

## Shop by Region / Origin (Top-Level Categories)

### African Food Products

- Grains & Rice
- Flours & Fufu Mixes
- Palm Oil & Cooking Oils
- Dried Fish & Seafood
- Smoked Meats
- Spices & Seasonings
- Sauces & Pastes
- Canned & Jarred Foods
- Snacks & Sweets
- Beverages
- Frozen African Foods

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### Caribbean Food Products

- Rice & Peas
- Beans & Lentils
- Cooking Oils
- Hot Sauces & Marinades
- Jerk Seasonings
- Canned Goods

- Frozen Caribbean Foods
  - Snacks & Chips
  - Beverages
  - Baking Ingredients
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## **Latino / Latin American Food Products**

- Rice, Beans & Grains
  - Tortillas & Breads
  - Flours (Corn, Masa, Wheat)
  - Salsas & Hot Sauces
  - Cooking Sauces & Pastes
  - Canned Foods
  - Snacks & Candy
  - Beverages
  - Spices & Seasonings
  - Frozen Latin Foods
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## **Asian Food Products**

- Rice & Noodles
- Sauces (Soy, Fish, Oyster, Hoisin)
- Spices & Seasonings

- Cooking Oils
  - Canned & Jarred Foods
  - Snacks
  - Tea & Beverages
  - Instant Foods
  - Frozen Asian Foods
  - Specialty Ingredients
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## **Mediterranean Food Products**

- Olive Oils & Vinegars
  - Pasta & Grains
  - Canned Vegetables & Legumes
  - Sauces & Spreads
  - Spices & Herbs
  - Pickled Products
  - Cheese & Dairy Alternatives
  - Snacks & Sweets
  - Beverages
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## **usca North American Food Products**

- Dry Grocery Staples

- Breakfast Foods
  - Baking Supplies
  - Sauces & Condiments
  - Snacks
  - Beverages
  - Canned Foods
  - Frozen Foods
  - Health & Organic Products
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## Shop by Product Type (Secondary Navigation)

### Dry Goods

- Rice & Grains
- Beans & Lentils
- Flours & Baking
- Pasta & Noodles

### Canned & Jarred

- Vegetables
- Meats & Seafood
- Sauces
- Soups & Stews

### Sauces, Oils & Condiments

- Cooking Oils
- Hot Sauces
- Marinades
- Pastes & Seasonings

## **Frozen Foods**

- Frozen Meals
- Meats & Seafood
- Vegetables
- Bread & Dough

## **Snacks & Sweets**

- Chips
- Cookies & Biscuits
- Candy
- Traditional Snacks

## **Beverages**

- Juices
- Soft Drinks
- Teas
- Coffee
- Malt Drinks



## Wholesale-Focused Categories (Very Important)

- New Products
  - Best Sellers
  - Case Deals / Bulk Discounts
  - Ethnic Store Essentials
  - Fast-Moving Items
  - Private Label (Vendo Brand)
  - Clearance / Short Dated Deals
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## Shop by Store Type

- African Grocery Stores
  - Caribbean Grocery Stores
  - Latin Grocery Stores
  - Asian Markets
  - Mediterranean Markets
  - Convenience Stores
  - Supermarkets
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## Business Tools (B2B Essentials)

- Order by Case
  - Pallet Deals
  - Mixed Case Orders
  - Weekly Specials
  - Request a Quote
  - Credit / Net Terms
  - Delivery Zones
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## Filters (Critical for Grocery Buyers)

- Country of Origin
  - Halal / Kosher
  - Organic / Non-GMO
  - Frozen / Shelf Stable
  - Brand
  - Case Size
  - Shelf Life
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## Suggested Homepage Layout

1. Shop by Region
2. Weekly Wholesale Deals
3. Best Sellers by Community

4. New Arrivals
5. Case Deals
6. Brands We Carry