



FOOD MARKET ACCESS | UAE & GCC

COMPANY PROFILE

Connecting quality food producers with the
right markets, partners and buyers.

VENDOR ACCESS · RETAIL ENTRY · LISTING OPPORTUNITIES

ABU DHABI, UNITED ARAB EMIRATES

2026



A PRACTICAL MARKET-ENTRY PARTNER

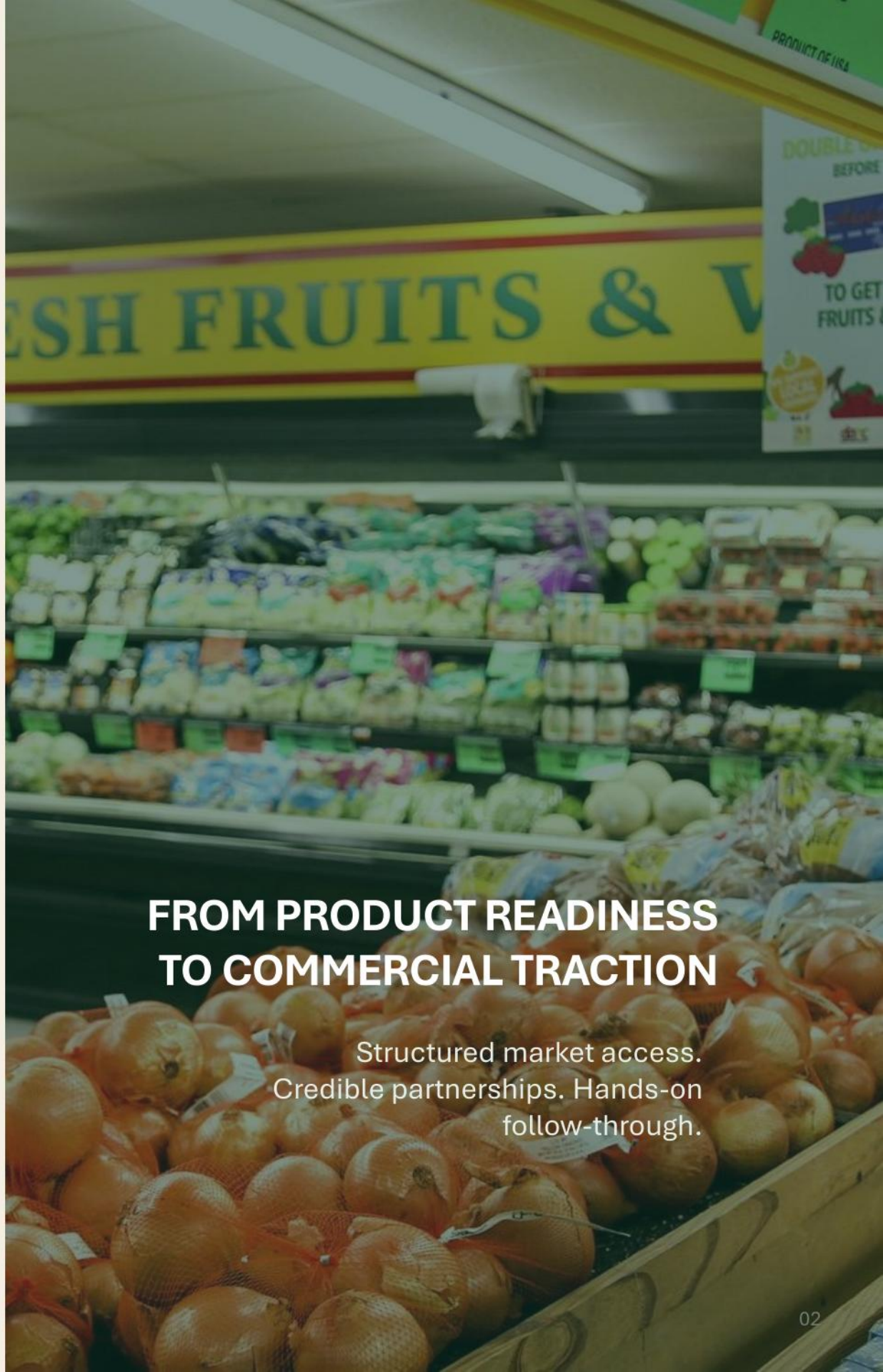
Inside REVA

A concise overview of who we are, how we create value and how we engage with food producers, brand owners and regional partners.

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FROM PRODUCT READINESS TO COMMERCIAL TRACTION

Structured market access.
Credible partnerships. Hands-on
follow-through.



WHO WE ARE

Built to turn market interest into execution.

REVA is an Abu Dhabi-based food market access and commercial brokerage company created to help international food producers, manufacturers and brand owners enter and grow across the UAE and wider GCC.

We operate where strategy must become execution: assessing product-market fit, shaping the local proposition, identifying credible partners, opening buyer conversations and supporting commercial negotiations through to launch.

