



Capabilities + Product Profile

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#1 Best-Selling Indian Food Brand in U.S.*

G.L. Soni started
House of Spices in
New York City

Known as one of the
pioneers in bringing
Indian scratch cooking
food items to the US

1972



Largest Indian National
Distributor
infrastructure with
10 warehouses



Largest National
Salesforce in Indian
Ethnic channel



Largest number of
Brands under one
umbrella



Established,
proven Brand
Equity



2026 Launched in
Mainstream
Grocery



Over 50 years of
experience in US
Indian Market



* U.S. Ethnic Grocery Channel 2025 (Unit Sales)





Our Vision

To bring South Asian culture to life through the celebration of authentic food, flavor, and family.

Our Mission

To ensure that premium, authentic South Asian food products have the opportunity to grow their brands and optimize their distribution within the North American market.

Distribution And Infrastructure

10 warehouses Ambient Refrigerated & Frozen



1M square feet of warehouse and cooler/freezer capacity between all locations



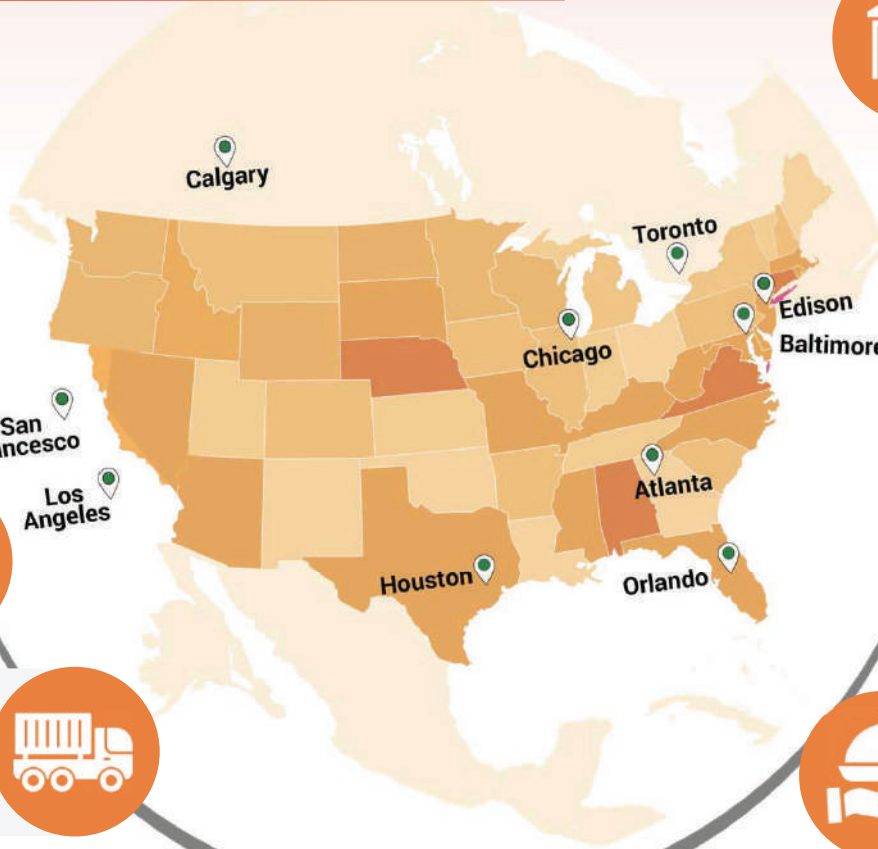
National Sales Team
60+ sales members



10 warehouses
Ambient, Refrigerated
& Frozen



Serving **6 Millions+**
Indian / South Asian
population



3000+ customers
across the North
American market



1100+
SKUs & Growing



Fleet of **50+ trucks** and
tractor-trailers and orders
delivered within 24-48 hours of
receipt



Our Global Team



Marketing



Back Office



QA &
Regulatory



IT



Finance



Supply
Chain

Portfolio Brands



LAXMI

The most loved South Asian Brand in America for 5 decades, known for its rich culinary traditions and authentic flavors of South Asia, always committed to delivering high-quality ingredients & products. Stand by its three promises – **PURITY, QUALITY & VALUE.**



GARVI GUJARAT

Straight from the heart of Gujarat, brings the aroma, flavors & culinary essence of Gujarat. Special care is taken to prepare these products using traditional recipes & finest ingredients.



