



Carrefour U.S. Food In-Store Promotion 2004

October 29—November 7, 2004
Mexico City, Mexico

What:

The ATO Mexico City is combining forces with Carrefour, one of the world's biggest food retailers, on a ten days promotion of U.S. food and beverage products in Carrefour's seven most prestigious stores in Mexico City, Cancun and Monterrey.

Who Should Attend:

U.S. exporters of food, including snack food, other processed foods and beverages should consider participating. This is an excellent opportunity to introduce your products to Mexico's most affluent consumers. Carrefour's goal is to find regular suppliers of high-quality U.S. food and beverage products for its Mexican operations.

Why:

Carrefour is one of the largest supermarket chains in Mexico and Latin America with 27 hypermarkets throughout Mexico and over 252,000 square meters of exhibition space. Carrefour sales during 2003 in Latin America (Argentina, Brazil, Colombia and Mexico) were of \$5.5 billion.

The Market:

The retail sector in Mexico presents excellent growth opportunities for U.S. food and beverage exports. All product categories showed good to modest growth rates in 2003, with strong growth in sales of snack foods, and processed fruits and vegetables.

Best Prospects:

Carrefour is interested in increasing the number of US food products to display in its shelves. Listed below are the products that Carrefour is interested most:

All shelf stable grocery products, snack foods, juices and wines, processed fruits, canned food, microwave products, semi-cooked ready to eat food products, confectionery, cereals, meats (fresh/chilled/frozen); red meats (prepared/preserved), cooking oil, soft drinks, kosher food, each of which must be at least 50 percent United States origin.

For additional information on the In – Store Promotion contact:

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