



NEWS RELEASE

# Los Angeles Small Business ‘Spreads’ Global Reach with Coupang

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Woman- and minority-owned ‘Spread The Love’ takes its organic, clean-label nut butters global

LOS ANGELES--(BUSINESS WIRE)-- **Spread The Love**, a Los Angeles-based maker of organic nut butters, is expanding its global reach into the South Korean consumer market through **Coupang**, a U.S.-technology and Fortune 150 company that helps American companies export to more than 190 countries and regions around the world.

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in our lives,” said Val Fishbain, co-founder and president, **Spread The Love**. “We’re so excited that now, thanks to Coupang, we can share ‘Spread The Love’ with new customers in South Korea and beyond.”

## Exporting made easy.

Coupang, a recent honoree on the **LexisNexis Top 100 Global Innovators list** for the second year in a row thanks to its cutting-edge technology and logistics support, helped facilitate more than **\$5 billion in U.S. sales and exports** in 2025 alone.

U.S. sellers ship their products to one of Coupang’s U.S. fulfillment facilities, and the company’s logistics teams receive, store, pick, pack and ship directly to customers in Korea.

“We ship our products to Coupang’s fulfillment center in Riverside, California, and they handle the rest – all the logistics, export paperwork, processing of individual orders and deliveries to international customers,” said Zach



Fishbain, Spread The Love co-founder and CEO. “That enables us to stay focused on what we do best – creating delicious, healthy products for our customers.”

## From California — and America — to the world

Spread The Love is just one of many U.S. producers that work with Coupang to sell to customers in Asia. Others include **POM Wonderful**, also of Los Angeles, which produces pomegranate and other fruit products; and **Dymatize**, of Emeryville, Calif., **ROKIT America**, of Los Angeles, and **SAN Nutrition**, of Oxnard, Calif., all nutritional supplement producers.

Coupang offers numerous benefits to U.S. small businesses looking to expand into Asian markets. In South Korea, for example, Coupang counts about **half of all adults** as customers.

“Coupang is proud to help thousands of American small- and medium-sized businesses like Spread The Love sell their goods to customers around the world,” said **Bill Anaya, vice president, Coupang**. “We use our innovative, AI-driven export engine to enable great American entrepreneurs and founders — like Val and Zach — to ‘spread the love’ abroad, find new revenue, and focus on growing their local teams.”

“As a small business, we’re always looking for new markets and new customers,” said **Zach Fishbain**. “We always knew that to sustain long-term growth, we needed to figure out how to get our products into markets overseas. Coupang makes it so easy.”

## About Coupang

Coupang is a technology and Fortune 150 company listed on the New York Stock Exchange (NYSE: CPNG) that provides retail, restaurant delivery, video streaming and fintech services to customers around the world under the brands that include Coupang, Eats, Play, Rocket Now and FarFetch.

## About Spread The Love

Founded in 2013 in Los Angeles, Spread The Love is a certified woman- and minority-owned business specializing in organic, clean-label nut butters. Spread The Love makes a wide range of nut butter products for customers all over the world, including butters from peanuts, almonds, cashews and hazelnuts, in smooth, crunchy and flavored varieties.

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Source: Coupang