

the Canadian border. Most marketing can no longer be completely **domestic**, dependent only on suppliers and customers within Canada's borders. The Internet has directly connected buyers with sellers on a global scale. A host of trade agreements and organizations have helped to reduce import taxes (called **tariffs**) and to open up international markets. And, while Canadian consumers are shopping the world, Canadian companies are selling abroad, buying from other nations, or both. The global market is real and Canada is a major part of it.

Canada Around the World



Krispy Kernels

Krispy Kernels is a wholly owned and operated Canadian company that has been marketing nuts and peanuts for over 50 years. The company's head office and plant are located in Quebec, with administrative branches in Montreal and Toronto. Krispy Kernels sells a product mix of over 200 items: dried fruits, nuts, microwave popcorn, candies, sunflower seeds, pretzels, and other snacks. There are more than 60 distributors of Krispy Kernels snacks throughout Canada.

Krispy Kernels also markets its products outside Canada, especially in Central America, in countries such as Cuba and Colombia. In 2001, the company began to develop a Russian market for its products. Because consumers' tastes are different in every country, Krispy Kernels uses the marketing concept to manufacture and distribute products customized for their diverse customers.

Recently, the company featured its peanut-free snacks at the in-flight food show in Germany. The in-flight food show provides an opportunity for all food and beverage manufacturers and distributors to display their products for the world's airlines. Lufthansa, KLM, Singapore Airlines, British Airways, and numerous other airlines, large and small, attend the show to identify sources of food and drink for their airline passengers. This market is looking for tasty food that is easy to prepare, convenient to use, and safe for their passengers. Krispy Kernels is hoping that its individual serving packages of pretzels, cashews, and other products will have a competitive edge; not only do they taste good and come in convenient packages, but they are also



An advertisement for Krispy Kernels