



**GELLERT**  
GLOBAL GROUP

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# **NJ ITALY TRADE COUNCIL**

October 16th



- The Gellert Global Group consists of many of the leading North American food importing companies, and has been involved in importing food products for nearly 100 years.
- The family member companies of the Gellert Global Group bring a broad variety of imported food products to all aspects of the food industry:
  - Canned and frozen fruits and vegetables
  - Meats
  - Seafood
  - Imported, value-added and specialty cheeses
  - Nuts and dried fruits
  - Gourmet olive oils and vinegars
  - Sugar
  - Chocolates, natural fruit preserves and purees
  - Soup bases, sauces and seasonings
- The combined revenues of the Group exceed \$800 million.
- The combined resources of the Group companies provide strength in sourcing, insurance, finance, logistics, and information technology.
- The Group supplies the needs of retailers, distributors, foodservice chains, hotels, cruise lines, and food manufacturers alike.
- The Group is also active in restaurant franchising and non-food operations as well as real estate investments in the greater metropolitan NY area.

## MISSION

*The Gellert Global Group is committed to leveraging the strength of the combined products and services of its companies to better meet the needs of the food industry. Calling on the heritage, quality of products and expertise of its members, it creates a powerful business environment for development, growth and success.*



## ABOUT THE GELLERT FAMILY

- George G. Gellert** Chairman of the Board and Chief Executive Officer. *Also Chairman of the Board, and previous President and Vice President of Atalanta.*
- Andrew Gellert** President. *Also Treasurer of Atalanta Corporation and Senior Vice President of Camerican International Inc.*
- Robert Gellert** Principal. *Also Executive Vice President of Atalanta Corporation.*
- Thomas Gellert** Principal. *Also Vice President of Atalanta, CEO of Finica Food Specialties Limited, President of Tipico Products Co., and De Medici Imports, Ltd.*
- Amy Gellert Lebovitz** Principal
- William Gellert** Managing Director. *Also partner of Gellfam Management Corporation.*

## OTHER MEMBERS OF THE GELLERT GLOBAL GROUP MANAGEMENT TEAM

- Larry Abramson** Managing Director. *Also President of Camerican International, Inc.*
- Y. Hans Baumann** Managing Director. *Also Chief Executive Officer of Swiss Chalet Fine Foods.*
- Paul Blake** Managing Director. *Also President of Finica Food Specialties Limited.*
- Bernard F. Lillis, Jr.** Managing Director. *Also Chief Financial Officer of Tipico Products Co, Inc., DeMedici Imports, Ltd., and Swiss Chalet Fine Foods.*
- Marian Nitu** Managing Director and head of the Group's Romanian Operations.
- Stephen O'Mara** Managing Director. *Also President of J. F. Braun & Sons, Inc.*
- Charles E. Stough** Managing Director. *Also Chief Financial Officer of Atalanta Corporation.*

## GELLERT GLOBAL GROUP COMPANIES



Founded in 1945, Atalanta Corporation is the largest privately held food importer in the USA. Through a national sales force, Atalanta delivers the finest meats, cheeses, groceries, and frozen seafood to retailers, food service operators, major restaurant chains, and manufacturers nationwide. Atalanta is one of the largest importers of cheese and ham in the US.



Founded in 2008, Atalanta International is a subsidiary of Atalanta Corporation and is the successor to Atalanta UK. The primary business of Atalanta International is the import of sugar to the company's largest customer, LeMarco S.A., in Romania. The company's imports represent 29% of the sugar import quota to Romania. The Gellert Global Group has a 50% ownership in LeMarco S.A. Other, Atalanta International products include furniture, seed oils, meats, cheeses and wine.



Originally established in 1916, Camerican International is a leading food importer to the retail, foodservice, institutional, industrial, and manufacturing segments, and specializes in import programs for the top echelon of customers in these segments. Camerican products include processed tuna, canned and frozen fruits and vegetables. Camerican represents leading food processors in over 20 countries around the world.



Established in 1945, J.F. Braun is the leading supplier of shelled nuts, dried fruits and snack items to the nut salting, confectionery and baking trades. Their products include cashew nuts, Brazil nuts, hazelnuts, pine nuts, raisins, coconut, banana chips and tropical fruit. J.F. Braun's vast sourcing capabilities enable them to track industry trends, anticipate shortages, and develop new sources of supply.



Tipico offers retail, foodservice and industrial customers an array of value-added, imported and domestic cheeses along with a number of processing services performed in its plant. Tipico produces both in-house and private label brands. The company's primary services include grating and shredding, cutting, wrapping and cubing, and drying.



Established in 1968, Finica is a Canadian importer and distributor of specialty food and cheese from around the world to retail (chains and independents), restaurant chains, foodservice, and industrial accounts. Key accounts include Sobeys, Loblaws, A&P, Longos, Thriftys, Sam's Club, Overwaitea, Safeway, and Costco, CARA Operations, SIR Corporation.



Founded in 1968, Swiss Chalet Fine Foods is one of the largest, nationwide specialty distributors of fine savory and sweet ingredients to hotels, restaurants, caterers, universities, and institutions in the US and abroad. Their product offering includes bases, soups, chocolate, fruit products, catering specialties and professional tools. Swiss Chalet Fine Foods is headquartered in Miami and has additional distribution centers in Houston, TX, Los Angeles, CA and Lakewood, NJ.



Founded in 1979, De Medici Imports, Ltd. is a leading importer and distributor of premium, non-perishable specialty food brands, including gourmet olive oils, vinegars, mustards, and teas. The company's products are distributed in high-end retail stores and restaurants nationally. Having won 15 product award trophies at the International Fancy Food Show and are consistently praised in the food media. De Medici is noted for the exceptional quality and niche marketing of its products.



With over 25 years experience, WePackItAll are packaging specialists for the nutrition, food and candy industry. The company currently specializes in pouch-filling, blister packaging, and bottle-filling of tablets, powders, cereals, and liquids, as well as other forms of food packaging. WePackItAll currently services more than 200 companies nationwide, including manufacturers, start-ups, direct sales organizations, as well as marketing development companies.



Gellfam is a family-owned company formed in 1998. Through its subsidiary Great Bons, Inc., Gellfam operates nine Cinnabon bakeries, two Quiznos sandwich shops, one Carvel express ice cream shop, and one co-branded unit encompassing both Cinnabon and Carvel, and will be expanding the Five Guys Burgers and Fries concept in the New York and New Jersey metropolitan areas to a network of 31 stores. Gellfam's 2007 net sales exceeded \$6.4 million, and the company has consistently posted strong operating profits.



Monarch Seafood is primarily a fresh fish and frozen seafood purveyor of over 40 different varieties, based in New Jersey. Monarch Seafood is operated by Reba and David Monisoff, who have more than 35 years of industry experience. Monarch Seafood's principal customers are white tablecloth restaurants and country clubs in the greater New York metropolitan area. Current annual sales are approximately \$15 million.

## BUSINESS TIES WITH ITALY

- Atalanta approximately \$43 M
- De Medici approximately \$25 M
- Finica approximately \$1 M

## BUSINESS TIES WITH ITALY

### Atalanta

- over 600 SKUs of cheese
- over 25 SKUs of meat
- over 200 SKUS of grocery

De Medici over 300 SKUs of specialty grocery

Finica over 100 SKUs of cheese and grocery