



**INNNE IS A SOLID, LEADING AND  
PROGRESSIVE FOOD WHOLESALER**

# REPRESENTING MARKET LEADERS

INNENES is proud to represent brands from all over the world, many of whom are market leaders. INNENES is always interested in looking into new brands to add to the portfolio.

Our focus has been very clear for over 30 years, we only work with quality food products and our objectives are swift service and good personal contact with our customers.

## BELOW ARE SOME OF THE BRANDS INNENES IS PROUD TO REPRESENT:



# ABOUT INNENES

INNENES is the largest food wholesaler in Iceland, established in 1987.

The turnover in 2018 was 85 M €.

Headquarters are located in Reykjavík, the capital of Iceland.

Our 200 employees are all dedicated in maintaining INNENES' status as a market leader.



## INNENES HAS STRONG AND EXPERIENCED SALES AND MARKETING DIVISIONS

### MARKETING

A team of professionals with expert knowledge in sales trends, market development and consumer behavior working with global brands in close cooperation with the brand owners. Planning and executing marketing campaigns, local production as well as local adaptation of TV spots, print ads, PR and online promotions.

Our most important challenge is making classic brands relevant to new generations via modern communication of social media, food bloggers and other online venues.

### SALES

Sales divisions are divided into Retail, Fresh Produce and Food Service. All consist of dynamic groups of people providing excellent customer service and building strong customer relationships.

Our sales force is one of the biggest in the Icelandic retail and food service sector focusing only on food products. Within the Retail division we have experts in shelf space management who use their knowledge to spot hot areas and customers' routes within the stores. Sales reps are trained in techniques designed to optimizing shelf space and product visibility within the market, using visual cues, brand blocking and making it easier for the consumer to find his way through the shelves.

In Food Service we have a team educated and trained in the field of cuisine, ranging from chefs and bakers to food technicians. The broad customer base is everything between small canteens to large food producers and top hotels and restaurants.

INNENES is a loyal supporter and sponsor of The Bocuse d'Or Academy and Icelandic Chef Association.

## FRESH PRODUCE

INNENES acquired the fruit and vegetable importer Búr Ltd. in 2014. Today INNENES is the second largest wholesaler on the fruit and vegetable market in Iceland. INNENES Fresh Produce currently has about 60 employees.

## RECIPE WEBSITE

INNENES - Recipe website is one of the largest recipe sites in Iceland [www.gerumdaginnirilegan.is](http://www.gerumdaginnirilegan.is)



GROWING PASSION





**Strongest  
in Iceland**

## THE STRONGEST IN ICELAND

Innes has been awarded "The strongest in Iceland" 5 years in a row. Euler Hermes, a global credit insurance company, guarantees Innes.

### ONLINE STORE B2B



### KORNGARÐAR



## NEW PREMISES - The Future of Innes

Innes is building a new premises for its total operation, warehouse and offices located in the heart of the Reykjavík harbor area.

The new warehouse will be fully automatic using the latest technique in handling customers goods both ambient, frozen and chilled.

It will be the highest warehouse in Iceland, 35 meter high with a total of 18.800 pallet location capacity. HBW Dry 10.800 plt - HBW Frozen 3.600 plt - Chilled 2.000 plt and Mini load 's 2.400 plt. We estimate that the new premises will be up and running in spring 2020.



## INNES Ltd Importers/Wholesalers

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