

Dear Friends,

For over 20 years BABI has served food and other FMCG industries providing distribution, marketing, and select services ranging from brand conception to negotiating fulfillment contracts with supercenters on a multinational level.

BABI's multi-decade distribution network with premium retailers has helped global brands such as Treetop, Ghirardelli, and Pepperidge Farm establish and cement lasting footholds in local communities throughout the Greater China region.

Each quarter BABI draws from its multiple deep retailer relationships in mining data to advise decision makers at some of the world's leading snack and beverage companies.

BABI's ability to pinpoint the revolutionary catalysts driving the next trend is key for our brands to find their proper positioning in the ever more competitive arena of our industry.

In our premium food and beverage manufacturing, BABI sources and imports key raw materials following rigorous quality protocols.

BABI is committed to do its very best to identify, nurture, and promote premium quality brands as they cement their place as household names with customers in domestic and frontier markets.

Explore how BABI is responding to this unprecedented period of disruption in the food industry and follow our proprietary brands from innovation to fulfillment discovering what BABI can do for you.

Brett Aaron
Founder & CEO