SureShot



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SureShot is a contemporary European import, distribution and brand development company built

around technology, commercial creativity and hands-on execution. They help food and beverage brands grow across e-commerce, physical retail, supermarkets and B2B; and give fellow distributors access to the expertise and operational capacity to do the same.

Digital commerce is a core strength. They combine deep Amazon 1P and 3P expertise with software developed in-house and practical experience across commercial management and operations. This close connection between technology and execution allows them to manage complexity, work efficiently at scale and turn online opportunities into commercially viable business.

Their capabilities extend well beyond selling products. They create distinctive bundles, gift sets and channel-specific formats with a strong commercial track record. From packaging development and labelling to repacking, shrink wrapping and preparation for online channels, they make products ready for the way customers discover, buy and receive them.

SureShot offers both a distribution partner and a flexible service partner. Their substantial handling capacity and highly competitive pricing support brands and distributors that want to expand online, introduce new formats or outsource operational work. Partners can draw on specific capabilities or combine their commercial, technical and operational expertise in a broader collaboration.

Their strong partnership with Bickery Food Group brings together complementary strengths: SureShot's technology, digital expertise and contemporary approach alongside Bickery's heritage, established capabilities and respected market position.

They bring an entrepreneurial mindset and a willingness to challenge established ways of working. Some of the brands that SureShot work with are as follows - Tabasco, St Dalfour, Feastables, Takis, La Croix, Dilmah, Torres and many more brands.

SureShot welcome partnerships with the ESMA International Network members who see opportunities to combine strengths, develop new routes to market and build profitable growth together.

For more information about **SureShot,** please contact:

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