

International success at Tracklements

How Tracklements built
an exporting portfolio
which spans the globe



Logistics doesn't have to be a maze.



Who are Tracklements?

FDF Exporter of the Year 2024

Tracklements, based in Wiltshire, England, is a producer of over 50 condiments, including mustards, chutneys, relishes, and sauces.

Founded in 1970, the company has a rich history of crafting high-quality products using traditional recipes and natural ingredients. Their offerings range from the UK's first Wholegrain Mustard to the award-winning Fresh Chilli Jam.

A core value of Tracklements is their commitment to sustainability and ethical practices.

As a certified B Corporation, they follow high standards of social and environmental governance. This includes sourcing ingredients locally when possible, supporting British farmers, and using recyclable packaging.

The combination of great products, with strong company values has led to a growing export portfolio in recent years, which landed them the Food and Drink Federation (FDF) Exporter of the Year award in 2024.

So, how have they done it?



WTA. For the journey.

20+ years of exporting success

Tracklements began their exporting success story around 20 years ago, with the launch of their products in Australia. But that was just the start. It's a portfolio which has now grown to include the USA, Canada, Spain, South Korea, Netherlands and the UAE.

In fact, Tracklements now boast 24 export destination countries around the world.

Due to the nature of Tracklements' product range, they recognised that countries which shared cultural similarities with the UK and an understanding of condiments were their best targets.

Although operating at the premium end of the market, Tracklements recognise that their products must be relatively competitive on price in the destination market.

For this reason, they manage the majority export process in house and aren't afraid of walking away from a new or existing market if the products become too uncompetitive.

For example, after initial market research about entering Japanese market, Tracklements decided not to pursue it after realising the produce would be too expensive in comparison to the competition.

Tracklements put their success internationally down to the same reason for their UK success. A great product, backed by strong ethical values as a company, attracting customers at the premium end of the market.



24

export destination countries

11%

exporting contribution to overall turnover

Taking the fright out of freight.

Negotiating customs and compliance

All food and drink producers understand the complexity of exporting to different international markets. It's impossible for one person to fully understand the labelling requirements and regulation of each.

The rules on product regulations, ingredients, units of measurement, duty payments, licences, labelling and translations are just some of the areas that producers need to ensure compliance with their products. So how do Tracklements manage 24 separate markets as a family business?



"We make sure we're appointing the right partners, who know their own regulations and are able to guide us... It is all about building long standing relationships with our in-market partners to ensure we are on top of what is required for each market."

Adriana Santos, Head of International, Tracklements

Fun fact

To benefit from preferential rates on exports to South Korea, Tracklements obtained Approved Exporter status which has not only simplified the export formalities but also ensured their best-selling product Fresh Chilli Jam didn't attract 30% duties.

In 2023, they shipped 68,000 jars of the product to the market.

Tracklements use the expertise of their in-market partners and distributors to achieve regulatory compliance. In many cases they are producing labels specific for a certain market or even changing the product ingredients slightly.

In some cases, Tracklements moved away from some in-market partners in Canada and the USA, as the performance of those markets wasn't where they wanted it to be.

A decision which contributed to Tracklements securing accounts with 3 top supermarkets in Canada.



