

BLAXTON CORPORATION

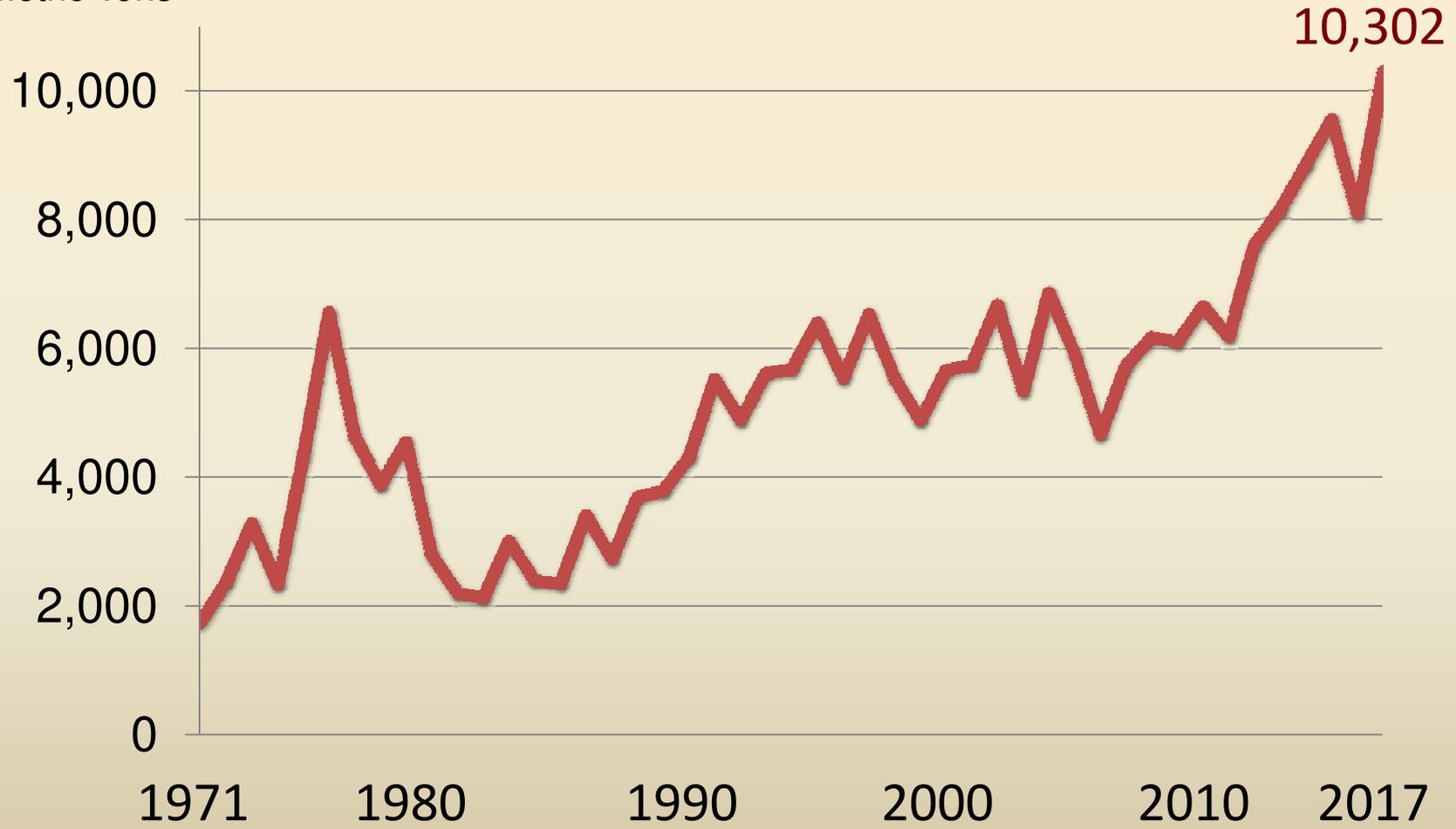
JAPANESE CASHEW MARKET

What Consumers are Looking for



CASHEW IMPORT to JAPAN

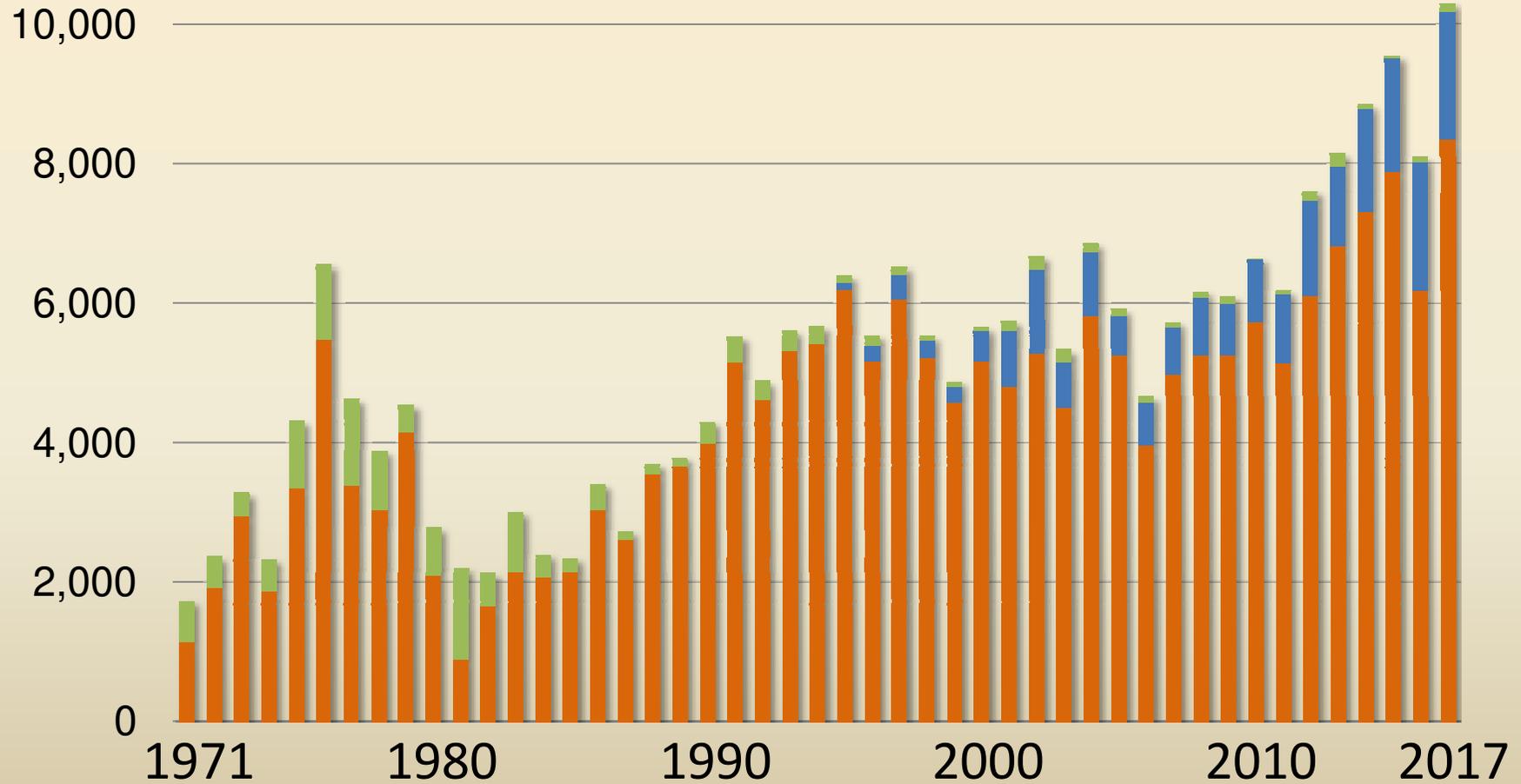
Metric Tons



CASHEW IMPORT

Metric Tons

INDIA VIETNAM OTHERS



MAJOR DISTRIBUTING CHANNELS

RETAILERS

- Supermarket & Discount Store
- Convenience Stores
- Liquor Shops
- Premium Nut Boutiques

RESTAURANTS

- Indian & Chinese Restaurants
- Premium Mediteranian Restaurants

SWEET SHOPS

- Confectioneries
- Chocolatiers – Bean to Bar
- Icecream, etc.

