

Participate in the Soriana BUSINESS ENCOUNTER

Do you want to be a **Soriana** supplier? We are waiting for you!

May 29-30, 2019 @ 9am-6pm (UTC-5)

<http://www.hotsson.com/en/hotels/queretaro-centro>

Retail products only

Pennsylvania's Trade Office in Mexico has made us aware of this unique opportunity for retail food suppliers to meet directly with Soriana buyers. In addition to this 2-day event, PA's MX office will work to arrange other relevant meetings and market introductions, as interested.

For more information or to register, please contact chmummau@pa.gov.



Participa en el

Encuentro de Negocios

¿Quieres ser proveedor?



29 y 30 mayo



9:00 a 6:00 p.m.



Hotel HS Hotsson Querétaro

Blvd. Bernardo Quintana Sur No. 8300 Centro Sur

¡Te esperamos!

*** Participa solo productos
para venta en tienda**

Mayores informes al
Tel. : (442) 211 6800 ext. 1332, 1333, 1335 y 1338
Informes: comercioexterior@queretaro.gob.mx
Inscripciones: mgomezbu@queretaro.gob.mx



About Soriana

<http://www.organizacionsoriana.com/>

Retail Foods Mexico 2018, USDA FAS GAIN Report

https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Mexico%20City%20ATO_Mexico_8-7-2018.pdf:

Organización Soriana

Soriana has several different formats to meet the demands of different population segments. With the acquisition of the 160 stores from Comercial Mexicana in 2015, Soriana became the second largest retail company in Mexico after Wal-Mart, with 824 outlets across Mexico. Soriana manages five store-based retailing formats: Hypermarkets (Hipermercado Soriana/MEGA), supermarkets (Supermercado Soriana/Comercial Mexicana), discounters (Mercado Soriana and Soriana Express/Bodega Comercial Mexicana and Al Precio), convenience stores (Super City) and warehouse stores (City Club). Soriana has recently developed its e-commerce strategy and worked more on its mobile applications and website, sorianadomicilio.com.

Table 6. Organización Soriana Sales

| | 2015 | 2016 | 2017 |
|--------------------------------|---------|---------|---------|
| Net Sales *MXN millions | 109,380 | 149,522 | 153,637 |

Source: Organización Soriana

| |
|---|
| Quick Facts |
| Imports of Consumer-Oriented Ag. Products 2017: |
| US \$9.85 Billion |
| Top 10 Players |
| 1. Bodega Aurrerá (owned by Walmart) |
| 2. Walmart |
| 3. Soriana |
| 4. Chedraui |
| 5. Comercial Mexicana |
| 6. Casa Ley |
| 7. HEB |
| 8. OXXO (convenience store owned by FEMSA/Coca-Cola) |
| 9. Superama (owned by Walmart) |
| 10. La Comer |
| Food and Beverage Trends in Mexico for 2018: |
| Foods across all age groups; organic foods and natural products; prepared and ready to eat meals due to more time being spent away from home and more women entering the work force; gourmet products as people is requesting more quality and variety of foods and drinks. |
| GDP/Population |
| Population: 127,540,423 (2016, latest available data) |
| GDP: \$1.153 Trillion (2017) |
| GDP Real Growth: 2.0% (2017) |
| Sources: Global Trade Atlas, Euromonitor, World Bank. |

