

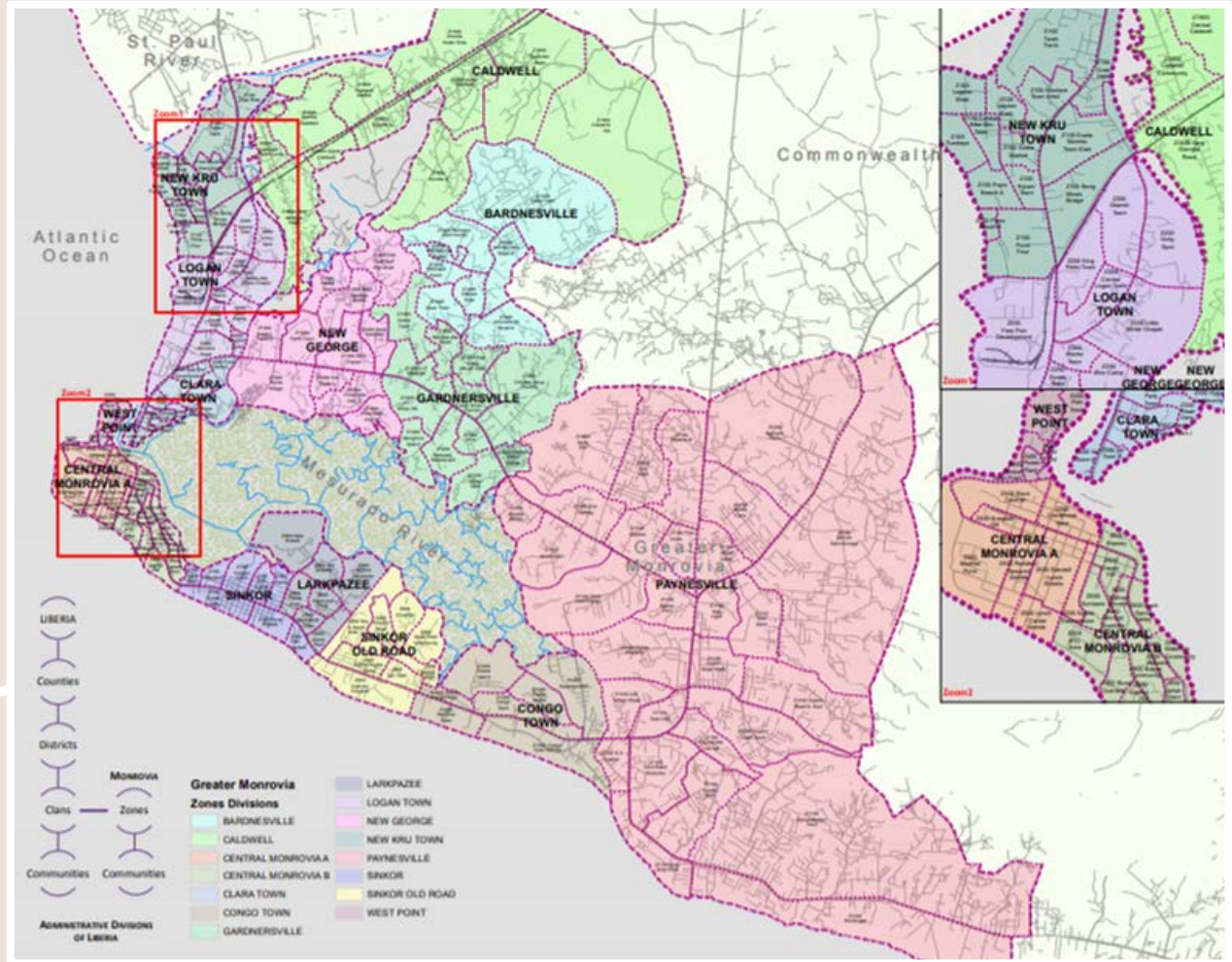
A-Z Corporation

Serving Liberia since 1961



A- Z Corporation is one of the top 3
FMCG distributors in Monrovia,
Liberia. We have been based and
operating in this market for more
than 50 years.

We have built highly effective and efficient distribution channels to cover all areas of the market in Monrovia and its suburbs.



