

Lunii Foods Partners With AATAC to Place Products in Hundreds of New Stores in Just a Few Days

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Rapid product placement increases brand awareness and enables faster customer feedback on new item introduction for Lunii Foods

ATLANTA, Oct. 7, 2016 /PRNewswire/ -- Lunii Foods LLC located in Lawrenceville Georgia, is a national importer/distributor of premium European chocolates, snacks and grocery items including Milka, ANL Chocolate Surprise Eggs, Prince Polo, Pergale, and other leading European brands serving convenience stores, micro markets, upscale hoteliers, universities, vending companies, grocery, drug and discount department stores throughout the US. Our mission is to introduce well known European brands to increasingly diverse US consumers who can now enjoy "affordable luxury" from a select group of Europe's best brands. "AATAC is an important strategic partner in the convenience store channel and has enabled us to grow our brands much more rapidly than we could alone. AATAC's onboarding process is fast, efficient and has delivered excellent results" said Gene Wright, Lunii Foods Director of Strategic Alliances.

AATAC (Asian American Trade Association Council) is a national retailer's association comprised of smaller buying groups, regional sub-chapters, and other trade organizations all working together under one entity that collectively represents over 80,000 convenience stores, gas stations, small grocery, and other general retail outlets throughout the United States. The association's board is tasked with the duty of seeking out and forming relationships with select corporate suppliers and industry leaders for the betterment of the entire network. AATAC keeps its network informed about and actively involved with the industry through a myriad of engaging platforms including; hosting their own trade shows and private mixers, distributing newsletters and e-blasts, and other informational communications to its thousands of direct and affiliate members that are predominately independent retail owners who would traditionally not have knowledge or access to the newest and most innovative products or services to help keep them competitive in the industry. The release of AATAC's new D.R.I.P. program, which aims to quickly propel sales by utilizing an intuitive proprietary web-based application in conjunction with their own network stores to directly place programs in test markets while simultaneously establishing a distribution channel through their partner distributors, has already begun to spark some heavy interest from several of the industry's well-known brands.

At a recent conference in Orlando, Florida AATAC's South East Regional Director, Michael Kim addressed the audience by saying "Our partnership with Lunii Foods through the D.R.I.P. program means that we can now quickly introduce these hot selling products to our retail network at a fraction of the cost and time that traditional industry methods have allowed for in the past. By working closely with our distributors and vendors in this unique program we are able to offer a solution to the industry that will streamline the way vendors interact with our retail communities."

For more information on AATAC visit their site at www.aatac.co