

NEW PACKAGING DESIGN BROADENS ITS DISTRIBUTION TO GROW THE BUSINESS

ABOUT SYNEAR FOODS USA. Synear Foods USA was established in 2015 in Chatsworth, California, as a subsidiary of Synear Foods, a premier frozen food company that opened in 1997 in Zhengzhou, China. Synear Foods USA distributes to Asian stores across the U.S., including 99 Ranch, H-Mart, and Great Wall, among others, and is focused on high-quality ingredients and consistent innovation.

THE CHALLENGE. Synear Foods USA was successfully selling its frozen food products to U.S. retailers catering to Chinese consumers but wanted to significantly broaden distribution of its dumpling products and launch into mainstream retailers. Synear wanted to reexamine their branding and "look and feel" for appeal to the broadest possible U.S. consumer audience. The company had started preliminary conversations with Costco and was seeking assistance with branding and packaging design before subsequent meetings with Costco and other U.S. retailers.

MEP CENTER'S ROLE. CMTC, part of the MEP National Network™, created a candidate list of new brand names, conducted a preliminary trademark search, and helped Synear Foods to finalize name selection. CMTC then designed a new universal graphic logo that works for all potential Synear products targeted to the mainstream U.S. market, and designed eye-catching packaging that stands out and communicates the products' features and assets.

"After working with CMTC in 2019, we generated great sales - clients really liked the new branding and packaging. As a result, we are currently in talks with Costco. CMTC provided on-time and expert help just when we needed it. I would highly recommend CMTC to other manufacturers."

-Judy Zhu, COO

RESULTS



\$500,000 in increased sales



10 jobs created



Conversations with Costco represent a new market.



Increase in productivity as a result of working with CMTC



Frozen food packaging upgrades and new branding significantly boosted product sales

CONTACT US



690 Knox Street
Suite 200
Torrance, CA 90502



(310)263-3060



www.cmtc.com

CMTC