AMMA'S KITCHEN

The South Indian brand with lip-smacking traditional dishes and culinary experience like no other. The products from this brand are a mix of perfect southern flavors which are high on taste & quality.



MAAZA

An iconic yet authentic South Asian beverage brand cherished for its thickness & smooth texture. It's the premium fruit juice brand that is almost synonymous with juicy mangoes.



MEHARBAN

A value brand of niche offerings targeted towards the Pakistani and Bangladeshi consumer segment, offers a wide variety of products like Dates, Besan, Mango Juice, Raw Peanuts

Laxmi Contributes
80%
Of the overall sales of HOS Global Foods

Portfolio Brands





The #1 Best-Selling Indian Ingredients Brand in Ethnic Grocery Stores

Trusted by 3 generations since 1972!

- Distributed in 3,000+ ethnic grocery stores across North America
- Laxmi is the most trusted & preferred brand amongst the Indian / South Asian Diaspora (community).
- Our extensive range includes The Basic (*From Scratch Cooking*) Essentials to Original & Authentic Delicacies savored by at least 3 generations!



Laxmi is #1 best-selling brand in 3,000+ U.S. Ethnic Grocery Stores



HOS Global Foods Key Achievements

From core made-from-scratch ingredients, to spices, beverages, and convenience offerings - HOS Global Foods has grown to become a premiere distributor of fresh foods, products, and snacks for the Southeast Asian diaspora. Throughout the US, Canada, and abroad, our achievements have solidified HOS Global Foods as a clear leader within our marketplace, and the success of our in-house Laxmi brand has expanded our reach and positioned us for continued growth.



**Aashirvaad
Atta 20Lb**

#1 Selling Flour / Atta brand (India wheat flour) globally and by Indians in North America*



