

TITLE: Creating a new category in the Vinegar Market in Canda through Archie range product

INTRODUCTION INDICATING

- Title: Archie
- Lump sum name: International lump sum application
- Amount of lump sum: 7500 €

GLOBAL OBJECTIVE OF THE PROJECT

This project will allow Archie to penetrate the Canadian Market with ease and success thanks to one of the most innovative apple cider vinegar food chain production in France and based on a unique approach towards Sugar Spike Reduction rpcoess.

BACKGROUND PRESENTING THE SME(s)

Archie is the first and still only brand expert and specialized in Apple Cider Vinegar in France. Since 2020, Archie is creating new categories where Apple Cider Vinegar is going way above the salade dressing historical use. Through the most effective and innovative process both in the food production and the formulation, we are positioning Archie as one of the most suited solution to help millions from sugar spike consequences and gut issues.

Our presence towards the B-Resilient program is made from our production process. Where bad apples or bad cider where thrown away, our expertise allows both cider producers and fermentation expert to use all apple available in pristine 300 yo orchards to make the best Apple Cider Vinegar.

With almost 9M€ Revenue globally in 4 years, Archie have demonstrated a outstanding capacity to create new wellness routine with very limited resources. Best-selling in many retailers, the company gather a 100K customers database through one of the most performant eshop in the sector.

To follow Archie commitment for transparency and product effectiveness, we've set up a very ambitious project with three universities to form the first Scientific Committee.

PROJECT OBJECTIVES

Canadian Market is among the top 3 world Apple Cider Vinegar market, both in global Revenue and growth. The market support a quasi-oligopolistic market from 2/3 US brands both in terrible quality regarding benefits and taste. Customers are very aware about the urge to find effective and natural solution for sugar spike and the knowledge about ACV benefits. Our goal is to penetrate this market way more mature and structured than Europe with our unique range of products. Through top quality, proven benefits and strong branding the project will help us to implement Archie in the country and ease the start. The final objective is to lead the market and to become one of the uncontested leading for natural wellness solution.

ROLE OF THE PARTNERS

The project with Adexia started during the first operation F2F Health Matters. We have been to Canada where the local agency Adexia bring all the brands meeting distributors and retailers to see potential opportunity in the region.

With a very good connection during this first attempt, we wanted Adexia to support Archie development in Canada.

Adexia knowledge of the region and customer habits were precious to target the best future partner. In September 2024, the most visited Food & Wellness Trade show took place (CHFA Toronto) where Adexia set up the mission and organize meeting with many actors in the region.

Therefore we had more than 15 meetings with leading food, food supplement distributors, brokers, agent and retailers. Those meeting went very well and many of them shown great interest towards our products and potential in the Market.

EXPECTED BENEFITS

The project have several ambition and among them :

- Secure a distributor or several distributors capable to address all the main region in Canada such as British Columbia (Vancouver), Ontario (Toronto GTA), Quebec
- Secure retailers willing to bring Archie on their shelf as soon as possible
- To start creating communication and marketing tools and setup the right brand position in this highly competitive region
- To make roughly 2,5M€ Revenu between 2025 and 2027 in the region

IMAGE TO PROVIDE (partners photo together, factory, products, process, ...)

