

CASE STUDY

HOW MOZZAPOL SCALED TO **45+** **FTL/MONTH** IN EUROPEAN WHOLESALE

The Strategy — by Export Scout

THE PROBLEM

FINDING WHOLESALE DISTRIBUTORS IN EUROPE IS BROKEN.

Most food brands follow the same playbook:

→ **EXHIBIT AT TRADE FAIRS**

Anuga, SIAL, CIBUS — €10,000–€30,000 per event, once or twice a year

→ **HIRE BROKERS**

Slow, expensive, low accountability

→ **COLD EMAIL DISTRIBUTORS**

Ignored 95% of the time

The result? Years of slow growth, unpredictable pipeline, and a distribution network that never scales fast enough.

MOZZAPOL HAD THE SAME PROBLEM.

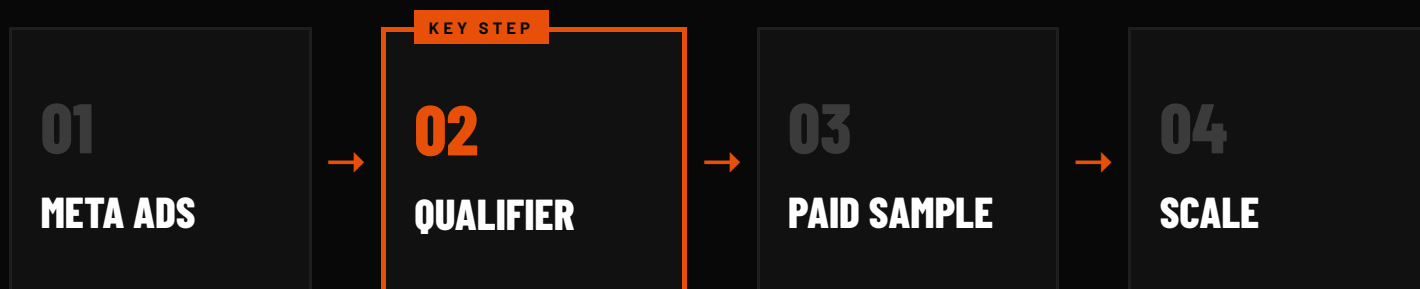
A high-quality mozzarella brand with a certified Italian recipe, ready to scale across Europe — but no efficient way to reach the right wholesale buyers consistently.



THE STRATEGY OVERVIEW

A 4-STEP META ADS SYSTEM

Built specifically for wholesale B2B acquisition.



NO TRADE FAIRS. NO BROKERS. NO COLD EMAIL.

Each step filters, qualifies, and converts — so by the time a prospect reaches your sales team, they're already serious.



THE 4 STEPS

HOW THE SYSTEM WORKS



META ADS

Reaching the right buyers, not everyone

Campaigns target importers, wholesalers, and food distributors specifically — not restaurants, retailers, or end consumers. The targeting is built around job titles, business behaviors, and industry interests that signal a wholesale buyer.

RESULT: QUALIFIED TRAFFIC FROM DECISION-MAKERS WHO MOVE VOLUME.

QUALIFIER

Filtering serious buyers from time-wasters

Every lead hits a structured form: business type, monthly volume, markets covered. Anyone below the minimum volume threshold is filtered out before they reach your inbox. No wasted calls.

RESULT: ONLY SERIOUS WHOLESALE BUYERS ENTER THE PIPELINE.

PAID SAMPLE

Converting prospects into committed clients

A paid sample — never free. It pre-qualifies intent, covers logistics costs, and creates a transactional relationship before the first real order. Positioned as a professional B2B evaluation, not a giveaway.

RESULT: DRAMATICALLY HIGHER CONVERSION TO DISTRIBUTION CLIENTS.

SCALE

Building consistent monthly volume

The same Meta Ads infrastructure reaches new markets, generates lookalike audiences from best clients, and builds a compounding pipeline. The system runs every day — not once a year at a trade show.

RESULT: 45+ FTL/MONTH ACROSS 6 EUROPEAN MARKETS.

THE TIMELINE

MONTH BY MONTH

This is how it happened for MozzaPol.

MONTH 1 – LIVE & MOVING

The campaign goes live. First qualified leads arrive within days – importers and wholesalers matching the exact profile. The qualifier filters out the noise immediately. By month-end, MozzaPol had conversations open with a potential large-volume client.

MONTH 2 – FIRST CLIENTS CLOSED

The paid samples convert. First wholesale clients officially onboarded, initial orders placed. The pipeline keeps filling with new qualified leads from the ongoing campaign. The system is working – and it's still only month two.

MONTH 3 – SCALING

With proof of concept and first clients reordering, the campaign scales. Budget increases, new markets added, lookalike audiences built from converting leads. The distribution network starts taking shape across multiple European countries.

MONTH 12 – 45+ FTL/MONTH

A Meta Ads test is now a full wholesale distribution engine. 45+ full truckloads per month across France, Germany, UK, Belgium, Netherlands, and Sweden. Zero trade fairs. Zero brokers.

