we are customs regulations or compliance matters. Whether it's providing food, health and beauty, non-food items, or establishing a new distribution channel, we take care of all our clients' requests. And with no two client requirements the same, every solution we provide is tailor made.

## Who we serve

- Importers
- Distributors
- Supermarkets, Hypermarkets, Convenience Store
- Cruise Lines
- Airline Catering
- Multiple Operators
- Institutions
- Manufacturers

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with  
solid  
partnerships**



# Solid Partnerships

Partnerships are rewarding relationships. They require trust, transparency and understanding to work. We build successful long-term partnerships with clients and suppliers based on these values, with two clear goals in mind: to contribute to the growth of their business, and to take over those tasks that are not part of their core operations.

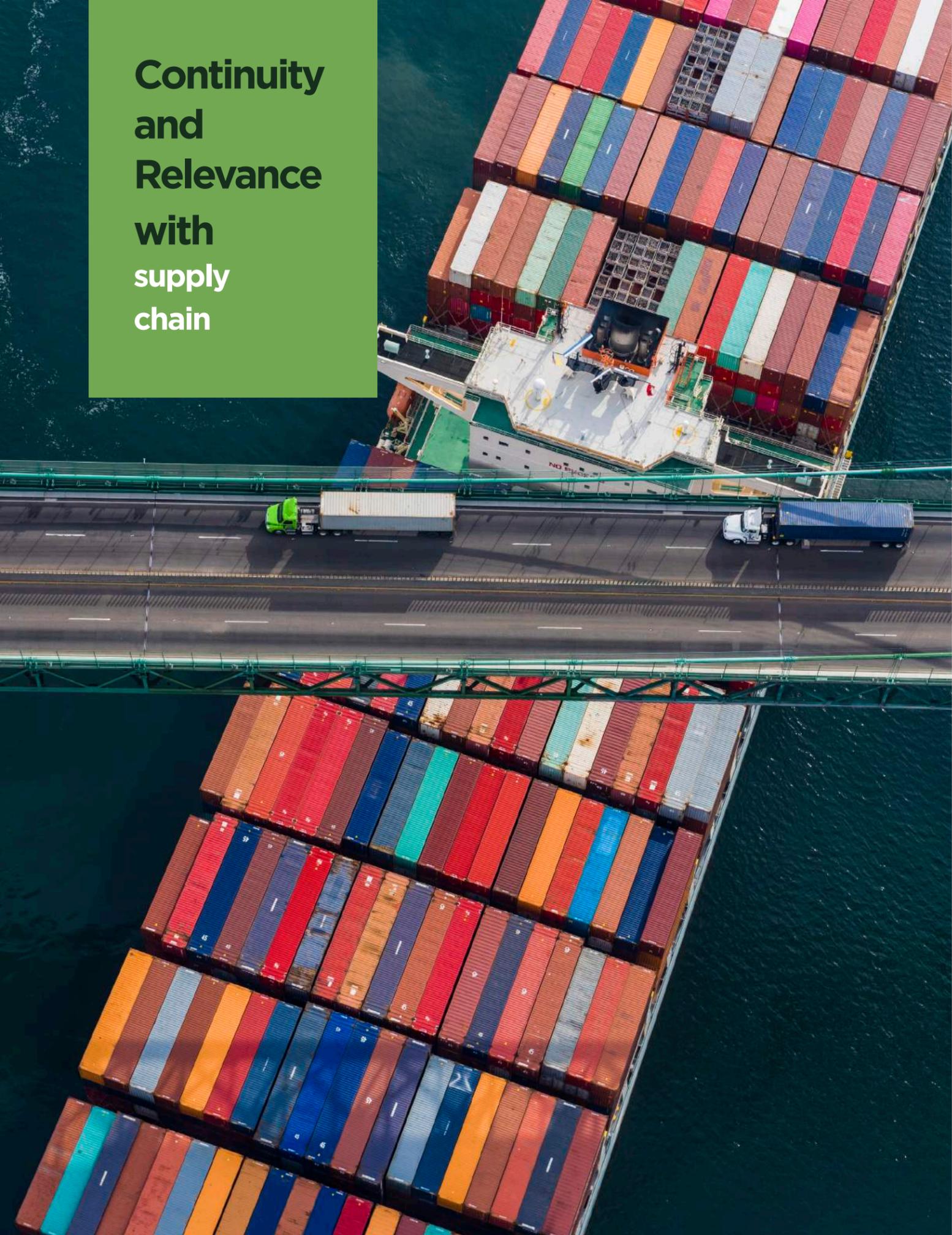
## **Fulfilling relationships**

Clients work with us for many reasons. The most important of which is that we're much more than just an export marketing company: we're the indispensable facilitator to our foreign-based client in supplying American specialty products.

