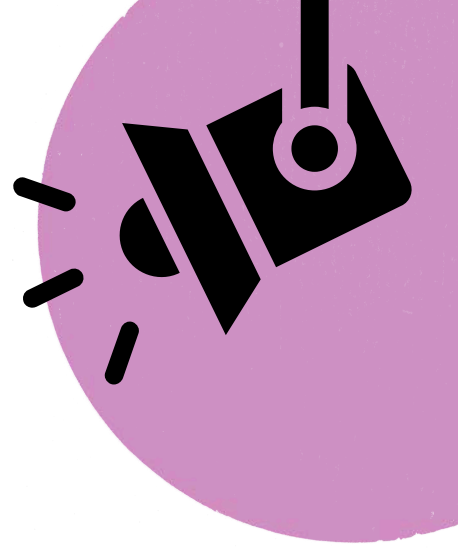




Department for
Business & Trade

EXPORTER SPOTLIGHT: LITTLE MOONS



Established in 2008 developed from an idea concocted by two siblings in their parents' London bakery, Howard and Vivien Wong's bite-sized Little Moons mochi balls are now available in a range of flavours in 35+ countries around the world.

Selling snacking ice-cream to the world

Howard and Vivien were introduced to the world of food from an early age and quickly became passionate for creating amazing food, and experimenting with unique flavours and textures. They spotted a gap in the market and dreamt of building a new snacking ice-cream subcategory within the food and drink market. So, they launched Little Moons!

Little Moons began selling overseas to grow their business, starting with France and expanding to Germany and other European countries. They then considered markets further afield, such as Australia, Singapore, Hong Kong and New Zealand.

But how did the UK Export Academy help Little Moons to take their pioneering idea to the world?

"[The UK Export Academy] is a brilliant way to build export knowledge, and learn the principles of exporting. From the very start, UKEA has helped me learn the basics and build my expertise."
- Conor Love

How the UKEA supported Little Moons

As more than 52% of Little Moons' revenue is from exporting, they sought out the free support from UKEA to help them break down any challenges they encountered when selling overseas, including demystifying the tariffs involved with exporting.

Head of New Markets at Little Moons, Conor Love, found the sessions to be helpful in highlighting what the company was doing well and what they needed to know more about. He said that the Essentials sessions in particular "cover such a wide range of basic exporting topics" and were "not too long, which was ideal" and that attending only a few of the hour-long sessions could have a massive impact on the growth of a business.

little
moons
MOCHI ICE CREAM



"I believe the knowledge we have [gained] through the UK Export Academy has given us the edge to our competition."

Using the knowledge gained through the UKEA sessions, Little Moons are making waves in more international markets, with their reach spreading quickly in countries in the UAE and wider Middle East. Africa is next on their list of continents to export to!

When asked for why other businesses should consider exporting, Conor believes that "opportunities are everywhere. You have to spot them, and channel your entrepreneurial spirit. When you add in the support that UKEA training and guidance can offer, you've got everything you need to grow internationally." Conor suggests that as every brand and business is different, and entry into different markets carry unique challenges, UKEA can help provide companies with the confidence and knowledge to propel the growth of their sales.

Join the UK Export Academy for free by visiting great.gov.uk/export-academy

