



Introducing AFP

AFP (American Food Products) specialises in making familiar brands from the US market available in the Irish marketplace. AFP has regular container deliveries directly from the US which ensures we have strong availability. With over 300 SKU's always in stock, AFP can be the ideal partner to supply all your American range needs.

Why stock an American range?

Many Consumers are getting increasingly engaged with American Brands and searching for locations to purchase them. From younger Consumers influenced by Tik Tok through to more mature Consumers trying to relive their J1 Visa's, there is an opportunity to capitalise on the higher revenue & cash margin that an American range can offer.

The American range is broad & across many categories but can be optimised by grouping all American products together to form an American section.



Peg Bags



Theatre Boxes



Impulse Candy



Crisps & Snacks



Cakes



Foods



Energy Drinks



US Favourites



Kids Drinks & Mixes



US Soda's

Theatre Boxes

The iconic American Candy format.

Brand examples include Sour Patch, Mike & Ikes, Nerds & Reeses.

RSP between €2.75 & €4.00

Use as a real signpost for your American section & ensure you stock a mix of Jellys, Candy's, Gums & Chewys.



Peg Bags

A familiar format for everyone's favourite candy. Brand examples include Sour Patch, Swedish Fish & Jolly Ranchers.

RSP between €3.00 & €6.00

Peg bags can offer better value & different brands to your American section.



Impulse Range

This range can offer lower price points and is perfect for impulse purchases from young and old alike.

Brand examples include Nerds, Airheads, Laffy Taffy & Charms.

RSP between €0.80 & €2.50.



Crisps & Snacks

US Crisps & Snacks (also known as Chips)

have a cult following especially the domestic US variants.

RSP's are between €2.00 & €7.95

Brand examples include Cheetos, Takis & TGI Fridays. Consumers will travel to get these brands so stock up.



Kids Drinks & Mixes

These are a wide range of products that are familiar to kids via Tik Tok etc. & add theatre to the preparation / consumption experience.

Brand examples would include KoolAid, Vimto & Yoo Hoo.

RSP's are from €1.00 upwards



Cakes & Foods

Hostess in the US is the equivalent of Gateaux in Ireland & extremely sought after, however the range of food offerings all have their own followings.

Brand examples include Twinkies, Reeses, Kelloggs & Hersheys.

RSP's are from €2.00 upwards.



US Favourites

A range of drink brands not normally available in Ireland but very familiar to Consumers. Brand examples include Calypso & Arizona.

RSP's are from €3.00 to €4.00

Ideally store chilled & grouped together to form an American section & take advantage of all the great colours.



US Energy

The US is the home of Energy Drinks & Consumers are always chasing new flavours.

RSP's are €3.00 to €4.00

Brand examples include Bang, Raze & Monster.

American Energy drinks can add a new dimension to your current Energy range.



US Soda's

There are some big brand flavours that are not easily accessible in Ireland but are commonplace in the US.

Brands include Fanta, Coke & Dr Pepper

RSP's are from €1.75 upwards

Again these bring a new dimension & level of interest to your soft drinks range.

