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LP BESTON Global Food Company's various food export lines will make use of a network of sales and distribution contacts built up by chairman Roger Sexton, particularly in China, Vietnam and Thailand.

These include Chinese distributor the Dalian Australian Food Expo Company, which services about 7000 retail outlets and has recently been acquired by Beston, plus a big retailer, Dashang Group which has 200 department stores, a \$60 billion annual turnover, and now also owns a 15pc stake in Beston.

TD In Thailand another subsidiary will market locally and distribute food lines to neighbouring Asian markets, while in Vietnam Beston has an arrangement with large sugar and food distribution business Nghia Ahn and has more arrangements in the pipeline.

Beston has worked hard to convince potential shareholders of the value of its Asian connections, predicting it will generate about \$70m revenue in 2015-16 and a net profit of about \$9.1m, paying a 1.5 cent dividend.

Its 35 cents a share offer closed this week after receiving strong interest from investors who apparently liked Beston's closed loop integrated supply structure linking farms and fishing boats with retail stores, according to chief executive officer Sean Ebert.

Mr Ebert (pictured) said already having overseas marketing teams in place helped differentiated Beston from many export hopefuls, while the credibility of Beston Pure Foods products was backed up by a quality assurance program using the wine industry's BrandLok protection seal which lets shoppers track a product's origins.

- ANDREW MARSHALL

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