



#### **NURTURING GROWTH: BRANDING VIA TRUST, QUALITY & SERVICE**

Euro-Atlantic was incorporated in 1992 in Malaysia as an importer of specialty fruits and vegetables. Spurred on by *Conscientiousness* and *Dedication*, the group is today a leading importer and distributor of a wide range of specialty fruits and vegetables as well as fresh and frozen seafood.

Holding true to the principles of *Trust, Quality* and *Service*, Euro-Atlantic has grown steadily in the last two decades under good corporate leadership and the collective efforts of a dedicated workforce. Today, the company's operations cater to a distinguished clientele comprising the US Navy, airlines, ship chandlers, major hotels, hypermarkets, supermarkets and up-market Food & Beverage outlets in the Klang Valley, Penang, Johor Bahru and Kota Kinabalu.

The company's largest investment is in human resource, where it is committed to training and developing its staff at all levels and guiding them towards becoming highly skilled personnel in their respective departments.

#### **BUILDING RAPPORT, ADDING VALUE**

At Euro-Atlantic, the management places heavy emphasis on the establishment of good service and rapport with the company's customers and it continuously seeks new avenues to add value to its products and services to ensure customer satisfaction.

The company's philosophy of trust is reflected through its investment in product development. Its purchasing

executives scour the world in search of the best fruits, vegetables and seafood for import purposes and conduct careful product research to ensure its clientele receive the best quality at the most competitive price.

To provide the highest standards in hygiene and food safety, Euro-Atlantic only invests in quality cold rooms and equipment. As a result, the company is proud to have been awarded the distinguished *HACCP* certification.

#### **MISSION & VISION**

Euro-Atlantic's *Mission* is to achieve excellence in food safety and handling to become Malaysia's leading importer and distributor of fresh produce and seafood. The company's *Vision* is to become the one-stop-centre for specialty food in the country as it continues to bring the best products from around the world to the consumer's doorstep.

#### **FIRST PICK FOR QUALITY & FRESHNESS**

Through its brand – First Pick – Euro-Atlantic has been communicating its promise of bringing quality and freshness to its customers. Today customers know what to expect from the company's products; thus differentiating the brand from its competitors. First Pick may not necessarily be the cheapest – but it promises and offers the high-quality option. Effective and sustained branding efforts have given First Pick an edge over its competitors and customers have come to recognize and value the brand.

The First Pick product logo has been developed to be easily recognizable as a symbol of high quality and reliability.

It stands out on all the company's delivery trucks and product packaging. The logo is accompanied by impactful *Taglines* – *Best Fresh, Better Life, Fresh Produce-Seafood-Gourmet* and *Specialty Fruits, Vegetables & Marine Produce* – to communicate what the brand stands for and its assurance to the consumers. It is also a commitment that the company wants every employee to be aware of and thus ensure that only the best products are sold.

#### **BRINGING IN A BIGGER HARVEST**

Euro-Atlantic is in the midst of sourcing and bringing in more healthy high-quality produce, both fresh and gourmet, to complement its current range. And, as consumers are getting more health-conscious, the objective of its branding is to enhance the perception of First Pick as not only *FRESH* but *HEALTHY* as well.

The company's uncompromising initiative and efforts in bringing the best quality fresh produce, packing them in high-quality food grade material, investing in eye-catching design labels, and transporting them through state-of-the-art cold-chain management systems, have driven industry players to follow suit. This in effect has forced the industry players to bring higher quality produce to consumers in Malaysia – thereby benefitting the general public on the whole.

First Pick is firmly established as a leading brand in the fresh produce industry in Malaysia. To drive the brand forward, the company's management is always looking out for innovative ideas with the objective of growing the fresh produce industry to be among the best in the world.