

A Polish family-owned company specialized in representing international food and beverage brands is seeking new business partners from EU and non-EU countries, interested in expanding into the Polish market.

## Summary

Profile type

**Business request**

Company's country

**Poland**

POD reference

**BRPL20260203007**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

- **Cyprus**
- **Croatia**
- **France**
- **Estonia**
- **Luxembourg**
- **Lithuania**
- **Netherlands**
- **Finland**
- **Greece**
- **Ireland**
- **Denmark**
- **Austria**
- **Czechia**
- **Bulgaria**
- **Spain**
- **Belgium**
- **Sweden**
- **India**
- **Israel**
- **United States**
- **Mexico**
- **Brazil**

- United Arab Emirates
- Singapore
- Romania
- Italy
- Malta
- Taiwan
- Vietnam
- Slovakia
- Slovenia
- Japan
- Portugal
- Germany
- Chile
- Hungary
- Colombia
- Latvia

Contact Person

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Term of validity

**4 Feb 2026****4 Feb 2027**

Last update

**4 Feb 2026**

## General Information

### Short summary

This Polish company has been operating as a distributor of high-quality foreign food products in the Polish market for almost 10 years. It has extensive expertise in the domestic food market and direct relationships with key buyers. To expand its services, it is seeking to establish commercial agreements with new partners offering interesting, high-quality food products from EU countries, Asia, Africa, South America and the USA.

#### Full description

Over the course of almost 10 years, the Polish company has gained experience in commercial transactions with food sector partners from EU countries (e.g., Hungary, Austria, and Slovakia). Currently, the company would like to expand its services by establishing business relationships with new EU partners and partners outside the EU and Europe.

This is due to the growing demand among Polish consumers for high-quality, diverse food.

Considering the fact that the Polish market is one of the largest in the EU and that consumers are very aware, the company focuses on introducing mainly premium/clean label products, which contain a minimum of ingredients, without artificial additives, and are similar to home recipes.

Services the company is ready to offer:

- finding the best sales channels (e.g., specialty stores or HoReCa),
- conducting price negotiations on behalf of the partner,
- full account management - providing ongoing support and maintaining high-quality service for the partner's Polish clients,
- treating the partner's brand as its own - ensuring the brand's continued reputation in the region.

The company is seeking new products from partners (both manufacturing and retail companies) in the food sector to complement its existing product range, which it can distribute or represent in its own country. The company is interested in entering into commercial agreements with partners from EU countries, Asia, Africa, South America, and the USA.

#### Advantages and innovations

- several years of experience in trading food products (including eco products, luxury and non-standard products),
- the company cooperates with the biggest trade chains on Polish market (wholesalers, distributors, entities from the HORECA industry) and food producers,
- comprehensive product launch services – without the need to hire additional staff or establish a local office,
- transparent product launch process:

Market launch phase – during the first 6 months, the company provides a fixed monthly fee (operational costs of active market exploration, physical meetings with buyers, and strategy adaptation).

- Growth phase – during the next 6 months, a transition to a commission-based model (success fee) is implemented, which means the company takes on full market risk, and success is directly tied to sales volume.

#### Technical specification or expertise sought

The partner will be required to provide full information about the food product (required certificates, ingredients used, production process).

#### Stage of development

#### Sustainable Development goals

- **Goal 17: Partnerships to achieve the Goal**

IPR Status

IPR Notes

## Partner Sought

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Expected role of the partner

- providing comprehensive information about the product,
- ongoing provision of additional information at each stage of introducing products to a new market,

Type of partnership

**Commercial agreement**

Type and size of the partner

- **SME <=10**
- **Big company**
- **SME 11-49**
- **SME 50 - 249**

## Dissemination

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Technology keywords

Market keywords

- **07004008 - Other consumer products**



Targeted countries

- Cyprus
- Croatia
- France
- Estonia
- Luxembourg
- Lithuania
- Netherlands
- Finland
- Greece
- Ireland
- Denmark
- Austria
- Czechia
- Bulgaria
- Spain
- Belgium
- Sweden
- India
- Israel
- United States
- Mexico
- Brazil
- United Arab Emirates
- Singapore
- Romania
- Italy
- Malta
- Taiwan
- Vietnam
- Slovakia
- Slovenia
- Japan

Sector groups involved

- Portugal
- Germany
- Chile
- Hungary
- Colombia
- Latvia