Emulating Tracklements' success



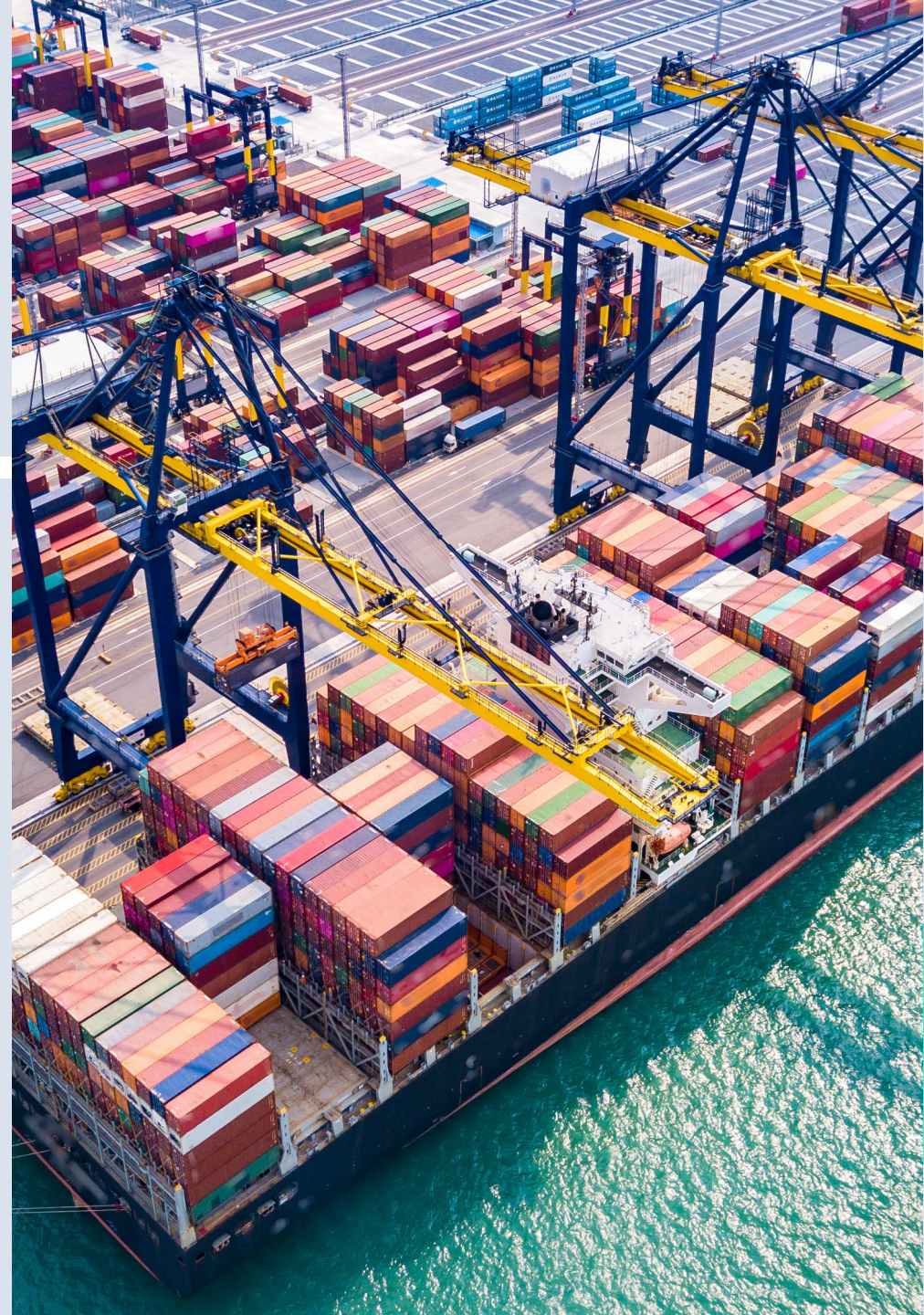
Complete detailed market research, including competitor analysis and assessing market suitability.



Attend trade shows and use the Department of Business and Trade to build connections. Not just Google.



Don't hesitate to move away from exporting partners, be it logistics providers, distributors or customs brokers, if you aren't getting the service needed.



Cool. Calm. Connected.

Future plans

Looking at 2025, Tracklements plan consolidate the markets they already have presence in, rather than expanding to more.

Tracklements' top 10 export markets contribute 70% of total export turnover.

The strategy, therefore, is to continue building out the markets Tracklements are in already, which still have enormous growth potential, rather than finding new ones.

This strategic decision reflects a measured approach to growth. Prioritising the strengthening of current market positions, over the vanity of a larger number of export destinations, but where the overall contribution of each to company turnover is negligible.

By concentrating efforts on established regions, the company aims to deepen relationships with existing customers, enhance brand loyalty, and maximise profitability in markets where they already have a foothold.

This strategy not only boosts satisfaction but also reinforces trust, ensuring Tracklements remain the preferred choice in these markets.

These improvements will lay a great foundation for future growth, while maintaining stability during current uncertainties in global trade.

Tracklements top 3 export markets:

1. USA
2. Australia
3. Canada





Meet Jade Blackburn

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Jade is passionate in her support of the UK's biggest manufacturing sector; food and drink. She is loved by our clients at WTA for her super friendly and honest approach.

She has built her expertise in the food and drink industry by placing very close attention to Brexit and focusing on the nuances of moving these goods. Consequently, she can comfortably advise businesses of all sizes in the sector.