

# CASE STUDY

## Chichacorn Snacks

FOR U.S. MARKET



# MARKET OVERVIEW AND OPPORTUNITY

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»» **U.S. Snack Market Value: \$130B+ in 2024, driven by ethnic, heritage, and healthy snack trends**

»» **Trend Opportunity:**

»» Rising demand for unique global snacks

»» Growth of Filipino cuisine visibility (e.g., ube, adobo, lumpia)

»» **Target Regions:**

»» High-density Filipino communities: California, NY, NJ, Texas, Hawaii, Nevada

»» **Entry Strategy:**

»» Start with online D2C & ethnic groceries

»» Expand to retail via distributors

»» Participate in cultural food festivals



# SEGMENTATION & COMPETITIVE LANDSCAPE

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## »»» Primary Audience:

- »» Filipino-American households (4.2M+)
- »» Homesick OFWs & 2nd generation Filipinos
- »» Ethnic snack enthusiasts & foodies

## »»» Secondary Audience:

- »» Asian-Americans & multicultural consumers
- »» Snack lovers seeking novel textures/flavors

## »»» Competitive Landscape:

- »» **Local:** Cornick, Boy Bawang (Asian groceries)
- »» **Mainstream:** Corn Nuts, Takis, LesserEvil, and other crunchy snacks





## Marketing Plan:

- »» Digital ads targeting Filipino & Asian diaspora
- »» Influencer marketing with Fil-Am creators
- »» Amazon FBA + Shopify online store
- »» In-store demos & cultural events exposure



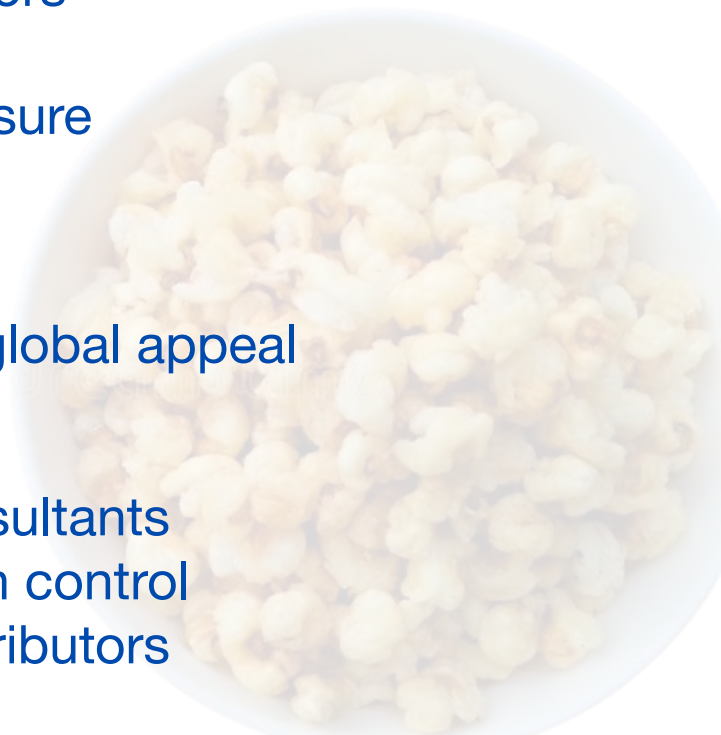
## Brand Positioning:

- »» “A crunchy bite of Filipino heritage”
- »» Clean packaging with Filipino cues + global appeal



## Risk Mitigation:

- »» Work with U.S. FSVP compliance consultants
- »» Competitive pricing with strong margin control
- »» Strategic partnerships with ethnic distributors



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# **SALES PLAN**



- Establish Ilocos Chichacorn as a recognizable Filipino snack brand in the U.S. market.
- Generate consistent monthly revenue through both online and retail channels.
- Build a loyal customer base within Filipino-American and multicultural communities.
- Expand product availability from niche ethnic stores to mainstream grocery retailers over three years.
- Strengthen brand visibility through strategic marketing and cultural engagement.





