

INNEN IS A LEADING FOOD & BEVERAGE WHOLESALE IN ICELAND



ABOUT INNRES

INNRES is one of Iceland's leading food and beverage wholesalers, founded in 1987. Headquartered in Reykjavík, our 240-strong team couples certified quality with modern logistics to serve brands and customers nationwide. With an estimated 2025 turnover of €145m, we continue to help great brands thrive in the Icelandic market.

REPRESENTING MARKET LEADERS

We represent leading global brands. Our growth model is built on deep partnerships, category development, and selective portfolio expansion that complements our strengths. For over 35 years, our focus has remained unwavering: delivering quality brands and products, providing swift and reliable service, and fostering strong personal relationships with our customers.

SELECTION OF OUR BRAND PARTNERS WE ARE PROUD TO REPRESENT:



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INNEN – SALES, MARKETING & EXPERTISE

MARKETING

A specialist team with expertise in sales trends, market development, and consumer behaviour. We plan and deliver 360° campaigns across TV, print, PR, retail activation, and online channels.

Our focus is on making classic brands relevant to new generations through social media, creators, and food communities.

SALES

We provide complete services across all sales channels – Retail, Fresh Produce, and Foodservice. In Retail, we deliver effective merchandising, impactful product placement, and shopper marketing. At Fresh Produce, we are one of Iceland's leading suppliers, ensuring quality and freshness from producer to customer. In Foodservice, we serve clients from canteens to producers, hotels, and fine restaurants. Our field teams optimise shelf performance through space management, brand blocking, visual cues, and shopper-flow insights.



FRESH PRODUCE DIVISION

INNEN is a market leader in fruit & vegetables. Our high-tech facility features eight temperature-controlled chambers, ensuring optimal storage conditions. We supply a wide assortment of premium produce, including leading brands.

CULINARY & BEVERAGE EXPERTISE

Our Foodservice team includes chefs, bakers, and sommeliers with hands-on expertise.

We proudly support the Bocuse d'Or Academy and the Icelandic Chef Association.

DIGITAL CHANNELS & B2B WEBSTORE

- **INNEN social media:** news, careers, brand updates, and campaigns.
- **Gerum daginn girnilegan (GDG):** recipe hub & social channels for daily cooking inspiration.
- **B2B webstore:** professional platform with live product availability, pricing, order history, re-ordering, delivery scheduling, and tracking.

NEW PREMISES – A NEXT – GENERATION LOGISTICS HUB

INNNEs has opened a new, purpose-built headquarters, warehouse, and offices in the Reykjavík harbour district. The facility is fully automated and designed for multi-temperature operations, including ambient, chilled, and frozen conditions, utilizing the latest handling technology to ensure product quality and optimal service levels. By the numbers: Iceland's tallest warehouse at **35 metres**, with **18,800** pallet locations across HBW Dry (10,800), HBW Frozen (**3,600**), Chilled (**2,000**), and Mini-load (**2,400**). The facility is **fully operational**.



See our new high-tech
warehouse in action!



TRUSTED STRENGTH & CERTIFIED QUALITY

- “The Strongest in Iceland” (2024) – awarded 11 years in a row.
- Euler Hermes credit insurance.
- ISO 22000 food-safety system – certified by BSI Iceland (since 2019).
- TÚN Organic certification (since 2021).



INNNEs LTD IMPORTERS / WHOLESALERS

Korngarðar 3, 104 Reykjavík, Iceland

Tel: +354 530 4000 | www.innnes.is | innnes@innnes.is