Our role is practical and focused to shorten the path to market, protect commercial value and build partnerships that can scale.

UAE-BASED

GCC-
FOCUSED

EXECUTION-
LED



**LOCAL INSIGHT.
COMMERCIAL
DISCIPLINE.
REGIONAL REACH.**

OUR NORTH STAR

Purpose with a commercial edge.

We combine principled brokerage with the market discipline needed to build durable, scalable business.

OUR MISSION

To connect quality food producers with the right regional partners and buyers through disciplined market access, transparent brokerage and hands-on commercial execution.

OUR VISION

To become a trusted gateway for food brands entering and scaling in the UAE and GCC.

THE VALUES THAT GUIDE EVERY MANDATE

INTEGRITY FIRST

Clear scope, transparent terms and honest market feedback.

COMMERCIAL RELEVANCE

Decisions grounded in market fit, economics and channel reality.

EXECUTION DISCIPLINE

Defined actions, owners, timelines and consistent follow-through.

LONG-TERM ALIGNMENT

Partnerships structured to create sustainable value for all sides.

THE MARKET ACCESS GAP

Good product is only the start.

Successful entry depends on the quality of the route-to-market, the local proposition and the discipline of execution after the first meeting.



WHERE MARKET ENTRY OFTEN BREAKS DOWN

Unvalidated market assumptions

Wrong importer or distributor fit

Misaligned price, pack or channel strategy

Weak follow-through after introductions

REVA DOES NOT STOP AT INTRODUCTIONS. WE HELP STRUCTURE THE OPPORTUNITY, SUPPORT THE CONVERSATION AND KEEP MOMENTUM THROUGH THE DECISION CYCLE.

WHAT WE DO

Four connected service pillars designed to move a food mandate from market readiness to launch and growth.

01

MARKET ENTRY & PORTFOLIO READINESS

Validate the opportunity and adapt the proposition for local market reality.

02

ROUTE-TO-MARKET & PARTNER DEVELOPMENT

Identify, qualify and support the appointment of the right regional partner.

03

SALES REPRESENTATION & COMMERCIAL BROKERAGE

Open target conversations, develop opportunities and support negotiation.

04

MARKET ENABLEMENT & LAUNCH SUPPORT

Coordinate the practical steps required to move from agreement to execution.

ONE MANDATE. ONE COORDINATED COMMERCIAL JOURNEY.

MARKET ENTRY & PORTFOLIO READINESS

A disciplined market-entry assessment that tests category fit, pricing, proposition and channel priorities before resources are committed.

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MARKET ACCESS

SERVICE PILLAR

01 Build a proposition the market can buy.

We assess the portfolio through a UAE and GCC commercial lens, identify the most viable entry points and translate product capability into a locally relevant proposition.

CORE ACTIVITIES

Practical support from assessment through execution

- Market and category assessment
- Competitive and price benchmarking
- Product, pack and portfolio review
- Target segment and channel prioritization
- Commercial proposition and business-case support
- Entry roadmap and launch priorities

THE OUTCOME

A proposition built for the market — not simply exported into it.

ROUTE-TO-MARKET & PARTNER DEVELOPMENT

The right importer or distributor is a strategic decision. We focus on capability, channel reach, portfolio fit, commitment and execution capacity.

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SERVICE PILLAR

02 Select the right route to market.

We map the partner landscape, qualify realistic options and support a structured selection and appointment process aligned to the product, channels and growth ambition.

CORE ACTIVITIES

Practical support from assessment through execution

- Importer and distributor landscape mapping
- Partner identification and qualification
- Capability, channel and portfolio-fit assessment
- Shortlisting and decision support
- Commercial term and territory discussion
- Appointment and onboarding support

THE OUTCOME

The right route-to-market partner, selected for capability and fit — not convenience.

SALES REPRESENTATION & COMMERCIAL BROKERAGE

Access is most valuable when it is targeted, prepared and followed through. We help convert introductions into a managed commercial pipeline.

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SERVICE PILLAR

03 Create the conversations that can convert.

We support producers and appointed partners in reaching relevant buyers, developing opportunities, coordinating next steps and maintaining momentum throughout the commercial cycle.

CORE ACTIVITIES

Practical support from assessment through execution

- Target-account mapping and introductions
- Buyer meetings and opportunity development
- Proposal, sample and follow-up coordination
- Commercial negotiation support
- Tender or RFQ coordination where relevant
- Pipeline, action and status reporting

THE OUTCOME

Structured access to the conversations that can convert into sustainable business.

MARKET ENABLEMENT & LAUNCH SUPPORT

Signed terms are not the finish line. We coordinate the practical workstreams that support onboarding, activation and a credible market launch.

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SERVICE PILLAR

04 Move from agreement to market execution.

We help coordinate the commercial and operational interfaces required for launch, working with the appointed importer, distributor and qualified specialist partners where needed.

