

SUCCESS STORY: THE GLUTEN FREE BAR



THE GLUTEN FREE BAR BUILDS SALES IN CANADA

In September 2014, The Gluten Free Bar, located in Grand Rapids, MI, in the 3rd Congressional District, attended the Focused Trade Mission to Canada for Specialty and Natural Products in Toronto, Canada. While there, they met with multiple buyers for their products and have since developed a broker relationship in Canada.



According to Marshall Rader, Co-Founder of The Gluten Free Bar, “we have sold \$40,000 worth of product since March, and we plan to reach \$250,000 in sales to Canada by year’s end. We hope to grow significantly beyond that in 2016.”

The trade mission, hosted by the Food Export Association of the Midwest, was coordinated by Jamie Zmitko-Somers, International Marketing Program Manager at the Michigan Department of Agriculture and Rural Development.

Zmitko-Somers helped manage logistics of the event and made Rader of The Gluten Free Bar aware of the opportunity.

The Gluten Free Bar leverages Food Export’s Branded Program to receive 50% reimbursement on international marketing expenses in Canada. They have used the program for reimbursement at various Canadian tradeshows on booth fees and sell sheets to help promote their products. They’ve also used the program for reimbursement on packaging modifications for the Canadian market and in-store demonstrations to boost their presence.

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 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.