PREMIUM NUT BOUTIQUES



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SPECIALIZED NUT STORE



PREMIUM NUT BOUTIQUES



**Raw
Walnut**
\$7/100g



**Dry Roasted
Jumbo Cashew**
\$6.5/100g



**Dry Roasted
Almond**
\$5.3/100g

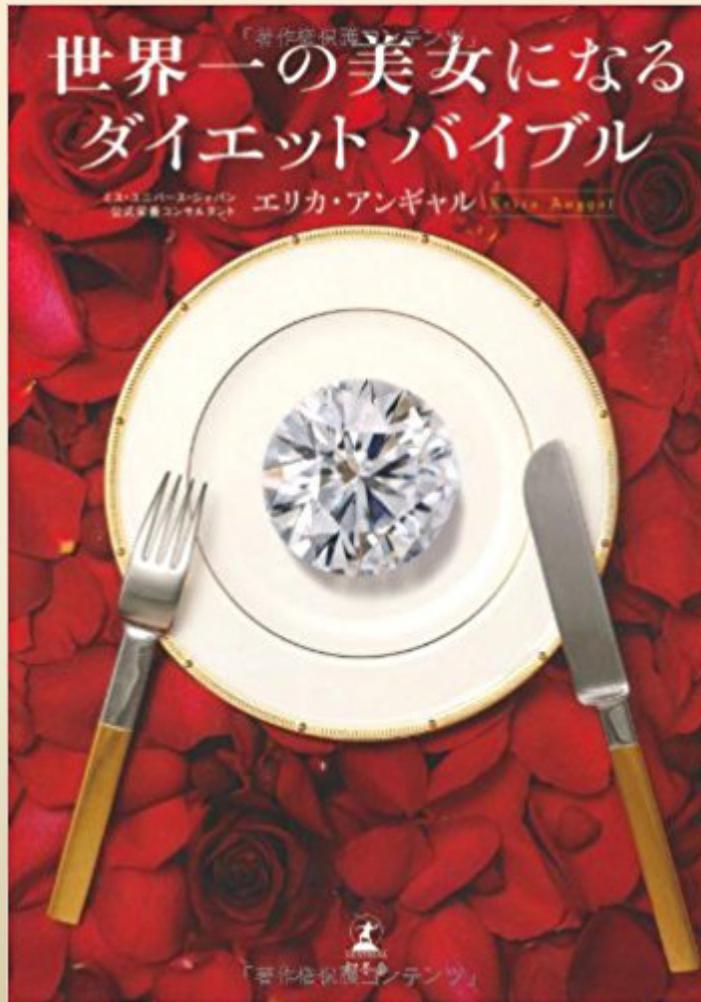


**Dry Roasted
Hazelnut**
\$5.3/100g

PREMIUM NUT BOUTIQUES



Million Hit DIET BOOK



Erica Angyal

**“DIET BIBLE FOR
MISS UNIVERSE”**

When you feel hungry
between meals,
have some no-salt,
dry- roasted nuts.

