



# SUKU SHAH

&  
Olive Tree Trading  
Company Private Limited

Suku Shah grew up in Bombay, studied in Los Angeles and, returned to enter the family business. He dabbled in a courier business in Mumbai, and crankshaft machining factory in Pune. He sold his crankshaft manufacturing unit in 2001 and was holidaying in Goa with his family. He was enjoying a meal at an Italian restaurant of a five-star hotel in Goa when he asked for some olive oil on the side. He found the quality of Olive Oil served was inferior. He was surprised to learn that this was the best that is available in India.

The well travelled and foodie Shah saw a business opportunity and started importing quality gourmet products (olive oil, pastas, vinegars, pate, quinoa, preserves, truffles, etc) from around the world which he would supply to five-star hotels, supermarkets and fine dine restaurants. In fact, many of the gourmet products you see on supermarket shelves have been supplied by Shah's company.

He started import business in 2001, the Olive Tree Trading website was set up two years ago to reach out to the increasing number of gourmands who are willing to experiment at home. What's interesting is that the website offers some products that aren't easily available at gourmet stores also. For example olives and olive oils from Italy and across the Mediterranean, single origin expresso blend, range of truffle products, red and black quinoa from south America, coconut milk beverage and balsamic vinegar aged 12 to 25 years. Today Suku Shah is the chairman and managing director of Olive Tree Trading Pvt. Ltd. and is one of India's rare Gujarati's who is happy to boldly admit he has extravagant and non-vegetarian gourmet tastes when it comes to food and drink. He imports and distributes

exclusive and high-end Italian and Japanese food products, naturally his taste buds are used to a happy melange of all things good that go into a cooking pot. “

Olive Tree, he started in 2001 in Pune, with the idea of importing, distributing and marketing quality products in the food and beverage industry that would enhance healthier lifestyles pertaining primarily to Mediterranean and Oriental cuisines.

He started simply with olive oil. He had a friend in Italy by the name of Angelo Cremonini, with whom Suku established contact. Cremonini, and another Italian by the name of Pico Cipolla, helped him set up Olive Tree with Suku's first import order being for olive oil from Olitalia, a leading maker of the oil in Italy.

It just needed an enterprising Indian to begin some new adventure like that, because in no time, Olive Tree was expanding and growing. And Suku was entering into exclusive import





agreements to represent other Italian companies as well in India. Few years into the business only and look at the products he promotes - balsamic vinegar from Cremonini; pesto, pasta and stir through sauces, anti pasto and olives from Sacla; pasta from De Cecco; Arborio and Carnaroli rice from Riso Scotti; caper berries, salted capers, artichokes, grilled onions, sundried tomatoes, black and green olives from di'Vita; dried porcini mushrooms and polenta from Cose De Bosco; peeled plum tomatoes from Alfonso Sellitto; pastries and cookies from Vicenzi; white truffle oil and black truffles from Tartu-falba; crisp bread from Finn Crisp; silken tofu from Mori Nu; silk soy milk from Whitewave; soynuts from Peanotz; and, food products, table and kitchenware from Japan. Today he is hugely successful and supplies his Italian and Japanese food products to most leading five-star hotel chains and upmarket fine dining speciality restaurants in India. He also has a growing retail distribution network which spans across all the states. He makes special delivery of Japanese green tea, black truffles and white truffle oil, the stuff to make sushi, Japanese miso, and porcini mushrooms to connoisseurs of fine foods in Bombay, Delhi

Olive Tree's portfolio includes over 50 products. "That's not 50 different sizes, but 50 different products," Suku said modestly. "I cater to the very high-end, discerning customer. An Olive Tree product is guaranteed for freshness and high international quality standard. Suku Shah (Chairman & Managing Director - Olive Tree Trading) states that they associated with most leading hotels and fine dining restaurants and have a growing retail distribution network in all states of India. The food & beverage industry in India is growing exponentially, with new restaurants and up-market retail stores opening up every month in cities across the country, a massive opportunity in being the best backend provider for these diverse franchises. The focus is now on growing the gourmet online store in the F & B segment. With our online store format, we are now directly reaching to the discerning families in all cities, across India. Our online store portfolio will be greatly enhanced with

an addition of high-end truffle oil, organic quinoa, coffee machines along with nespresso compatible coffee capsules and many new gourmet products, in the coming months... With a 25% discount off MRP on all products through our online store... it is the most convenient way to shop!"

