

Are You Ready to Sell to US Markets in 2016?

A Few Surprising Differences for your Holiday Enjoyment!

(Turn your smartphone sideways for wider view)

Culture & Class



Speed and Simplicity



Break Home Country Stereotypes and Assumptions When Targeting New Markets

Allons prendre un verre



Let's Grab a Drink



Articulate Key Messages Clearly to Acquire New Customers

When Patience is a Virtue



The Fight for Scarcity



Consider Differences in Consumer Behavior

Evaluating Quality of Menus



Glorifying Cheap Food Brands

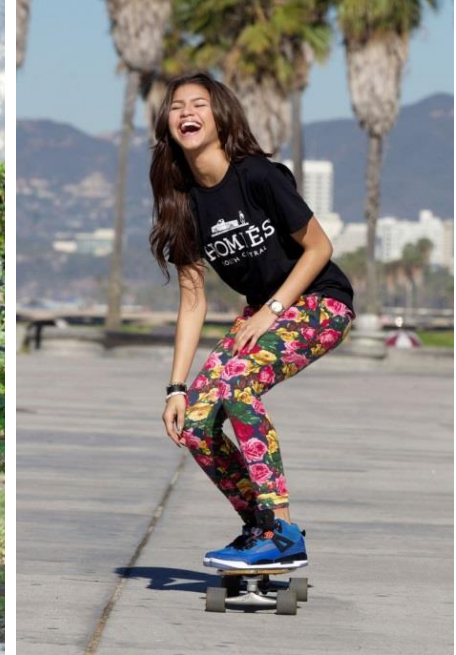


Consider Differences in Consumer Taste

Expression with Discipline



Expression with Attitude



Use Aspirational Marketing that is Culturally Specific to New Markets

The Calm Waters You Know



Adventures In New Markets You Don't



Consider the Differences in Competitive Landscape

Let us Chart a Smooth and Safe Course for you to Navigate US Waters in 2016



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