

Tornado Alley BBQ company needs help with global growing pains!

Disclaimer: The names of exporters and their stories have been changed to protect their identity. The names and expertise of our advisors are very real and often understated. The story is funny, the advice is authentic.



Dear Betty Sue,

Howdy from up north, Bowlegs, Oklahoma in the heart of Tornado Alley. We are well known for our Tornado Alley BBQ Sauce and are starting to ship worldwide. We started off small and just shipped samples through the USPS and small orders through UPS and FedEx. It worked for some countries like Germany but certainly didn't work for Mexico (Yikes!). Here is what is happening now. We are moving past the small stage and on to the big stage. We have two new distributors (big ones!) in South Korea and in Colombia. When the orders get bigger and bigger what do we do about shipping? Right now we don't think we have enough of an order for a full container but if things go as planned by next year we will.

Linda Kay, the BBQ Queen of Tornado Alley

Dear Linda Kay and our brave friends in the "Alley",

You Oklahomans are strong folk, living in the eye of the tornado! Sounds like you are making the best of it with your Tornado Alley BBQ Sauce. Maybe we could carry it in our store in Gun Barrel City? We all know from The Riddle of the Exporter™ that our BFF-Best Friend Forever is our freight forwarder, so let's find two of the best. Meet Mike Mahoney Regional Sales and Linda Reynolds, International Freight Forwarder for Hellman Logistics. Hellman Logistics is the 10th largest Freight Forwarder in the world. They are based in Germany. Bestway International is their exclusive rep for the MidCentral USA.

Betty Sue, Official BBQ Judge, ready for a taste test

Dear Linda Kay and Brave Friends in Bowlegs,

It is excellent to see you planning ahead for the big stage. What we at Bestway like to do is to work with your customers as they grow. The USPS is rated the #1 postal service in the world but not all others are up to the same level, so beware. Of course, as you continue to grow, you will need to develop a logistics plan.

First, determine which of the four modes of transportation is best for your requirements: air, ocean, rail or truck. You will also need to calculate your landed costs (the cost to land your product in another country). The second important thing to consider (for all shipments ocean or air) is proper packaging. Package for extreme circumstances like dropping, cabin pressure (air), movement (sea). Check with your distributors for best port of destination in desired countries. You'll also need to work with your distributor to determine the testing required to import the food product into the foreign country. As you grow, follow the same steps for each new country. Of course, your BFF, your freight forwarder, will assist you but always remember the responsibility lies with you because you are the USPP (U.S. Principal Party of Interest). Best of luck!

Mike and Linda- hoping to be your new BFF!

Let's get people excited about exporting!

#BettySueExportQueen

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