# TARGET MARKET AND SEGMENTATION

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## »»» Primary Market

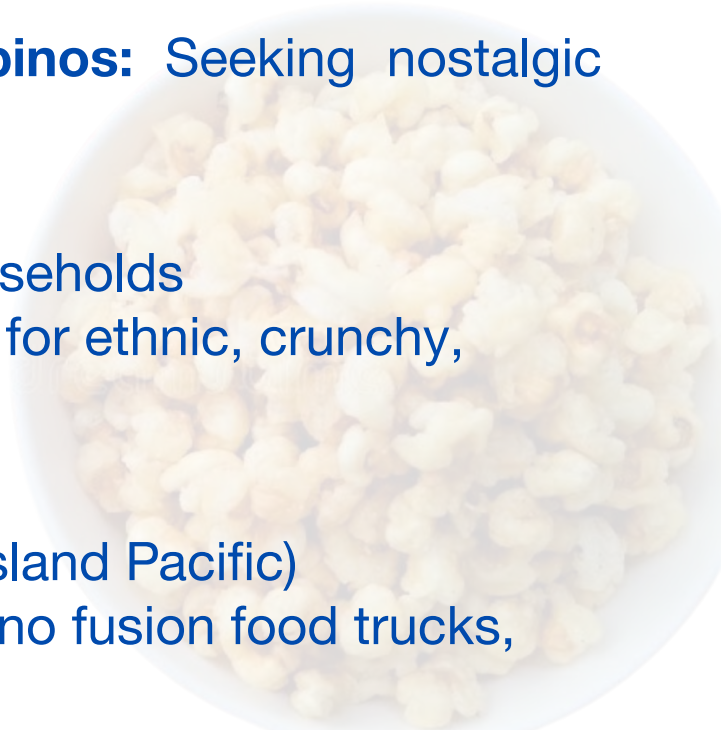
- »» **Filipino-Americans:** Concentrated in California, Hawaii, New York, New Jersey, Texas, Nevada
- »» **OFWs and second-generation Filipinos:** Seeking nostalgic snack options

## »»» Secondary Market

- »» Asian-Americans and multi-ethnic households
- »» Mainstream snack consumers looking for ethnic, crunchy, novel textures

## »»» B2B Segment

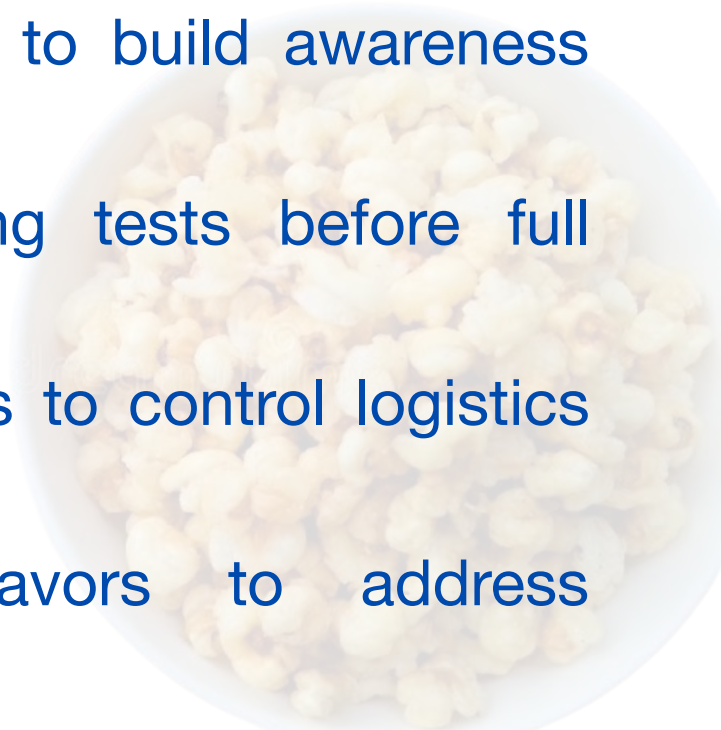
- »» Ethnic grocery chains (Seafood City, Island Pacific)
- »» Foodservice (Filipino restaurants, Filipino fusion food trucks, and bars)



# RISK MITIGATION AND CONTINGENCY PLAN

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- Work with experienced FSVP and FDA compliance consultants.
- Launch strong online campaigns to build awareness early.
- Conduct shelf-life and packaging tests before full export.
- Use Amazon FBA and local 3PLs to control logistics costs.
- Offer promotions or new flavors to address slow-moving inventory





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# **SERVICE DELIVERABLES**



## »»» **Market Entry Roadmap**

»» 12-month go-to-market plan

»» State-by-state targeting guide

## »»» **Regulatory Compliance Package**

»» FDA registration assistance

»» FSVP agent setup and documentation

»» U.S.-compliant nutrition labeling

## »»» **Retail & Channel Partner List**

»» Ethnic grocery stores and distributor contacts

»» Amazon setup checklist and onboarding support



## »»» Specialized in Food & Beverage Market Entry

»» We focus exclusively on helping international food and heritage snack brands like Chichacorn snacks enter and grow in the U.S.—with experience grounded in real-world execution.

## »»» End-to-End Support

»» From FDA compliance to go-to-market strategy, digital marketing, and sales partnerships—we deliver full-service support so you can launch with confidence and clarity.

## »»» US Market Expertise

»» We know what U.S. consumers, grocery buyers, and distributors are looking for—especially in the growing ethnic and Filipino snack segment.





CONSULTARE INC. GROUP  
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# Build Your Brand!

## Grow With Us!

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