Maaza

#1 Selling ethnic beverage for South Asians globally*



Tamarind Concentrate

#1 Selling Highly condensed tamarind paste*



Laxmi Spices

#1 Selling Spice brand for South Asian consumers and restaurants in N. America*



**Laxmi Ginger
Garlic Paste**

#1 Selling preferred Cooking Paste for South Asian customers*



Meharban Dates

#1 Selling Dates brand in USA*

KROGER



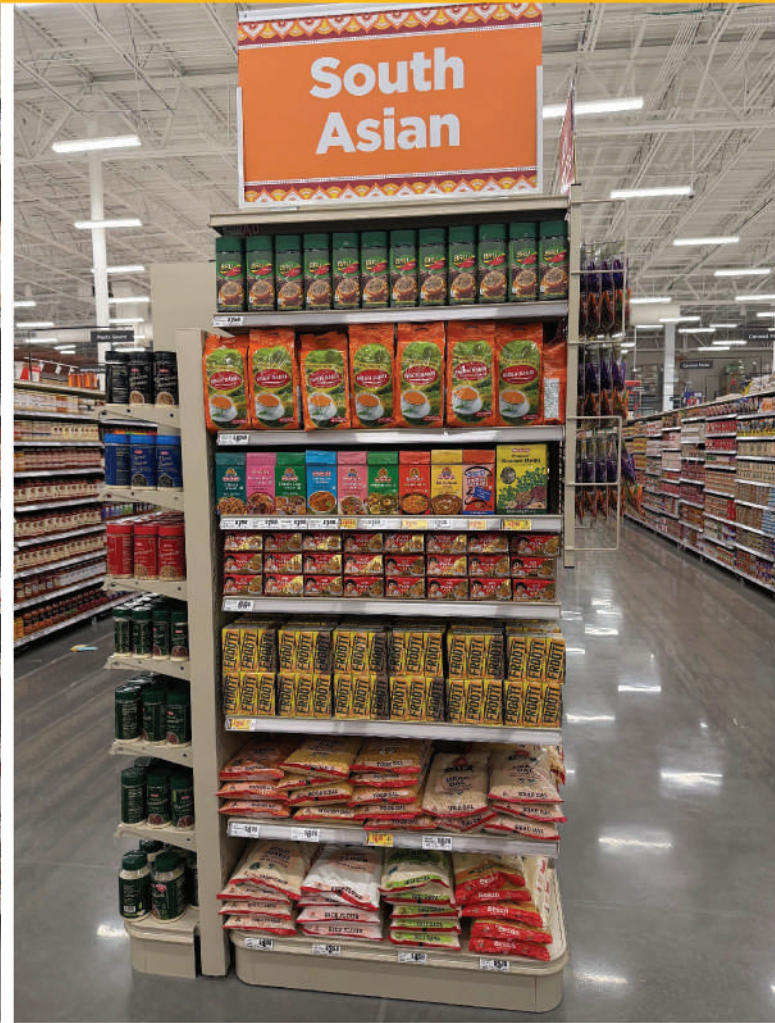
KROGER



KROGER



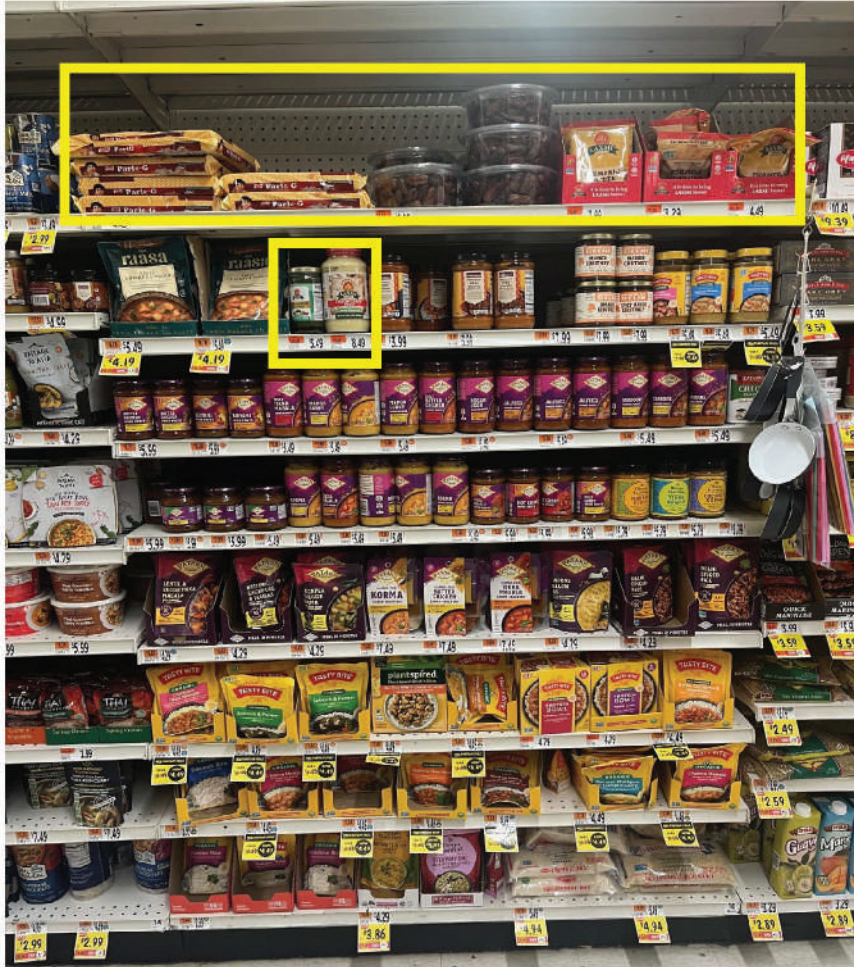
HEB



WEGMAN'S

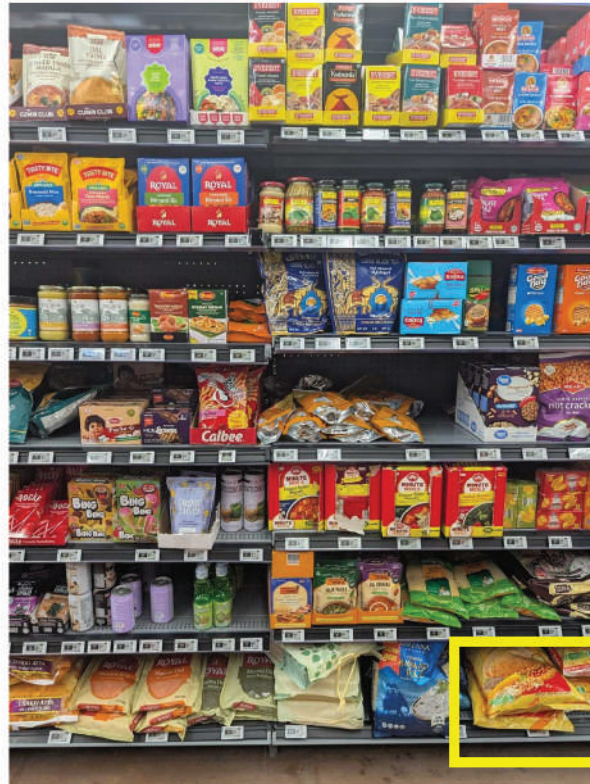


STOP & SHOP



WALMART

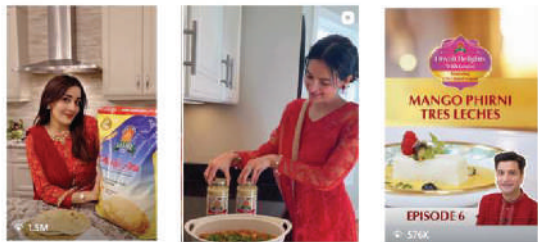
Description	UNIT GTIN	CODE
AASHIRVAAD ATTA 2X20 LB (EXPORT PACK)	841905080007	Item# AA
AASHIRVAAD WHOLE WHEAT MULTIGRAIN FLOUR 4X10 LB	841905080045	Item# AA0W



Comprehensive support plan in place to bring Indian shoppers to mainstream grocery stores

PR & Social

Continue partnerships with celebrity chef & influencers, to drive heightened awareness of Laxmi Products