CORE ACTIVITIES

Practical support from assessment through execution

- Label, registration and compliance coordination
- Sample planning and market feedback
- Importer and logistics coordination
- Sales tools and partner enablement
- Launch planning and activation support
- Post-launch review and growth planning

THE OUTCOME

A practical transition from signed agreement to market execution.

FOOD CATEGORIES

Focused where differentiation matters

We prioritize categories where product quality, differentiation, reliability and a credible commercial proposition can create defensible value.



DAIRY & CHILLED

Cheese, yoghurt, butter and specialty chilled products



MEAT, POULTRY & FROZEN PROTEIN

Branded, value-added and foodservice formats



SEAFOOD

Fresh, frozen and value-added seafood products



BAKERY & CONFECTIONERY

Artisanal, retail, foodservice and frozen bakery



BEVERAGES & COFFEE

RTD, specialty beverages and coffee propositions



AMBIENT, PANTRY & SPECIALTY FOODS

Grocery, condiments, ingredients and premium niches

INGREDIENTS, PRIVATE LABEL & CO-MANUFACTURING

Commercial sourcing, manufacturing partnerships and bespoke portfolio opportunities.

CATEGORY SCOPE IS QUALIFIED CASE-BY-CASE

CHANNEL REACH

**Different
channels.
One coordinated
market view.**

**CHANNEL
STRATEGY IS NOT
ONE-SIZE-FITS-
ALL.**

WHERE WE CREATE ACCESS

**From shelf to foodservice,
from distributor to strategic account.**

We map the channel opportunity against product economics, positioning, pack format, service requirements and partner capability.

RETAIL & E-COMMERCE

Modern trade, premium grocery, specialty retail and digital channels.

**DISTRIBUTORS
&
WHOLESALE**

Importers, category specialists and broadline distribution partners.

**HORECA &
HOSPITALITY**

Hotels, restaurants, cafés, leisure destinations and travel hospitality.

**CATERING &
INSTITUTIONAL**

Contract catering, education, healthcare, workforce and event channels.

**GOVERNMENT
& STRATEGIC
ACCOUNTS**

Public-sector, semi-government and strategic institutional opportunities.

**FOOD
MANUFACTURING & PRIVATE
LABEL**

Ingredients, co-manufacturing, industrial users and bespoke programs.

HOW WE ENGAGE

Flexible structures. Clear accountability.

Every mandate is documented with a defined scope, territory, responsibilities, confidentiality terms, commercial model and reporting cadence.

01

NON-EXCLUSIVE MARKET ACCESS MANDATE

Structured market development with the flexibility to test channels, partners and commercial potential.

02

EXCLUSIVE REPRESENTATION

Territory or channel exclusivity linked to agreed targets, responsibilities and performance milestones.

03

PROJECT OR CATEGORY LAUNCH MANDATE

Focused support for a defined portfolio, channel, launch objective or commercial workstream.

04

SUCCESS-LINKED COMMERCIAL BROKERAGE

A transparent fee model that aligns compensation to agreed commercial outcomes or transactions.

05

STRATEGIC SOURCING & PRIVATE LABEL

Partner search, product sourcing, co-manufacturing and bespoke portfolio development.

THE COMMERCIAL MODEL IS AGREED TO MATCH THE MANDATE, LEVEL OF EFFORT, TERRITORY, DURATION AND EXPECTED OUTCOMES.

OUR ENGAGEMENT JOURNEY

From mandate to momentum.

A stage-gated process keeps the work practical, measurable and aligned to clear decisions.



The process is tailored to the mandate while preserving decision discipline and accountability.

WHY REVA

Access is useful. Execution is decisive.

REVA is built on UAE market understanding, food-sector commercial exposure, senior advisory experience and disciplined follow-through. That experience is applied directly to each mandate — with practical accountability and clear commercial logic.

ABU DHABI BASE,
GCC PERSPECTIVE

SENIOR-LED
ATTENTION

COMMERCIAL RIGOR
BEFORE OUTREACH

CREDIBLE PARTNER &
BUYER ENGAGEMENT

TRANSPARENT
PIPELINE & ACTION
REPORTING

FLEXIBLE, ALIGNED
ENGAGEMENT
MODELS

“Good market access is not a list of contacts. It is the ability to create the right proposition, reach the right decision-makers and carry the opportunity through to execution.”

LOCAL
INSIGHT

COMMERCIAL
DISCIPLINE

HANDS-ON FOLLOW-
THROUGH

LONG-TERM
ALIGNMENT



VENDOR ACCESS · RETAIL ENTRY · LISTING OPPORTUNITIES

**Your gateway to food growth
in the UAE and GCC.**

ABU DHABI, UNITED ARAB EMIRATES

**Built for producers, manufacturers and brand owners seeking disciplined
food market access across the UAE and GCC.**