We use our knowledge and experience to develop practical solutions to clients' day-to-day challenges, while developing the strategic value we can offer their business in the present as well as the future.

## **Partners with the leading brands**

We maintain partnerships and close relationships with many of America's specialty brand names. For many of them, we are their principal partner in our export industry, providing them with straightforward, transparent, direct access to niche markets in over 55 countries.



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with  
supply  
chain**

# Supply Chain Management

Superior supply chain management takes more than just being able to manage and coordinate the distribution of goods from point A to point B. It requires an intimate understanding of your clients' needs. And that takes time and experience. In our case, over 35 years of experience. With a head office and state-of-the-art logistics center located near Port New York, our expertise is complemented by direct access to one of the world's greatest distribution centers.

## Accuracy Counts

Effective supply chain management is an art. It's not just about the quantity of goods processed, it's also about the ability to consolidate orders. Each day our logistics center consolidates a huge array of clients' goods, dispatching multiple containers that could contain a vast combination of different goods.

## Wherever you need it

Once a client order has been placed, we use a fixed network of transport partners to expedite delivery. We use bulk and combined load facilities for sea and airfreight, while secured door-to-door supply chain solutions ensure deliveries are safeguarded at all stages of the journey.

Our logistics capacity in figures:

- 50,000 ft<sup>2</sup> of logistics facilities
- Over 1,500 containers dispatched per year
- Temperature controlled warehouse (heating and cooling)
- Average complete warehouse turnover: 5 days
- Short lead time for product labeling and export adaptation: 5 days average to receive, adapt, and ship a 40ft container
- Number of consumer units labeled or adapted to requirements: approaching 60 millions per year
- Six semi-automated processing lines
- Frozen storage areas
- Consistently passed inspection by FDA, Campbell Soup Co., The Hershey Co., NJ Department of Health, OSHA
- Implementation of Warehouse Management System (WMS) that allows traceability of shipped order by lot number, expiry date, and so on.
- Record of zero safety incidents in the last 5 years
- Sustainable renewable solar energy generating over 90% of electrical needs
- 20 miles from port of New York/New Jersey
- Consolidation services
- Favorable negotiated contractual freight rates

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with  
full  
compliance**

### **Risk Reduction**

Full compliance for all goods in the supply chain is a prerequisite at IAS. But for higher risk chilled and frozen products, such as confectioneries and baked goods, we ensure that all compliance and safety procedures are rigorously checked.

At our logistics center, we check to ensure that handling conditions conform to the correct standards. Special requests – such as Halal or Kosher products – are handled with the utmost care.

# Safety and Compliance

IAS' commitment to full compliance is a standard practice at all stages of the business process. Our clients and our client's customers expect and demand the toughest criteria of control to be applied across all compliance requirements, from food safety, label declaration, through customs clearance.

To avoid costly penalties or border delays, our compliance team is on top of the latest requirements for each country we ship to. Food safety and proper handling are company priorities. All food products entering our logistic center are subject to quality inspection and stored in temperature controlled warehouse.

With the food industry increasing focus on product traceability, our most advanced warehouse management system allows the traceability from the moment products enter our supply chain, right through until the moment they are delivered to our clients.

We are bonded and FDA registered company. We are certified by the State Health Department as a food grade facility



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with  
excellent  
service**



# Excellent Service

We're in business to serve our clients. We achieve this by providing best-in-class-service at all levels of the company, but to make it work, you need the right mentality. From the boardroom to the warehouse, every employee works to deliver on our promise to clients: excellent service, always.

## **Fully customized service**

Our clients operate in a range of countries where some are more challenging than others. As a vital link in the supply chain, it's our responsibility to understand their business from the inside out.

As export specialists, we customize our service to fit each client's needs, ensuring that each client's goods are delivered when and where they need them and in full compliance.



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Relevance  
where  
others  
don't go**

### **Accommodate all needs**

**IAS** strives to provide customers with the products where, how, and when they want them.

Our consolidation services offer lower order minimums that allow a mixed variety of products in every shipment.

