



# Z-CHOICE INTERNATIONAL

We help U.S. brands grow in China with a one-stop launch, marketing, and sales solution.



# Z-CHOICE INTERNATIONAL LLC

**Z-Choice International** is a U.S.-China strategic business development firm based in Denver and Los Angeles, USA, with a branch office in Shanghai, China.

We help small- and medium-size U.S. brands find opportunities in the Chinese market by providing everything from strategic planning to our Launch/Marketing/Sales/Localization **Total Solution** via our strategic partners and channels in China.

We have decades of global business expansion records with **Fortune 500** companies. We specialize in the consumer packaged goods industry, especially in food innovation and idea-to-market.

# WHY Z-CHOICE?

- Our extensive U.S.-China corporate executive experience helps you identify China market opportunities and **grow your businesses globally**.
- We have **first-hand business development experience** in China, with up-to-date marketing and consumer insights.
- We have built trustworthy business relationships and connections in both China and the U.S. over the years; as a result, we can handle the complex processes and help you **go directly to the source**. We want to leverage our learning and success to help you succeed globally!



# Z-CHOICE IS YOUR CHOICE FOR GROWING YOUR BUSINESS IN CHINA.

We have the unique combination of experience, connections and capabilities in China.



Go-to Market  
Strategies,  
Insights &  
Expertise



Strategic  
Connections &  
Global Brand  
Protection



Multi-Channel  
Marketing &  
Sales  
Capabilities

# WE RECOGNIZE THE NEEDS OF U.S. BRANDS & CHINESE MARKETS.

**Small- to medium-size U.S. brands** face a complex, costly, & daunting process in China:

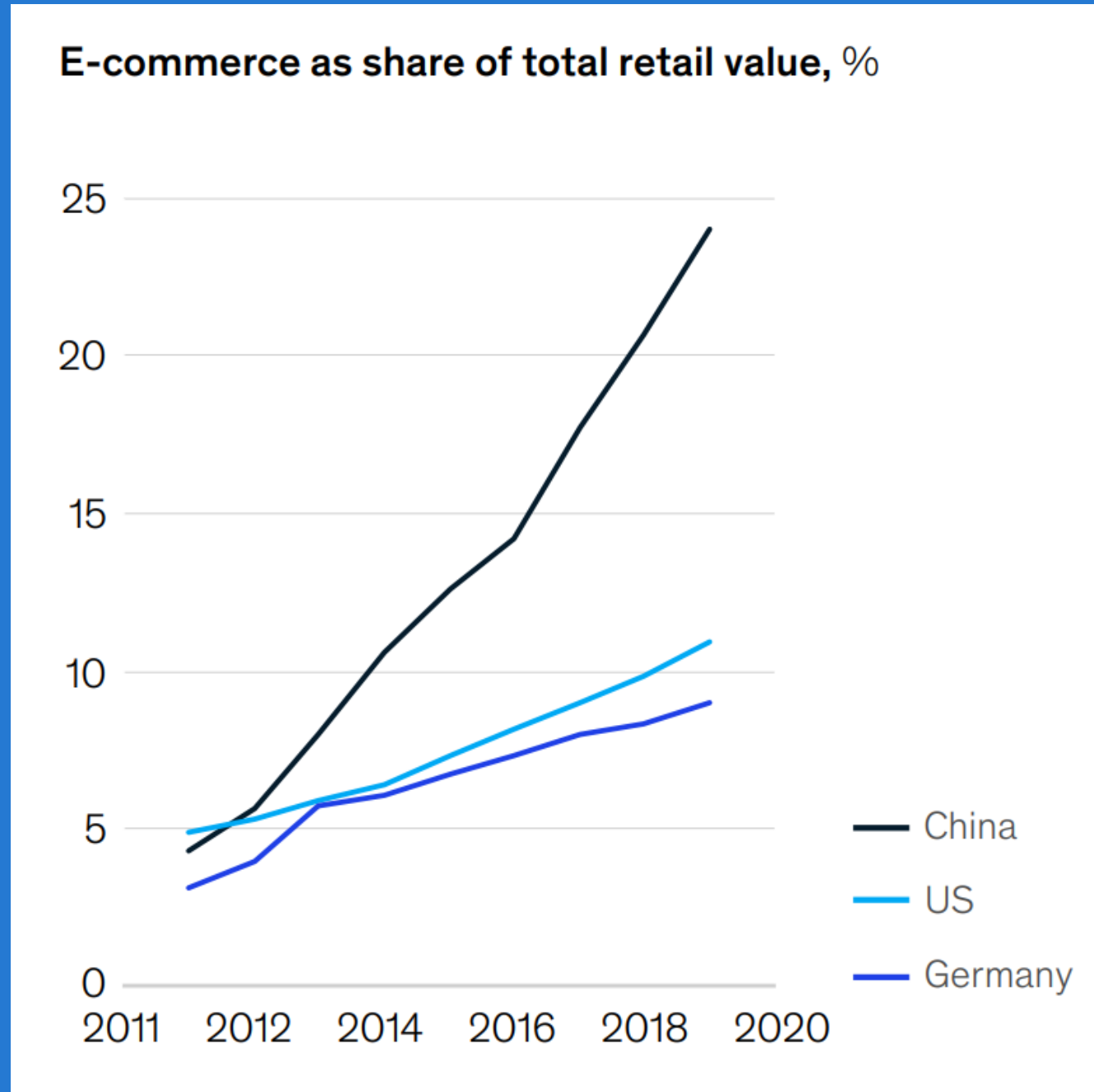
- Regulation is ever-changing and hard to interpret.
- Exporting processes are complex and costly.
- Customers' needs constantly change.
- IP/Brand protections are crucial.
- Communications with Chinese partners can be challenging and “lost in translation”.

