



KaZaR Experience

PREMIUM TRADE BRIDGE

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📍 Los Angeles, United States
São Paulo, Brazil

KAZAR EXPERIENCE SPECIALIZES IN THE REPRESENTATION, SOURCING, IMPORTATION, AND SALE OF VALUE-ADDED PRODUCTS FOR EUROPEAN, NORTH AMERICAN AND LATIN AMERICAN MARKETS.

WE ARE DISTINGUISHED BY OUR STRATEGIC APPROACH TO BOTH FROZEN AND DRY PRODUCTS, SUCCESSFULLY PROMOTING ESTEEMED NATIONAL AND INTERNATIONAL BRANDS THAT HAVE MADE A SIGNIFICANT IMPACT IN THEIR RESPECTIVE SEGMENTS, PARTICULARLY IN THE PREMIUM MARKET.

PROFESSIONAL TEAM



Anne-Laure Bitaine

INTERNATIONAL B2B SALES
AND GLOBAL PROCUREMENT

For 20 years, she has been scaling sales of premium food and consumer goods across Europe, Latin America, the Middle East, and Asia.

Specialized in implementing international brands and market expansion, with a focus on maximizing supply chain efficiency.

Bio: [Anne-Laure Bitaine](#)



Felicio Jacob Junior

SALES AND PARTNERSHIPS
SPECIALIST - BRAZIL

For four decades, Felicio has been driving sales growth and creating high-value-added product concepts in the Brazilian market.

He maintains extensive and reliable networking with major retail and foodservice chains in Brazil, with direct access to all hierarchical levels.

Bio: [Felicio Jacob](#)

SERVICES

Negotiation, Sales, and Global Logistics

- Presentation and negotiation with clients (Key Accounts in retail and foodservice distribution)
- Monitoring registration and regulatory compliance with national legislation (technical specifications and packaging)
- Overseeing the order processing, logistics coordination, and supply chain management
- Monitoring sales performance and inventory status

Operational Execution

- Client and distributor technical and commercial training programs
- Point-of-sale implementation oversight and technical support
- After-sales service and customer support

Marketing

- Brand presence management in stores and digital channels
- Promotion and incentive campaign coordination
- Trade shows organization, participation and visits (NRA Chicago, Fancy Food Show New York and Las Vegas, IDDBA, Gulfood Dubai, Fipap, Apas, Foodservice Chile)
- Market exploration visits organization and trade events facilitation

PRIMARY CLIENTS SERVED

RETAIL

Carrefour, Grupo Pão de Açúcar, Cencosud, St. Marche, Zona Sul, Zaffari, Angeloni, Festival/Beal, OBA, among others.

FOODSERVICE

Hotels, coffee chains, catering services, distributors

EXPERIENCE



Assistance in English, French,
Portuguese, and Spanish

Thank you for exploring our expertise. Let's discuss how we can enhance your business growth and market expansion objectives.