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FOOD EXPORT-NORTHEAST ACTIVITIES CREATE GOLDEN EXPORTING OPPORTUNITIES FOR ONE MASSACHUSETTS SUPPLIER

Golden Cannoli™ Shells Company, Inc., located in Somerville, Massachusetts, participated in the 2008 Food Export-Northeast-sponsored Northeast Buyers Mission in January and walked away with ten new buyer contacts and more than \$2 million in projected export sales! According to Valerie Ann Bono, Vice President of International Sales for Golden Cannoli™, "We met one-on-one with buyers from Mexico, Canada, Chile, Russia, Aruba, Antigua, and the Dominican Republic and are currently finalizing a contract with a buyer in Canada worth \$2-3 million in potential sales." As a result, the company will be adding approximately 20 new employees to their staff and increasing their purchase of U.S. bulk ingredients. The company also anticipates close to \$1 million in new sales to Mexico over the next two years as a result of a new buyer contact made at the Buyers Mission.

The Massachusetts supplier also used Branded Program funding to help offset the cost of travel to attend the Focused Trade Mission to Canada for Specialty and Natural Products in May. "Our participation in the Focused Trade Mission enabled us to continue discussions with a Canadian buyer that we met at the Northeast Buyers Mission. Without Food Export-Northeast's assistance through the Branded Program, Focused Trade Missions, Buyers Missions, and the Food Export Helpline, we would not be about to sign a contract worth millions in new sales for our small, family-owned company. The exporter education and experience we've received through Food Export-Northeast are priceless." The company has also used Branded Program funds to create point-of-sale materials to help educate buyers on their products.

Golden Cannoli™ has been perfecting their version of the traditional Cannoli recipe for over 30 years. Using this recipe and only the finest ingredients, every Golden Cannoli™ Shell is hand rolled and then quick-fried. The result is a golden, crispy shell that is unparalleled in taste and quality. Trans Fat Free, with no preservatives, no artificial flavors or colors, and made with premium ingredients certified kosher by the Rabbinical Council of New England, Golden Cannoli™ Shells Company, Inc. provides the highest quality cannoli shells at a very reasonable price.

Food Export-Northeast and Food Export-Midwest are private, non-profit associations of Northeastern and Midwestern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Northeastern and Midwestern food and agricultural products. Food Export-Northeast and Food Export-Midwest administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.