

SUCCESS STORY: Al Dente Pasta Company



Al Dente Pasta Co. Continues to Increase Sales in Canada

Al Dente Pasta Company located in Whitmore Lake, MI, in the 7th Congressional District has expanded in Quebec, Canada and is looking to increase export sales this year thanks to Food Export of Midwest's Branded Program. Al Dente Pasta participated in the Branded Program from 2012 to 2015 and achieved annual export sales of \$78,937 in 2012, \$92,495 in 2013 and \$95,505 in 2014. They have hired one full time skilled employee as well, to help with sales and marketing support for Canada.

Food Export's Branded Program provided the opportunity for Al Dente Pasta to attend SIAL Canada, SIAL Paris, Anuga, the Natural Products Expo East, CHFA West-Canadian Health Food Association, and Grocery Showcase West 2014 tradeshows. The Branded Program also assisted with label compliance for Canada, adding a bilingual component to the company's website and marketing and public relations for Canada.

"Our sales in Canada are up again this year (2015). We are now working on introducing our Gluten Free Pasta to Canada, which we anticipate will be very successful," said Monique Deschaine, president of Al Dente Pasta Company. "We made great contacts at SIAL Canada that are already paying off and would have never been able to do that tradeshow without assistance of the Branded Program."

Al Dente is a specialty pasta maker that utilizes 95 percent North American ingredients. They offer a complete range of pasta products, including fettuccine, linguine, pappardelle, bonachia, and carba-nada as well as gluten free pasta.

Food Export uses funding from the Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products. As these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA's Foreign Agricultural Service. They offer a wide range of programs and services that help boost America's agricultural exports.