Targeted media pitching highlighting superior taste, convenience, and versatility

Post on owned social channels, updating followers about usage, taste, and where to buy!



Paid Media

National Paid Media campaign, with optimized creative based on consumer preferences and motivations.



Targeted media & You Tube plan to push the Laxmi Spice throughout the Year.



Constant Ginger Garlic Paste & Spice Ads running on Tv .



Programmatic Banners for Spice ON leading Websites for Better Brand visibility

Shopper Marketing

Influencer shopping videos

Achievements At A Glance

43M+
Views

17.82M+
Reach

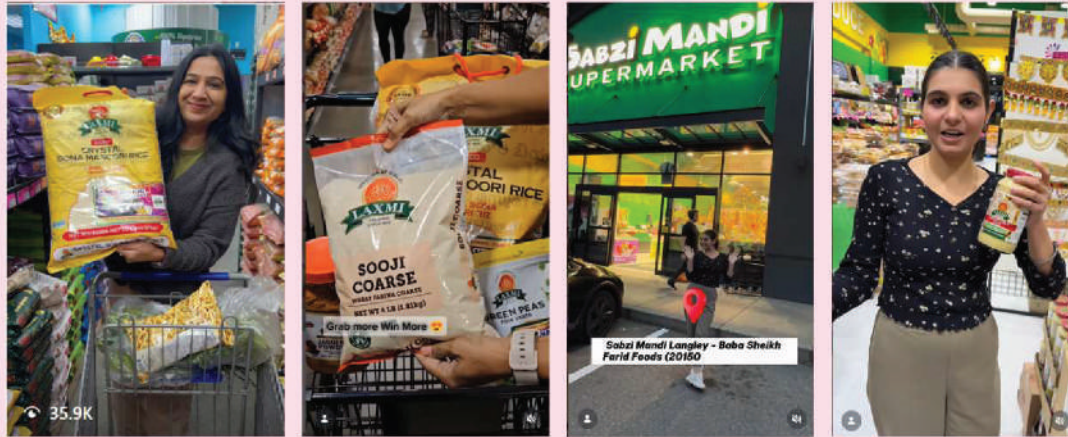
27%
Average
Engagement Rate

120K+
Saves & Shares

We have worked with a
100+ Influencers & 157 Creatives
in 2025 inclusive of USA & Canada

Customized Marketing Support

Targeted Influencer Campaign



In-Store Sampling Events



Geo Targeted YT Campaigns -- With In 20 – 30 miles of the store



In-store reward/coupon programs: Support promotional coupon initiatives



Mailer/coupon participation

KROGER

