



I-D Foods Corporation
Food Distribution

I-D FOODS is Canada's largest imported specialty food distribution company, with sales offices and distribution centers in every major city across the country. Our suppliers and partners enjoy the most effective launch, promotion, distribution and shelf prominence. They entrust to us some of the world's most renowned brands.

1800 Autoroute Laval, Laval, Quebec H7S 2E7
Tel.: (450) 687-2680

President: Philip Issenman
V.P.: Mario Latendresse
e-mail: info@idfoods.com



First National Sales and Marketing
Customized Brokerage

FIRST NATIONAL won the North American "Broker of the Year" award by Nature's Path Cereals. Unlike the services offered by the two leading food brokerage firms in North America, we offer a "boutique" national service capability. First National partners with niche mainstream brands.

1800 Autoroute Laval, Laval, Quebec H7S 2E7
Tel.: (450) 687-2680

Contact: Julie Latour
e-mail: info@fnsmcorp.com



Tantrum Corporation
Red Bull Distributor Quebec

TANTRUM is the Quebec distributor for Red Bull energy drinks. Red Bull developed the global energy drink market.

TANTRUM Corporation provides dedicated driver/salesmen.



1700 Autoroute Laval, Suite 500, Laval, Quebec H7S 2E7
Tel.: (450) 680-3013

President: John Issenman
e-mail: john.issenman@tantrumcorp.com

ALIMENTS **i.d.** FOODS

C O R P O R A T I O N

a Passion for food!

I-D Foods Management Team



Philip Issenman
President & CEO



Fulvio Bussandri
Corporate Director



Diana Hénauld
Vice President Purchasing



Mario Latendresse
Vice President Sales & Marketing



Phillip Gattola
Chief Financial Officer



Diane Dault
VP Sales, Quebec



Leo Meyer
VP/GM, Ontario



Dominic Schiraldi
VP Sales,
Ontario/Western Canada



Jim Warner
Operations Mgr,
Western Canada



Dan Bergeron
Sales Manager, BC
Key Account Mgr, West

SOME OF OUR MAJOR BRANDS



Visit our website: www.idfoods.com



Category Management

Our commitment to continuous, effective category management to all our customers features:

- ✓ Technical team devoted exclusively to store layout and presentation design
- ✓ Advanced in-house development and deployment capabilities of Plan-O-Grams and inventory control technologies (SpaceMan, Max) in conjunction with AC Nielsen
- ✓ Dynamic, extensive and ongoing collaboration between all category management personnel and customer base
- ✓ Database / Video images for all categories
- ✓ National Product Library
- ✓ Dedicated Corporate personnel
- ✓ AC Nielsen

I-D Foods Corporation Trucking & Distribution system

- ✓ Trucks at each I-D Foods branch servicing retailers in their respective markets

Services available:

- Direct-to-store delivery
- Warehouse delivery
- Inter-province delivery



From Coast to Coast

National sales team

Over 100 Sales People and Key Account Managers calling on over 10,000 customers representing 100,000 sales calls annually.



Major Customers

- Major Food Chains
- Independent Food Stores
- Superstores
- Warehouse Clubs
- Drugstores
- Convenience Stores
- Wholesalers
- Mass Merchandisers
- Department Stores
- Food Service
- Cash & Carry outlets



I-D IT has completed the implementation of a company-wide electronic order pad system. I-D IT is the in-house company that provides I-D and 40 other companies with state of the art information technology.

On each store visit, the I-D representative is now armed with a tool that provides product movement history per store. The order can then be downloaded directly to the mainframe. Specials, Displays, Out-of-Stocks are all made visible.

Yves Néron, President of I-D IT would be pleased to meet with any company to discuss a complete distribution package from B2B, Internet Sales, Remote Order Entry to RF order picking and EDI invoicing.

Contact: Yves Néron, tel.: (450) 687-2680 ext. 2503
e-mail: yves.neron@iditcorp.com



Cercle Européen Importateurs Spécialités Alimentaires

extract from CEISA Mission Statement

"Think global, act local"

CEISA is an association of marketing and distribution companies from all over the world. One distributor per country is invited to become a member, and the main deciding factor is the company's reputation in their market.

Members of CEISA market products of the leading international food producers.

They offer a complete service of marketing and distribution and ensure maximum market penetration of every available trade channel.