**Chinese markets** seek innovative U.S. products, yet it may be very competitive:

- Openness to try new products.
- The difficult search for quality and trustworthy brands.
- Unique consumer preferences for taste and product features.
- Look-alike low quality products can threaten foreign brands.



# GREAT OPPORTUNITY FOR U.S. BRANDS TO GROW IN CHINA



Source: iResearch and MOFCOM for China; eMarketer for other countries; literature search; McKinsey analysis

- **>850 million**  
Chinese internet users + the world's largest e-commerce market
- **4.8% - 7.1%**  
forecasted fast-moving consumer goods (CPG) growth post-COVID
- **>3.3 trillion yuan**  
total retail sales value of consumer goods, a 17.7% increase compared to the year prior



# THE Z-CHOICE SOLUTION

Along with our strategic partners in China, we offer a **One-Stop** Launch, Marketing, and Sales Solution.

## U.S. Brands

launch easily and successfully into ideal Chinese markets.

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EXCLUSIVE One-Touch-Point Management  
through Z-Choice

## Chinese Markets

receive new, innovative U.S. products to satisfy the right consumers.



# BUSINESS SERVICES

Business Services	Export/Import Distribution	Marketing/Brand Management/ Channels Operation	Localized Manufacturing Incubation
<b>Full Distribution</b> (exporting/importing/logistics/B2B/B2C, deadnet or distribution models)			
<b>Brand Management</b> (establish marketing strategy/connections)			
<b>Channel Operation</b> (establish sales strategy/connections)			
Establish <b>local manufacturing</b> and partnerships			
<b>Timing</b>	3-5 months	4-6 months	9-18 months

- Z-Choice offers a series of business services/partnerships to help U.S. brands enter/grow in China.



# BUSINESS SERVICES



## Pre-Launch Marketing

- Exclusive distribution agreement
- Agreed-upon product selections, initial channels, timing and distribution base fee

## Export/Import Distribution

- Agreed-upon brand management strategy and planning; initial marketing fee
- Distribution operating fees
- eStore management

## Brand Management and Channel Operation

- Distribution to retailers
- Multi-channel sales
- Multi-channel marketing

EXCLUSIVE One-Touch-Point Management through Z-Choice

## Localized Manufacturing

- Local suppliers
- Co-manufacturing or solely own operations
- Local regulatory compliances
- Local product development



# EXPORT/IMPORT DISTRIBUTION SERVICES

We make it **simple** for the brand:  
you provide the product/information... we've got the rest.  
(upon a exclusive distribution agreement signed between the U.S. brand and Z-Choice)

EXCLUSIVE One-Touch-Point  
Management through Z-Choice

## Product Info



We evaluate U.S. brands to determine an initial product mix and sales strategy for the Chinese market. The brand provides pricing, samples, brand-related info, and U.S. sales materials.