Our ability to work closely with our suppliers and customers cuts down on lead times, which equates to prompter shipments.

# Road Less Traveled

Complex logistical services around the world take expertise, dedication, experience, and risk awareness. Our risk mitigation enables us to fulfill our clients' demands of delivering anywhere, anytime, which often means working in areas that are remote, landlocked, ...

With over 35 years of experience, we have developed a comprehensive worldwide freight contracts, and built up a deep understanding of how to make successful and economical global deliveries of food, goods and beverages.

We work fast and adapt to conditions that make us reliable and effective. With zero tolerance for error we ensure that our logistical operations free our clients so they could focus on the critical tasks and on the growth of their business.



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with  
marketing  
support**

### Tradeshows

We enjoy meeting our clients, getting exposure to others, and learning more about new trends and food products. The value we gain from these shows justifies our uninterrupted attendance. With our full participation in global and local trade shows, our clients use these platforms to meet their customers and introduce them to new products. Some of these trade shows:

- ANUGA
- SIAL France
- GULFOOD
- ARTOZA
- SIAL CHINA
- ISM
- IDDBA

# Marketing Support

We provide all necessary supports to help our clients market and promote the brands that we have been entrusted with. We participate in a number of governmental marketing programs that clients can benefit from. Our principals are readily available to extend help when needed.

We share our marketing experience with clients, helping them develop and grow their business, in a variety of ways, including:

- Concept positioning and customer profiling
- Space concept and design
- Research and selection portfolio according to target group
- Project operation and team management
- Sales optimization
- In-store communication, advertising and promotions



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dedicated  
experts**

# Dedicated Experts

Our clients are served by our people. Without our people's passion, dedication and ingenuity, we wouldn't have a business. As dedicated professionals, our people work in harmony to ensure strict deadlines are met, and clients are satisfied, day in and day out. From executing orders, to sourcing goods, fulfilling compliance issues, or checking quality standards, our people are specialists in their field. At IAS, we celebrate teamwork, and nurture individual talent.

#### **We deliver solutions**

When clients present us with challenges, we deliver solutions. This isn't just because of the problem-solving mentality of our people. It's also because of the depth of knowledge within the company, and the team-driven model we operate.

We offer the most effective solutions by creating teams of experts that work together to develop tailor-made answers. We blend our global and local knowledge to ensure that any relevant cultural, legal or social topics are addressed from the outset. When we establish a new project internationally, we blend our team with local people, training them to our standards, while learning from their unique insights into the country's local culture and customs. No matter their job description, our people make the difference.

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and  
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past,  
present  
and future

# Facts

## Founding

1955 in Lebanon  
1978 in Manchester, UK  
1980 in New York, USA  
1982 in New Jersey, USA

## Founded

1982 (in present form)

## Chairman

Suhayl Sauma

## CEO

Bassam Sauma

## Ownership

Private

## Company Registration

State of Delaware, USA

## Global Headquarters

Piscataway, NJ USA

## Distribution Network

Over 150 authorized distribution & trading partners in over 50 countries

## Employees

~50

## Export and Distribution Warehouse

USA & Germany

## Subsidiaries

Two

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Relevance  
since  
1980**

# Since 1980

We take great pride in the role we have successfully played over the years: being an indispensable facilitator to our foreign based customers in sourcing American specialty food products and ingredients in the most efficient way.

Even with rising competition and globalized networks, we have remained our customers' #1 choice. Our family owned business has the financial strength, efficient sourcing capabilities, negotiation clout and the marketing expertise to identify and deliver the world's finest and best selling products and food ingredients to its customers.

For over 35 years, IAS Corp. has been developing close relationships with its Principals and Partners in the U.S, as well as true alliances with its extensive network of International Distributors, with the common objective of meeting their diversified consumer demand.

Of course, behind every award and sound financial rating lies a great deal of hard work and dedication. Our company is underpinned by a set of values that embody responsibility, trustworthiness, and transparency. As we move into the future, we will continue to work according to the same strong principles and values that have served us so well until now.

Our commitment is not to act as a simple intermediary, but to deliver an unparalleled service to our partners both in the U.S and overseas. We encourage you to explore our capabilities and get back to us with any queries you may have.



Suhayl Sauma  
Chairman

## **IAS Corp.**

226 OLD NEW BRUNSWICK ROAD  
PISCATAWAY, NJ 08854

E-mail: [asauma@iasusa.com](mailto:asauma@iasusa.com)

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