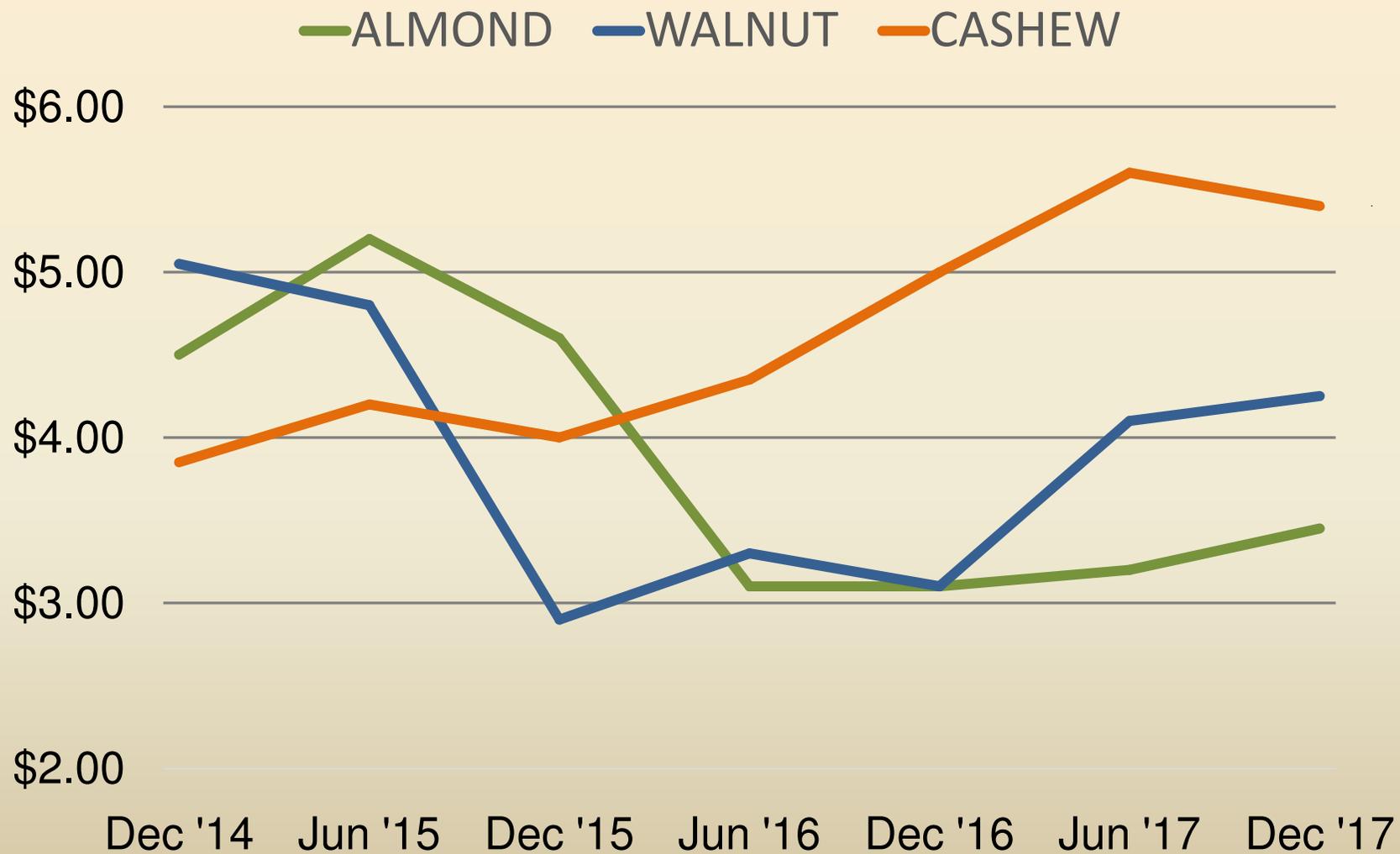
MARKET BIPOLARIZATION

	SUPPLIER SIDE	CONSUMER SIDE
HIGH END MARKET	Nut Boutiques Premium Restaurant Confectioneries	Celebrities Health-Conscious Women with High Disposable Income
PRICE CONSCIOUS LOW PRICE MARKET	Supermarkets + Discount Stores Inexpensive Restaurants	Youth Medium to Low Income

DIFFERENCE IN RETAILERS

	AIM & TARGET	CLERK CHARACTER
SUPERMARKET DISCOUNT STORE	Block Sale High Market Share	Less Expertise No Specialist
CONVENIENCE STORE LIQUOR SHOP	Mass Sale A Bit Classy	No Specialist Some All-Arounders
PREMIUM NUT BOUTIQUE	Recognition from Celebrities	Professional Knowledge Friendly Attitude

PRICE of MAJOR 3 NUTS



Affordable Price

**Further Nutritious
Research to Health Claim**

Promotions

BLAXTON CORPORATION