## Ordering



We place orders with the U.S. brand. The brand provides necessary product information for our customs clearance.

## Transport



We arrange product pickups from the warehouse to China and manage customs clearance and logistics.

## Launch



We distribute products to ideal Chinese retailers and eCommerce platforms such as T-Mall. We work with the brand to get alignments on product marketing (agreed-upon fees).

# LOCALIZED MANUFACTURING & INCUBATION

We work with local manufactures, suppliers, and regulatory agencies to help the U.S. brand establish **local production capabilities**, including **co-manufacturing** and **solely owned operations**.

- Consider co-manufacturers in the short term if speed-to-market and costs are main concerns;
- Leverage co-brand opportunities and/or joint-venture strategic partners' manufacturing capabilities;
- Once the brand has consumer traction and market demand, consider establishing solely owned manufacturing capability in the long run

EXCLUSIVE One-Touch-Point  
Management through Z-  
Choice

Our localized manufacturing capabilities would enable the U.S. brand to produce products at potentially lower costs that meet Chinese consumer needs and Chinese regulatory standards. Fees TBD.



## WE HAVE SHOWCASED KEY BRANDS AT FOODAILY'S FBIC, EXPO & DAILY REPORTS.

Partnered with Foodaily, Z-Choice has showcased numerous strategically chosen U.S. brand products to **over 3,000** Chinese food professionals at FBIC, the **largest annual food innovation conference**, boosting their global growth in the process.





# Z-CHOICE is selecting key U.S. BRANDS to PRESENT at Foodaily EXPO2022: the largest global food innovation showcase in Shanghai, May 31 - June 2, 2022



Foodaily EXPO  
Global food innovation expo.  
Over 3,000 attendees and  
over 1,500 exhibitors.  
Over 150 presentations on  
Ingredients & Packages, OEM  
& ODM, Sales & Marketing,  
Technology & Solutions, etc.



FBIC (Global Food &  
Beverage Innovation  
Conference) organized by  
Foodaily is the largest food  
innovation conference in China  
since 2015. FBIC has  
showcased over 10,783  
products, with attendees over  
5,786 food professionals, 322  
focused presentations, and  
over 1,900 exhibitors.



iSEE Global Food Innovation  
Award is organized by  
Foodaily, focuses on awarding  
global products and innovation  
that best showcase the spirit of  
food innovation. The iSEE  
Global Food Innovation Award  
has been highly recognized by  
consumers in China.





