

# Authentic Asian food

We are living in a global village, and in most European countries, the food market reflects the multicultural structures of our society. For example, Asian food is well-established in the European horeca market and in the retail sector. The European-Asian import business keeps booming. Yet, there are huge quality differences. Eridan, based in Lyon, France, specializes in the import and trade of Asian food products. Drawing on local networks in Asia, the company sells only top-quality, authentic products from leading brands.

The portfolio of Eridan encompasses rice, Asian instant noodles, sauces, herbs and spices. The company focuses on leading Asian brands such as Wai Wai, the premium Thai brand in instant noodles, and Royal Umbrella, the number-one Thai jasmine rice.

"We choose only authentic food products," says Managing Director Eric Sarrazin. "We have our own presence in Thailand to ensure market proximity. I spend more time in Thailand than in France and know the market and its structures by heart. We are a certified IFS broker and have long-term agreements with our suppliers. We buy only from partners we trust. We believe in the products we sell. For example, we advertise the products of Royal Umbrella and of Wai Wai on our own websites and present them with recipes and processing advice."

The company's strategy is paying off. Eridan supplies the horeca market and the big retail chains nationwide. The company's reference list is long and boasts renowned names such as Carrefour, Auchan, Intermarché, Leclerc, Casino, Metro, Promocash and Transgourmet. In addition to this, Eridan operates



The company supplies leading retail chains with authentic Asian food

five Thai restaurants in France where the chefs gain experience and try out new recipes with the products. "We also support French companies in gaining ground in the Spanish market," says the Managing Director. "Mostly, these are the major retail brands. This is another Eridan strength."

In the coming years, Eridan will not rest on its laurels. In 2016, the company aims to expand its product spectrum and to establish a Japanese product line. The products will be sold under the company's new in-house brand Hideko. "We will employ the same business model for our Japanese products which we use for our other foods," says the Managing Director. "Yet, the introduction of our own brand is new. We will start selling the

products in France and Spain as these are the markets where we are most experienced. In the beginning we will focus on products which are popular in Japan but not in Europe or America yet. For example, Punzu, a soy sauce with lemon, is new to western markets. I am sure the Japanese products will be a success and that there are promising growth opportunities for us." ■

## Eridan

6, Rue des Capucins  
69001 Lyon

France

☎ +33 4 78285824

☎ +33 4 78285919

✉ [info@eridan.com](mailto:info@eridan.com)

🌐 [www.eridan.com](http://www.eridan.com)