Some of our main international brands are listed below. We also have several private labels that complete our product portfolio.

- ❖ Blue Plate Mayonnaise - Reily (USA)
- ❖ Royale Mayonnaise - Global Export Marketing (USA)
- ❖ Concha Y Toro Wines - (Chile)
- ❖ Orijiin Bitters & Smirnoff Ice - Diageo (Ghana)
- ❖ Fiesta Evaporated Milk - Gloria (Peru)
- ❖ Fiesta Condensed Milk - Etika (Malaysia)
- ❖ Fiesta Milk Powder - Promac (Malaysia)
- ❖ Nutrigu Baby Cereals - All Brands (Brazil)
- ❖ Diamond foils and bags - Reynolds (USA)
- ❖ Bebo Margarine - Smilde Foods (Netherlands)
- ❖ Mitra Margarine - Sinarmas Group (Indonesia)
- ❖ Bongou Soup Cube - SODIPAL (Ivory Coast)
- ❖ Arcor Candies - Arcor (Argentina)
- ❖ Saint Louis Sugar - Sudzucker (France)
- ❖ Star Milk Powder - Hoogwegt (Germany)
- ❖ Meadowcup Powder Milk - Ornua (Ireland)
- ❖ Rexoguard Disinfectants - Bells (UK)
- ❖ Volvic Mineral Water - AIBC (France)
- ❖ Vitajus Juices - Proex (Spain)
- ❖ Black Bear Energy Drink - Oguz Gida (Turkey)
- ❖ Incolac Flavored Milk - Milcobel (Belgium)
- ❖ Food Love Canned Vegetables - Alicom (Italy)
- ❖ Peak Red Kidney Beans - Trinidad Benham (USA)
- ❖ Prime Baby Diapers - Quanzhou Hygiene (China)
- ❖ Vita Soup Cubes - Podravka (Croatia)
- ❖ Aromate Seasoning Powder - Siprochim (Ivory Coast)
- ❖ Ovaltine - Twinings (United Kingdom)
- ❖ Beauty and Medicated Soaps - ICC (Indonesia)
- ❖ Fiesta Oats - Fortin (Germany)
- ❖ Hot Pack Disposable products – Hot Pack (UAE)



Fiesta, one of our top-selling private labels, has a majority market share in several product segments such as evaporated milk, condensed milk, milk powder and oatmeal.



Bebo Brand Margarine & Breadspread is the leading market brand in it's segment.
The range of products is well-known for it's superb and consistent quality.



Frontera wines are the most appreciated wines in Liberia due to their affordable price and high standard quality. This brand enjoys more than 80% market share in it's respective segment. The image above represents part of our outdoors advertising campaign for Frontera in 2018.

...The Traditional Taste



Blue Plate Mayonnaise has been a market leader for over 3 decades. One of the most popular brands in the FMCG segment in Liberia, Blue Plate has certainly become a basic ingredient in many Liberian meals.

Ovaltine is a brand that speaks for itself. We have been marketing and distributing Ovaltine malted instant drinks for over a decade. The brand is very much appreciated by the Liberian consumers due to its healthy nature.

Ovaltine is by far the market leader in its segment despite the tough competition from popular international brands. Ovaltine products are a big added value to our product portfolio.



More than 300
listed customers

Wholesalers, semi-wholesalers, supermarkets, and
organizations

In 2018, our imports
were in excess of 1,200
TEUs.

Our fleet of 14 trucks
and vans cover the
entire city of Monrovia
for delivery and sales
promotion.



Our staff includes:

- 16 expatriates, of whom 6 are dedicated to handling Sales and Market Development
- 12 Liberians on the Sales and Promotion Teams
- 18 Drivers
- 150 Warehouse employees
- 5 port clearing brokers

Honors and Awards:

- ❖ In 2010, we were the first trading company in Liberia to receive the Most Compliant Importer of the Year from the Ministry of Finance
- ❖ In 2014, we were awarded a Certificate of Appreciation from the World Customs Authority as one of the Most Cooperative Importers
- ❖ In 2018, we were awarded a Certificate of Recognition by The Liberia Revenue Authority as the 2nd largest tax payers in our scope of business

Thank You!!!

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