# FOODAILY EXPO 2022 - KEY THEMES

05/08 → 05/09  
预选好货等新潮

## Domestic Trends 国潮骄傲

国风汉服，传统文化展示，老国货新玩法；

“国”即这个时代中国文化的传承；

“潮”则是迎合这个时代的表现手法。

食品国货走向国潮的最优路径主题活动

## New Young Consumers

### 新食青年DOU爱吃

新全球化，新生代饮食，全球风味零食；

唤起18-25岁年轻消费群体，

用一份来自全世界优质美味零食

来推动全球化零食饮料赛道向前进发。

活动时间：05/25-06/18

Q 618 抖音搜索

## Trendy/Futuristic Foods

### 未来食品

可持续发展与科技，太空零食，黑科技，

植物肉，食品元宇宙概念；

基于未来食品概念串联品牌、产业  
社媒、电商，形成线上线下双联动效应，  
打造社会化影响力。

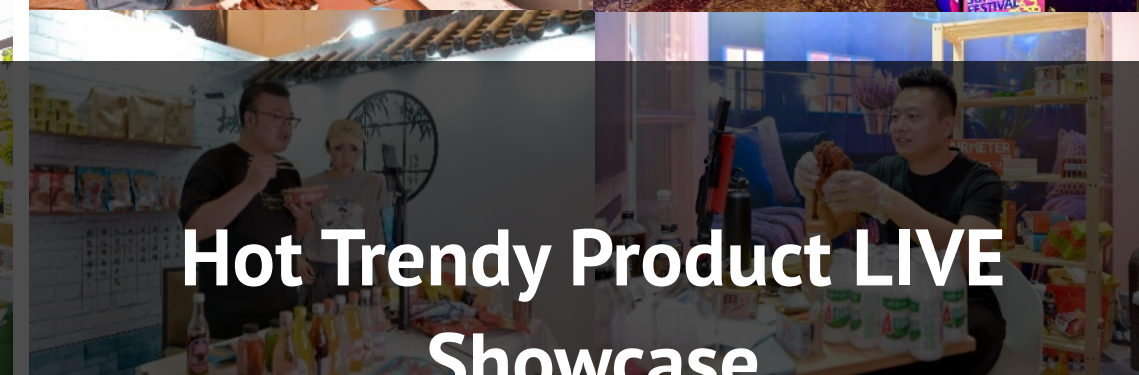


# FOODAILY EXPO2022 - SPECIAL EVENTS



## Sales & Channels Featured Products

1000+经销&渠道商春季选品, 可促单出货的选品活动



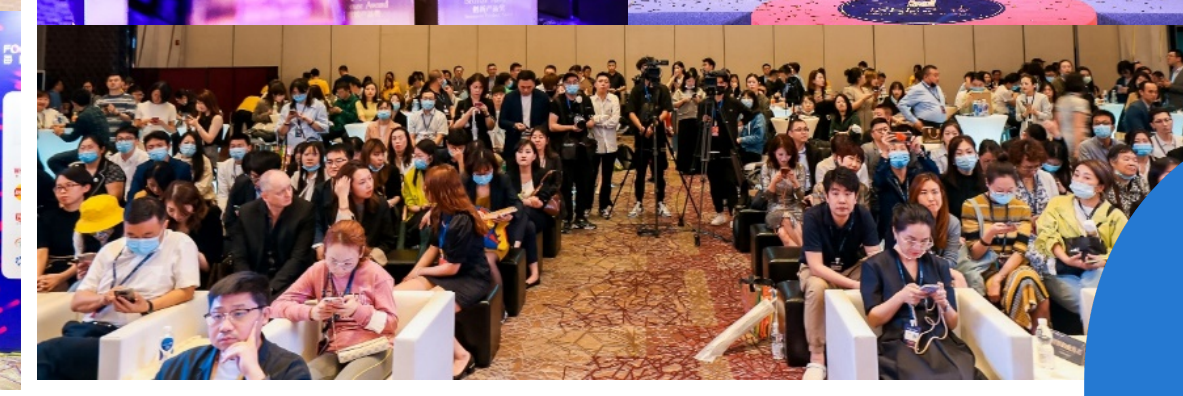
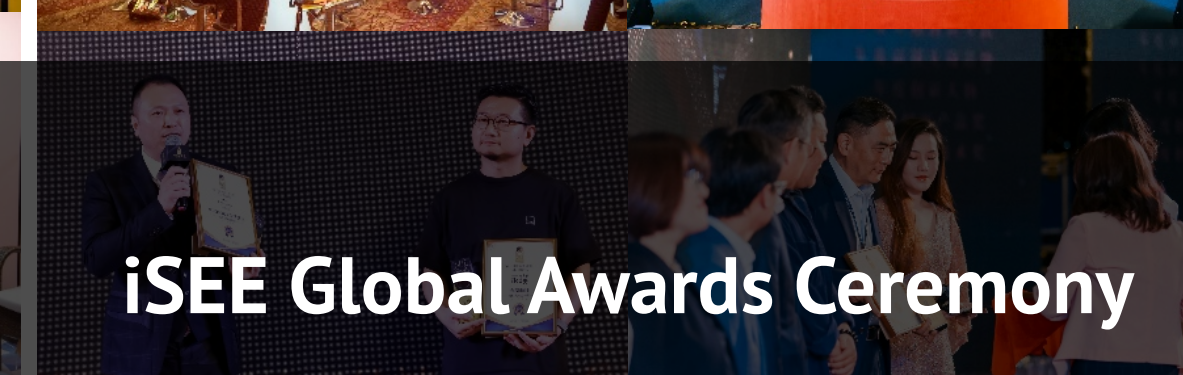
## Hot Trendy Product LIVE Showcase

专属直播选品秀, 为618大促做足声量



## iSEE Global Awards Ceremony

年度创新大奖花落谁家?  
iSEE之夜&iSEE创新奖2022颁奖典





# LET'S WORK TO BUILD YOUR BRAND GLOBALLY WITH THE RIGHT STRATEGY & PARTNERS.

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[z-choice@z-choice.com](mailto:z-choice@z-choice.com)

