



Products to savour the moment

[www.swica.ca](http://www.swica.ca)

*products to savour the moment*



## introducing swica

Swica\* specializes in the import, sales and marketing of fine Swiss products to the Canadian market

We are experienced sales and marketing specialists with a comprehensive network of contacts in the food and beverage industry in Western Canada.

*\* "Swica" is an abbreviation and stands for Swiss-Canadian*

## our vision and values

### VISION

We don't serve the mass market, we specialize in niche products. We position our products as the icons of consistent high quality, products with unique characteristics to serve the aficionados looking for the extraordinary. We offer our customers excellent, ongoing support and immediate response to any request.

As we expand our product portfolio, we will continue to specialize in high quality products. Customer service will always be a vital element in our success.

By 2015, we will expand our portfolio by two more product lines.

### VALUES

Honesty and respect for each other are our core values. We treat every person we are in contact with, with respect, honesty and professionalism. We foster open and honest communication with our suppliers, partners and customers.

We commit ourselves to deliver only high quality products and services that our customers can depend on at all times.

*products to savour the moment*

## facts & figures



Pier at Rocky Point Park, Port Moody

Established	August 2005
Legal structure	Partnership registered in British Columbia
Owned by	Marco & Shari Ann Herrmann
Specialties	Distribution Marketing Sales Customer Service
Partnerships	Gordon Food Service, BC Office Coffee Suppliers
Products	Nespresso Business Coffee Solutions  Two additional product lines will be added to our portfolio by 2015.

*products to savour the moment*

some of our current  
customers

Shangri La Hotel, Vancouver

Four Seasons, Vancouver & Whistler

Hyatt Regency Inn, Vancouver

Fairmont Waterfront, Vancouver

Fairmont Pacific Rim, Vancouver

Fairmont Hotel Vancouver

Fairmont Chateau Whistler

The Sutton Place, Vancouver

The River Rock Casino, Richmond

Post Hotel Lake Louise, Alberta

Fairmont Palliser, Calgary

Pan Pacific Hotels in Vancouver and Whistler

The Westin, Whistler

Hilton Metrotown, Burnaby

The Opus Hotel, Vancouver

The Rosewood Georgia Hotel, Vancouver

The Loden Hotel, Vancouver



*products to savour the moment*

## about us

### **Marco Herrmann**

General Manager and Partner

#### **Background**

20 years experience in Sales and Marketing in the food and beverage industry, consumer packaged goods, insurance and banking. 10+ years of key account management and territory management. Developing the Western Canadian market for Nespresso Business Coffee Solutions since 2005.

#### **Education**

Handelsdiploma  
Marketingplaner mit eidg. FA

#### **Memberships**

Swiss-Canadian Chamber of Commerce  
BNI (Business Network International)  
Burnaby Chamber of Commerce  
Vancouver Board of Trade

### **Shari Ann Herrmann**

Partner

#### **Background**

15+ years in senior management and Director level roles in Marketing and Customer Service. Extensive experience developing B2B and consumer marketing strategy, as well as programs and initiatives to drive customer service excellence.

#### **Education**

Masters of Business Administration (MBA)  
from the Richard Ivey School of Business

#### **Additional Activities**

Professor, School of Business  
Kwantlen Polytechnic University  
Surrey, BC

## SWICA

Fernway Drive  
Port Moody, BC

email: [info@swica.ca](mailto:info@swica.ca)

Phone: 604 461 9881  
Fax: 604 461 9882