



PRESS RELEASE

August 21, 2024

Nicobi Foods Wins Prestigious Pitch, Heads to Walmart Corporate for Open Call 2024, Eyeing Expansion into 5,000+ Stores

Nicobi Foods, a prominent name in the ethnic food market began in Harrisburg PA, has recently emerged victorious in the highly competitive Walmart Open Call 2024. After a rigorous selection process, the company was chosen to pitch its products at Walmart's headquarters in Bentonville, Arkansas, marking a significant milestone for the brand.

The Walmart Open Call is an annual event that provides a platform for U.S.-based manufacturers and entrepreneurs to present their products to Walmart buyers. This year, over 10,000 applications were submitted, and Nicobi Foods was one of the select 700 companies invited to pitch at the event. Their successful presentation has opened the door for potential distribution in an additional 5,000+ Walmart & Samsclub stores across the United States.


Nicobi Foods is no stranger to success, with its products already available in over 1,000 stores, including Giant, Karns, Food Lion, and Stop & Shop. This new opportunity at Walmart could significantly expand the company's reach, allowing even more consumers to experience their unique and culturally inspired food offerings.



What Is Walmart Open Call 2024

Walmart Open Call is a key initiative under Walmart's commitment to increase its sourcing of U.S.-made products by \$350 billion by 2030. The event is designed to give small and medium-sized businesses the chance to grow by gaining access to Walmart's vast retail network. Nicobi Foods' selection is a testament to the quality and appeal of its product line, which includes a variety of offerings that cater to diverse dietary preferences.

Press Contact

 223-234-7956

 olinton@nicobifoods.com

 www.nicobifoods.com