



**FNB** SERVED  
**DAILY.**

*Food for thought... every day!*



**SIAL**  
INSPIRE FOOD BUSINESS

2022

**Eurobank**

The award winning Export gate portal helps businesses expand internationally

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**Audrey Ashworth**

"SIAL Paris 2022 exceeded the levels of 2018"

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**Laurent Thuillier**

"Greece and France have enlarged bilateral cooperation"

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**SIAL Paris**

Reasserts its standing as the world's foremost food industry event



POWERED BY:



**ADUS**

**There is only one destination for reducing business costs at all levels**

Since 2009, Adus has managed to continuously achieve sustainable growth by providing to FMFG companies an original Outsourcing Business Model of integrated service provision within supermarket chain stores in the Greek and International markets. Adus reinforces its mission as a "Fast Moving Services Provider" by building up sustainable partnership relationships which is characterized by a firm commitment to securing increased profitability to its clients. Its approach is based on the personalized solutions it proposes by selecting its partners and their products, after an in-depth investigation of their philosophy, quality, official evaluations, standardization and certification of the final products and their entire production cycle.

**SALES & MERCHANDISING SERVICES**

Specialized sales teams undertake the full range of appropriate activities, while concurrently performing real time digital recording in tablets of every product's status at the sales points through innovative solutions.

**IN-STORE PROMOTION SERVICES**

Each in-store promotion project is carefully designed by Adus according to client's specific requirements and products' profile, while the actual implementation is supported by their innovative operating methods so as the client is getting real time feedback of its progress and outcome.

**PRODUCT IMMERSION & PLACEMENT SERVICES**

Adus takes over the development of a specific framework of directives and actions as agreed with the client, enabling the establishment of trade relations and achieving products placements on the consumers' direct access points (the supermarket shelves).

**BELOW-THE-LINE SERVICES**

Modern quality control programs and pdf editing with multiple correction

There is only one destination...



Outsourcing Sales • Merchandising  
In-Store Promotion • Exporting Services



capabilities in terms of perfecting files for acceptance by printing machines. Creation and implementation of promotional materials such as promotion – sales stands, roll-up banners, flags, digital prints, catalogs, covers, promotional gifts, and more.

**BUSINESS EXTROVERSION SERVICES**

In a constantly changing market, the sequence of options in the development of a strategic plan requires a thorough research of the target market and a clear capture of the critical information for charting a realistic course with positive results. Adus, operating on behalf of its clients for their Business optimal Extroversion, ensures through its consultancy the effective and results-orientated relationship between the



different buyers and its clients towards sales deals' closure in a wide range of premium food and other consumer goods. The service category is basically included by market research & feasibility study, full portfolio development & management, represent the client during the full life cycle process of approaching buyers, ensuring client's throughput and outsourcing sales, merchandising, ordering, in-store promos and export services.

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**Fast Moving Services**

- Sales Promotion Services
- Merchandising
- Product Immersion & Placement Services
- Below-the-Line Services
- Business Extroversion Services