45+ FTL

PER MONTH
CONSISTENT & PREDICTABLE

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EXPORT SCOUT

EVIDENCE

THE PROOF

META ADS DASHBOARD

Campagn		Elementi selezionati: 1	Gruppi di inserzioni per 1 Campagna		Inserzioni per 1 Campagna		23 giu 2026 – 26 giu 2026	
+ Crea	Duplica	Modifica	Analizza	Test A/B	Altro	Colonne: Ninja Ads	Dettagli	Download
No/Sì	Gruppo di inserzioni	CPM (costo per 1000...)	CPC (costo per clic sul...)	Clic unici (tutti)	CTR unico (tasso di cli...)	Risultati		
☐	Target broad	—	—	—	—	—		
☐	Target 1 - Specific	€ 12,05	€ 0,48	46	3,30%	4	Contatti (modulo)	
☐	Target 1 broad	€ 13,14	€ 0,70	49	2,37%	6	Contatti (modulo)	

Live campaign performance: cost-per-lead and lead volume from the wholesale targeting.

LEAD QUALIFIER

Acquisiti	Contattati	Qualificati	Convertiti	Risposte al modulo
13	0	0	0	Visualizza modulo
AD Andrea Decaro A pagamento Mod...				ID del modulo di acquisizione contatti 1628193521607902 Data di invio Venerdì 26 giugno 2026 07:25.
HA Hasan Altin A pagamento Mod...				Which quantities do you import per month? Multiple FTLs a month
LG Luc goderis A pagamento Mod...				What is the number one problem you wish to solve? Both price and quality
Sample Lead				What's your target price per kg in €? Can you send me you specification pls
	Nessun contatto Contattati	Nessun contatto Qualificati Sposta i contatti in questa fase	Nessun contatt Sposta i contatt	Full name Hasan Altin

Real responses to the qualifying form – business type, volume, and markets covered.

DISTRIBUTOR INQUIRY

☐	☆	MozzaPol 52	Inbox	New Lead	- Vallo, vallo@asv.ee. +372 527 2580. Company name: ASV. Are you distributor? Ye...	Mar 19
☐	☆	MozzaPol	Inbox	New Lead	- Soum. soumpastry06@gmail.com. +33 7 81 54 15 90. Company name: Are you di...	Mar 16
☐	☆	MozzaPol 3	Inbox	New Lead	- Vito Raccach. seaeagle26@hotmail.com. +39 347 814 5172. Company name: Are y...	Mar 14
☐	☆	MozzaPol	Inbox	New Lead	- Yoni Van Eynde. yonivaneynde4@hotmail.com. +32 494 40 65 62. Company name: A...	Mar 15
☐	☆	Meta for Business	Inbox	Your Meta ads receipt (account ID: 1345140904314145) - Lead Gen b2b - new pixel - 1.197. Imp...	Mar 11	
☐	☆	MozzaPol 5	Inbox	New Lead	- Ashot Avalyan. officelageorgia@gmail.com. +40 785 473 222. Company name: Ar...	Mar 13
☐	☆	MozzaPol 4	Inbox	New Lead	- Andrea Ciniglio. direzione@sdmsrl.net. +39 340 633 7574. Company name: Are you ...	Mar 13
☐	☆	MozzaPol 4	Inbox	New Lead	- Alexandru Burducea. burduceaalexandru17@gmail.com. +40 766 102 965. Comp...	Mar 11
☐	☆	Meta for Business	Inbox	Your Meta ads receipt (account ID: 1345140904314145) - Lead Gen b2b - new pixel - 1.1578. E...	Mar 11	
☐	☆	MozzaPol	Inbox	New Lead	- Ionut Sinitean. sionut1984@yahoo.com. +40 745 255 596. Company name: Agro...	Mar 9
☐	☆	MozzaPol	Inbox	New Lead	- Nilam. sikri@hotmail.be. +32 493 55 38 11. Company name: Are you distributor? Yes...	Mar 10

Inbound messages from wholesale buyers who saw the ad, qualified themselves, and asked to talk.

These are real leads from real wholesale buyers generated through the system. Not contacts collected at a trade fair. Not referrals from a broker.

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QUALIFICATION

IS THIS RIGHT FOR YOU?

WORKS FOR BRANDS THAT

- ✓ Have a production-ready product that can fulfill pallet or FTL orders consistently
- ✓ Are serious about building a European wholesale network
- ✓ Want a predictable, scalable system – not random trade fair contacts
- ✓ Can move fast – the first leads come in within days of launch

NOT FOR BRANDS THAT

- ✗ Are still in early product development
- ✗ Cannot handle volume orders reliably
- ✗ Are looking for overnight results without committing to a process

QUESTIONS

FAQ

01 DOES THIS WORK FOR PRODUCTS OTHER THAN DAIRY?

Yes. The system is built around wholesale B2B acquisition — not any specific product category. If distributors can sell your food product, the system applies. MozzaPol is our case study because it's where we proved it works, but the mechanics translate across food categories.

02 WHAT BUDGET DO I NEED TO GET STARTED?

Meta Ads for B2B wholesale don't require massive budgets to start. The key is not spend — it's targeting precision and funnel structure. We'll give you a realistic number on the strategy call based on your product, market, and volume goals.

03 HOW LONG BEFORE WE SEE THE FIRST INQUIRY?

For MozzaPol, first qualified leads came within the first week of launch. The timeline depends on your market and targeting, but this is not a 6-month wait — days to first contact, weeks to first paid sample, months to first closed client.

04 WHAT DO I NEED TO PREPARE BEFORE THE CALL?

Just your product information and a rough idea of which European markets you want to target. We handle the rest on the call.

READY TO SCALE?

SEND US YOUR PRODUCT SHEET.

We'll review it within 48 hours and tell you honestly whether this system applies to your brand, which markets make sense, and what 40+ FTL/month could realistically look like for your product.

No pitch. No commitment. Just a real answer from someone who has built this and made it work.

EXPORTSCOUT.COM/CALL →

