

SUCCESS STORY: THE GLUTEN FREE BAR



Food Export Helpline™ Supports The Gluten Free Bar's Strategy for Exports



Co-Founder Marshall Rader speaks with an international buyer at the Midwest Buyers Mission in July 2014

The growing trend of gluten-free products has expanded worldwide with top markets in North America, Europe and Australia, according to Euromonitor International. To begin exporting to these markets, The Gluten Free Bar is building a valuable knowledge base with Food Export resources such as the Food Export Helpline™.

The Food Export Helpline™ counselor supported The Gluten Free Bar with general export requirements, declarations specific to Australia and a template of the proper forms and information required for future export sales. The Food Export Helpline™ is a complimentary service that provides customized counseling to both new and experienced export companies.

“Food Export-Midwest has been very helpful to start building a base of knowledge for export to several regions,” said Co-Founder Marshall Rader. “We are in the process of organizing our international sales strategy and the Branded Program, Food Export Helpline™ and webinars have been very helpful to begin the process and make sure we are properly prepared for export sales.”

After proper preparation and the knowledge gained from Food Export programs, The Gluten Free Bar is beginning to take larger steps to begin exporting by participating in the Midwest Buyers Mission in July 2014 and the Focused Trade Mission to Canada for Natural and Specialty Products in September 2014. The Midwest Buyers Mission offered The Gluten Free Bar meetings with 10 international buyers including buyers from Colombia, Costa Rica, Canada and South Korea.

The Gluten Free Bar calls Grand Rapids, MI home. Founded in 2010 by two brothers, The Gluten Free Bar is a fast growing company that sells gluten-free protein snacks for retail, food service and private label channels.

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.