



Albatross

Company Profile

Table of Content



About Albatross Food



In the Western Cape region alone,
we cater to
over 4400 customers.

SUMMARY

Introducing Albatross Food, a cornerstone of the Western Cape's culinary landscape, serving over 4400 customers with dedication and innovation.

Our legacy is built on fostering success for both suppliers and retailers, with a vast network spanning 400+ distributors, wholesalers, and cash-and-carries under Albatross, and an additional 4000+ chain stores, tuck shops, superettes, spaza shops, and forecourts through Albatross Plus, our retail division established in August 2022.

At Albatross Food, we pride ourselves on elevating sales through strategic diversification, offering a meticulously curated selection of diverse products tailored to each supplier's needs. We empower small businesses with frequent deliveries, optimizing retail space, and ensure swift, reliable service within a 24-72 hour turnaround. Our comprehensive product range, filling approximately 35% of our customers' stores, ensures a secure source of supply and facilitates on-time payments.

By partnering with Albatross Food businesses can redirect their focus towards driving sales, confident in a seamless experience that fosters growth and prosperity.

VISION

Our vision is to be the premier distribution company, recognised for our unmatched speed, efficiency, and exceptional service. We strive to be the preferred partner for businesses seeking a reliable and agile supply chain solution. Through our innovation and commitment to excellence, we aim to continuously raise the bar in the distribution industry and set the standard for others to follow. We envision a future where our services are indispensable to our customers, and where we are known for our unwavering dedication to exceeding expectations and driving success.



MISSION

Our mission is to provide efficient and reliable distribution services to our customers, while upholding the highest standards of integrity and professionalism. We are committed to meeting the unique needs of each client, and to continuously improving our processes and technology to ensure optimal performance and customer satisfaction. Through our dedication to excellence, we aim to be a valued partner and a trusted resource for businesses seeking to streamline their supply chain operations.



OUR CLIENTS

Our company specialises in selling products to a wide range of retail businesses, which include distribution companies, cash and carries, wholesalers, chain stores like Pick and Pay Family Stores, Spar Family Stores, and OK Mini Markets, forcourts, spaza shops, superettes, and tuck shops. Our product range is carefully curated to meet the needs of these different types of retailers, with a focus on quality, affordability, and convenience. We work closely with our customers to understand their unique requirements and preferences, and to provide them with personalized service and support. Our goal is to help our customers grow their businesses by offering them the products and resources they need to succeed in a highly competitive market.



