



# RONIGER & PARTNER

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THE FOOD MARKETING COMPANY

## THE EXPORT BUSINESS BRIDGE

Our successful model for your expansion into new markets

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## FOOD MARKETING

In marketing strategies, what are perceived as details should not be underestimated as success factors, because in the operative implementation seemingly minor details often determine the effectiveness and thus ultimately the level of success that is achieved in the marketplace.

This statement also holds true with respect to our globalized and interconnected markets. This is why experienced specialists with many years of expertise in food marketing are needed for sensitive, analytical identification of the relevant impulse and appropriate measures in markets that are becoming increasingly complex every year.

Roniger & Partner develops with a close network of proven specialists goal-driven, effective solutions that contribute to your success.

## OUR SERVICES

With our network of highly qualified international consultants, we offer you bundled competence in the food sector:

- Marketing and export strategy
- Market research in Switzerland and abroad
- Evaluation of new product lines and brands (incl. review of governmental regulations and laws)
- Identification of suitable distributors/agents
- Listing discussions with retailers
- Tests markets
- Market launch
- Sales promotions and exhibitions
- PR activities

Our specific areas of competence are focused on the following product categories: Chocolate, candy, baked goods and cakes, Italian specialties, ethnic foods, beer, liquors, wine and seasonal merchandise.

## COMPANY PORTRAIT



**ROLF RONIGER**  
Managing Director

## KNOWLEDGEABLE ON THE INDUSTRY AND THE RETAIL SIDE

Rolf Roniger has been involved in the food industry and retail sector for over 20 years and is considered an expert in the international food business. After completing his studies in business administration, he earned additional Swiss federal certifications as Marketing Manager and Export Manager.

He assumed various management roles at renowned consumer product companies such as Unilever, Oswald and JT International. Within the Migros Group, Rolf Roniger served initially as Marketing & Development Manager for Chocolat Frey. He was subsequently responsible as CEO of the Migros subsidiary Swiss Delice for international food product sales.

Over the course of four years, he participated from the beginning in the establishment and development of the discount leader Aldi in the Swiss market. As buying director for Switzerland, he was responsible for the product ranges chocolate, baked goods, spirits, beer, and seasonal products. In early 2009, Rolf Roniger founded his own company, Roniger & Partner.

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**PETER SCHEUCHZER**  
Executive Account Manager  
USA

## EXPERIENCE AND KNOW-HOW IN U.S. AND EUROPEAN MARKETS

Peter Scheuchzer has over 30 years experience in financial services, management and finance. He has worked for different banks in Switzerland. Between 1992 und 2006 he was a Director and Branch Manager for UBS. His many years of experience in dealing with investment and individual clients, has given him an in-depth and wide-ranging specialist knowledge of these areas. During his time as a Branch Manager he has also acquired valuable knowledge of the business client segment. Since 2007, Peter Scheuchzer has lived in California and is already very familiar with the American culture. He has a valuable network of business connections which is essential for a successful handling of all kind of business transactions especially in the U.S.



**SVEN-ANDERS  
CHRISTENSSON**  
Executive Account Manager  
Scandinavia

## EXPERIENCE AND KNOW-HOW IN SCANDINAVIAN MARKETS

Sven-Anders Christensson is a graduate in Business & Administration from University of Lund in Sweden. He worked for the Swedish Trade Council in Stuttgart, Germany, and has been holding several positions during a ten-year period such from Export Sales Manager to Marketing & Sales Director within the Teno Consumer and FHP (Freudenberg Household Products) organisations within more than 30 countries worldwide. Thereafter followed additional executive positions at VITAKRAFT (managing director/country manager) and DUNI&MELITTA (managing director/country manager). Since 2001 Sven is active as strategic business consultant and had realized successfully several considerable business development projects.



**PHILIP HARLOW**  
Executive Account Manager  
United Kingdom

## EXPERIENCE AND KNOW-HOW IN UK AND EUROPEAN MARKETS

His main focus is to introduce and embed excellent customer management and category management principles and processes. Ultimate goal is to improve sales and profitability of business transactions with major clients or suppliers. Currently working with a multinational food company to support European away from home strategy, and a number of clients to create UK Foodservice entry strategy. Philip has a direct experience in retail, food-service, manufacturing, category management and account management. He also qualified as expert in strategy development and implementation, retail and out of home markets. He has been holding several positions such from Retail General Manager Osram Lighting and buyer at Tesco Stores Ltd and Sainsburys Supermarkets Ltd. Philip gained his LLB in law from the University of Southampton.



**LEONARDO GRECO**  
Executive Account Manager  
Italy

## EXPERIENCE AND KNOW-HOW IN ITALIAN AND EUROPEAN MARKETS

Leonardo Greco graduated in Business Administration at the University of Florence in Italy. He undertook many leading roles in Sales & Marketing in important FMCG companies as SC Johnson and Manetti & Roberts. He worked also as European Brand Manager of Castrol Brand at British Petroleum. He was Export Manager both in Bormioli Rocco (BU Tableware) and in Sisma company (Personal and House Care). He can count on a wide experience in Retailing, Category Management, Trade Marketing and Key Account Management. Since 2015 he is active as strategic business consultant both on Export and Marketing topics.



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**Rolf Roniger**  
Managing Director  
Widengasse 10  
CH-5070 Frick  
Switzerland

Tel. +41 (0) 56 500 0321  
Fax +41 (0) 56 500 0320  
Mobile: +41 (0) 79 888 8008

rolf.roniger@roniger-partner.com  
www.roniger-partner.com

## Office U.S.A.

**Peter Scheuchzer**  
P.O. Box 7983  
San Diego, CA 92167  
U.S.A.  
Tel. +1 (858) 603  
1537  
peter.scheuchzer  
@roniger-partner.com

## Office United Kingdom

**Philip Harlow**  
62 Northway  
London, NW11 6PA  
United Kingdom  
Tel. +44 (20) 8731 9637  
Fax. +44 (77) 7444 4100  
philip.harlow  
@roniger-partner.com

## Office Scandinavia

**Sven-Anders  
Christensson**  
Kvarnstensgatan 15  
252 27 Helsingborg  
Sweden  
Tel. + 46 70 642 32 70  
sven.christensson  
@roniger-partner.com

## Office Italy

**Leonardo Greco**  
Via G. Modena 3  
20100 Milano (MI)  
Italy  
Tel. +39 342 3704774  
leonardo.greco  
@roniger-partner.com