

2024



**INNES IS A SOLID,
LEADING AND PROGRESSIVE
FOOD & BEVERAGES
WHOLESALER**



See our new high-tech
warehouse in action!



REPRESENTING MARKET LEADERS

INNEN is proud to represent brands from all over the world, many of whom are market leaders. We want to ensure year-on-year growth in turnover by seeking opportunities both to grow with our partners as well as adding new partners and further increasing synergy via Innes strength.

Our focus has been very clear over 35 years, we only work with quality brands/products and our objectives are swift service and good personal contact with our customers.

BELOW ARE SOME OF THE BRANDS INNEN IS PROUD TO REPRESENT:



ABOUT INNENES

INNENES is one of the largest food & beverages wholesaler in Iceland, established in 1987.

Estimated turnover in 2024 140M €.

Headquarters are located in Reykjavík, the capital of Iceland.

Our 240 employees are all dedicated in maintaining INNENES' status as a market leader.



INNENES HAS STRONG AND EXPERIENCED SALES AND MARKETING DIVISIONS

MARKETING

A team of professionals with expert knowledge in sales trends, market development and consumer behavior working with global brands in close cooperation with the brand owners. Planning and executing marketing campaigns, local production as well as local adaptation of TV spots, print ads, PR and online promotions.

One of our challenge is making classic brands relevant to new generations via modern communication of social media, food bloggers and other online venues.

SALES

Sales divisions are divided into Retail, Fresh Produce and Food Service. All consist of dynamic groups of people providing excellent customer service and building strong customer relationships.

FRESH PRODUCE

INNENES is one of the leading companies in the fruit and vegetable market in Iceland, servicing both the retail and the catering market.

The products are stored under the best conditions in Innenes new high-tech warehouse with 8 different temperatures cabins.

Innenes offers wide assortment of quality fruit and vegetables many of them strong market leading brands.

Our sales force is one of the biggest in the Icelandic retail and food service sector focusing only on food & beverages products.

Within the Retail division we have experts in shelf space management who use their knowledge to spot hot areas and customers' routes within the stores. Sales reps are trained in techniques designed to optimizing shelf space and product visibility within the market, using visual cues, brand blocking and making it easier for the consumer to find his way through the shelves.

In Food Service we have a team educated and trained in the field of cuisine, ranging from chefs and bakers to sommeliers. The broad customer base is everything between small canteens to large food producers and top hotels and restaurants.

INNENES is a loyal supporter and sponsor of The Bocuse d'Or Academy and Icelandic Chef Association.

RECIPE WEBSITE

Our recipe website is one of the largest recipe sites in Iceland www.gerumdaginnirnilegan.is

LIFESTYLE WEBSITE

We market our beverage brands through our lifestyle website – www.vino.is





NEW PREMISES - The future of Innnes

Innnes has built new premises for its full operation, warehouse and offices, located in the heart of the Reykjavík harbor area.

The new warehouse is fully automatic, utilizing the latest technique in handling customer goods, both ambient, frozen and chilled.

It is the highest warehouse in Iceland, 35 meter high with a total of 18.800 pallet location capacity. HBW Dry 10.800 plt - HBW Frozen 3.600 plt - Chilled 2.000 plt and Mini load´s 2.400 plt. The warehouse is fully operational.



**Strongest in
Iceland 2023**

THE STRONGEST IN ICELAND 2023

Innnes has been awarded the financial status "The strongest in Iceland" 11 years in a row. Euler Hermes, a global credit insurance company, guarantees Innnes.



Innnes operates a quality system according to the food safety standard ISO 22000, certified by BSI Iceland 2019.

Innnes´ quality goals and system is made to ensure a quality and safety of food to its customers and for Organic by TUN in 2021.



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