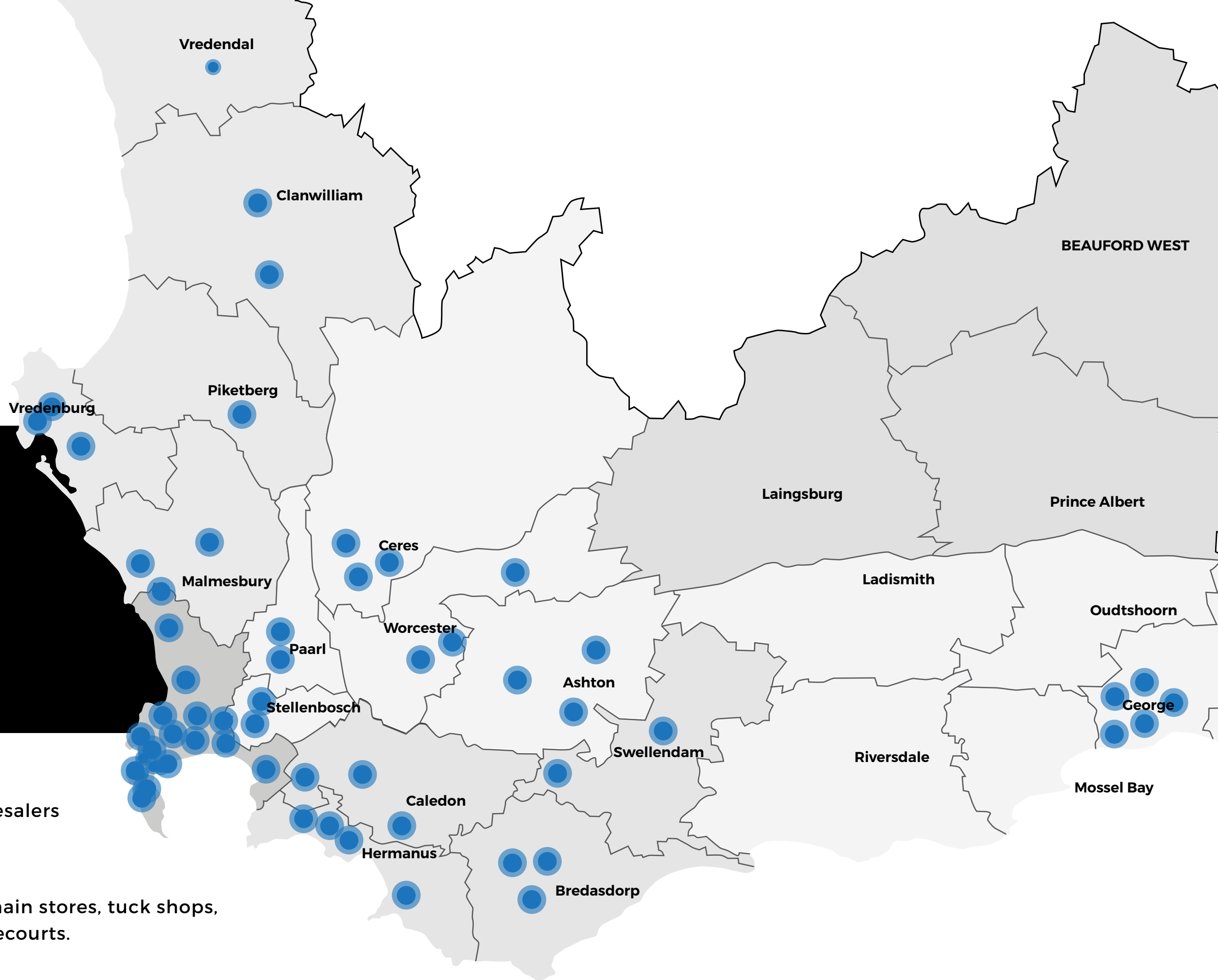
FOOTPRINT



More than
4400 stores
distributed to in the
Western Cape

400+ Distributors, wholesalers
and cash-and-carries

4000+ Customers are chain stores, tuck shops,
superette, spaza shops and forecourts.



WHY ALBATROSS FOOD?



We have the network to grow product sales specific to a supplier with dynamic sales, promotion and merchandising team

SWIFT AND EFFICIENT DELIVERIES

Our commitment to customer satisfaction is evident in our delivery turnaround, which is managed within a 48-hour cycle from the day of purchase. Regardless of volume or location within the western cape region, we ensure prompt and reliable service



ELEVATING SALES THROUGH STRATEGIC DIVERSIFICATION

At Albatross Food, our primary objective is to drive sales through a meticulously curated selection of diverse products. With an expansive network, we are poised to amplify product sales, tailoring our efforts to each supplier through a dedicated team specialising in dynamic sales, promotion, and merchandising.



COMPREHENSIVE PRODUCT RANGE

Currently, our product range fills a minimum of approximately 35% of our customers' stores. This not only instills confidence in a secure source of supply but also facilitates on-time payments due to the profitability of our offerings. We constantly evolve our product range based on customer needs, offering an enhanced one-stop shopping experience.



EMPOWERING SMALL BUSINESSES

We understand the challenges faced by our smaller customers grappling with space constraints. To empower them, we provide more frequent deliveries, enabling them to expand their product offerings and optimise their retail space.



FACILITATING BUSINESS FOCUS

By partnering with Albatross Food, our customers can redirect their focus towards the day-to-day operations of their business, with a singular emphasis on driving product sales. We believe in creating a seamless experience that allows businesses to thrive and flourish.



Brands

Discover an impressive range of brands curated by Albatross Foods. From household staples to specialty products, our portfolio promises quality, innovation, and reliability, ensuring an exceptional culinary experience for all.



For pets with taste!



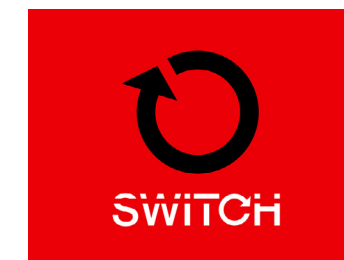
Kellogg's



GRUPE
LACTALIS



Freshpak



Only the best
GoldKeys
International



THIRSTI



wilmar



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