

SUCCESS STORY: PALAZZOLO'S ARTISAN GELATO AND SORBETTO



Midwest Buyers Mission Provides Palazzolo's with International Insight



Palazzolo's Artisan Gelato and Sorbetto located in Fennville, Michigan, in the 6th Congressional District, gained new insight into foreign markets through one-on-one meetings with international buyers at the 2014 Midwest Buyers Mission in Grand Rapids, Michigan sponsored by Food Export-Midwest. This was the company's first time attending a buyers mission and they were pleased to have participated.

When asked to evaluate his interactions with the buyers, Chief Executive Officer, Pete Palazzolo said, "All of the buyers were enthusiastic and offered valuable feedback on the market potential of our frozen dairy desserts. The buyers were very well-qualified, inquisitive and receptive."

Buyers Missions offer small businesses a cost-effective opportunity to expose themselves to international markets without even leaving the country. Palazzolo appreciated the convenience of being able to meet with buyers from Canada, Hong Kong, India, Latvia, Malaysia, Mexico, Philippines and South Korea all in one day. Additionally, he mentioned that "gaining an understanding of the perspectives and expectations of international buyers has made me better prepared to close export sales in the future."

Palazzolo's Artisan Gelato and Sorbetto offers a complete range of frozen dairy desserts including: ice cream, frozen yogurt, custard, gelato and sorbetto. Palazzolo's strives to deliver the highest quality products possible through its commitment to using only real, premium ingredients.

Food Export-Midwest and Food Export-Northeast are private, non-profit associations of Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

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