USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.09

Required Report - public distribution

Date: 6/1/2007

GAIN Report Number: FR7018

France

Retail Food Sector

Annual 2007

2007

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Report Highlights:
With its highly developed food sector, France is the European Union's most competitive producer, processor and exporter of agricultural and food products. Food retail outlets are generally hyper/supermarkets, hard discounters, city center and gourmet stores and traditional outlets.

Best prospects for U.S. suppliers are: fish and seafood, tropical fruits and nuts, beverages, including wines and spirits, innovative diet foods, health foods and ethnic or regional foods such as Alaska seafood, Louisiana, California and Tex-Mex products. Frozen foods is a dynamic sector with a four percent annual growth rate, and offers opportunities to U.S. suppliers.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Paris [FR1]
[FR]

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Average exchange rate used in this report, unless otherwise specified:
Calendar Year 2003: US Dollar 1 =1.13 Euros
Calendar Year 2004: US Dollar 1 = 0.806 Euros
Calendar Year 2005: US Dollar 1 = 0.8038 Euros
Calendar Year 2006: US Dollar 1 = 0.796 Euros
(Source: Central Intelligence Agency Fact Book)

EXECUTIVE SUMMARY

SECTION I. MARKET SUMMARY

Total food sales in France increased by 2.5 percent in 2006, compared to 2005. Over the last five years, average French consumption has increased slightly for fresh fruits and vegetables, yogurts, and mineral water. On the other hand, consumption of milk, cheese, and wine decreased, while consumption of meat, poultry and seafood remained constant.

In 2006, food and beverage expenditures represented 15 percent of the total French household budget, for a total value of $182.9 billion. The following sectors have shown strong growth trends since 2003: non-alcoholic drinks, fish and seafood, dairy products, breads and cereals, and fruits and vegetables.

Total French Household Food and Beverage Expenditures, by major categories:

In U.S.$ billion

	2003	**2004**	**2005**	**2006 (E)**	**% Change 2003/2006**
Bread and cereals	14.9	22.1	22.4	22.6	+51.7
Meat	31.9	43.2	44.5	45.0	+41.1
Fish & seafood	8.0	12.5	12.8	12.9	+61.2
Milk, cheese, eggs	15.2	22.6	22.9	23.1	+51.9
Fruits & vegetables	18.2	26.5	27.6	27.9	+53.3
Non alcoholic drinks	8.0	11.9	12.6	12.7	+58.7
Alcoholic drinks	11.9	17.7	17.5	17.7	+48.7

(E) = Estimates - Final data for CY 2006 is not yet available
Source: INSEE PREMIERE - Household Consumption

With its highly developed food sector, France is the European Union's most competitive producer, processor and exporter of agricultural and other food products. In 2006, France's top suppliers of food and agricultural products were the Netherlands, Belgium/Luxemburg, Germany, Spain, the United Kingdom and Italy, accounting for 70 percent total imports. Outside of the EU, Brazil is the largest supplier to France, mainly of bulk products, including soy and soy protein, orange juice and orange juice concentrates, as well as a significant supplier of meats and poultry.

Total French imports of agricultural and food products (including tobacco) have continued to follow an upward trend moving from $17.1 billion in 2001 to $41.9 billion in 2006. Imports from the United States comprised 2 percent of total French imports in 2006, and rose from $570 million in 2001 to $871 million in 2006. (Source: UBI France/French Customs)

The table below details 2006 imports of U.S. food and beverage products by major category:

Over U.S.$ 15 million	Between U.S.$ 3 to 15 million
Stone fruit, tropical fruit and citrus Oilseeds, misc. grains, seeds, including soybeans Fish and seafood Animal feeds Cereals, including rice and corn Meat and offals, including horse meat Spirits Beverages Dried vegetables Fruit juices Tobacco and tobacco products	Strawberries Dried fruits (including tree nuts) Peanuts Canned vegetables Canned fruits Canned fish Sauces Biscuits

Source: GTI World Trade Atlas/French Customs

Major French Imports of Agricultural and Food Products, Total and U.S. for Calendar Years 2002-2006 (in million U.S.$)

	2002		2003		2004		2005		2006	
In U.S. $ million	**Total**	**USA**	**Total**	**USA**	**Total**	**USA**	**Total**	**USA**	**Total**	**USA**
Animal (incl. marine) products										
Meat and offal	2,138	**13.9**	2,290	**15.3**	3,631	**29.3**	3,903	**44.5**	4,239	**48.4**
Fish and seafood	2,125	**118.9**	2,270	**103.5**	3,274	**160.9**	3,577	**186.1**	4,036	**231.0**
Milk products, including eggs	1,638	**4.2**	1,746	**4,8**	2,577	**8.4**	2,431	**2.5**	2,680	**2.6**
Vegetables products										
Vegetables	1,435	**15.5**	1,597	**18.2**	2,252	**17.6**	2,347	**19.5**	2,523	**19.2**
Fruit	2,071	**99.4**	2,393	**103.5**	3,516	**160.4**	3,411	**207.7**	3,613	**209.0**
Coffee, tea, spices	689	**0.1**	652	**0.9**	831	**1.2**	972	**0.7**	1,146	**0.5**
Rice	186	**14**	212	**10.1**	311	**15**	272	**12.6**	284	**11.3**
Corn	-	-	111	**31.8**	203	**45.4**	148	**32.6**	146	**18.0**
Animal and vegetable fats	0,913	**4.3**	950	**16,5**	1,357	**5.6**	1,539	**5.9**	1,855	**8.4**
Food industry products/Canned and dry grocery products										
Canned and prepared meat and fish	853	**4.3**	888	**2.5**	1,296	**3.5**	1,300	**4.7**	1,494	**4.4**
Sugar and sweet foods	527	**3.5**	841	**0.1**	1,098	**0.3**	1,066	**0.4**	901	**1.5**
Cocoa based foods	1,311	**0.9**	867	**0.3**	1,271	**0.1**	1,135	**0.1**	2,004	**1.2**
Cereal based foods	1,400	**3.1**	180	**1.6**	278	**3.5**	2,259	**8.6**	2,360	**3.4**
Canned fruits, jams and pureed fruits	414	**16.3**	453	**15.7**	706	**35.8**	723	**35.8**	813	**37.7**
Canned vegetables	275	**1.1**	444	**2.2**	695	**1.2**	713	**0.1**	799	**1.9**
Fruit juices	477	**28.8**	557	**28.7**	738	**25.5**	734	**22.3**	1,256	**20.5**
Other prepared foods	848	**17.3**	417	**14.3**	600	**14.5**	1,544	**10.3**	1,633	**20.1**
Mustards & sauces	185	**3.3**	207	**3.4**	298	**4.2**	322	**4.3**	337	**4.9**
Beverages, including alcohols	1,559	**49.6**	1,666	**42.3**	2,559	**61**	2,610	**64.7**	2,360	**23.1**
Wines & Spirits	381	**13.6**	951	**39.5**	1,475	**57.7**	1,418	**63.3**	1,534	**80.3**
Animal feeds	1,317	**22.3**	1,379	**10.9**	1,951	**16.5**	1,926	**12.1**	1,897	**21.1**

Sources: UbiFrance / Douanes

Section II. Trends and French Food Retail Distribution Channels

France's retail distribution network is diverse and sophisticated. French food retailers fall generally into six types: hypermarkets; supermarkets; hard discounters; convenience; gourmet centers in department stores; and traditional outlets. (See definitions, page 11 of this report). In 2006, sales within the first five categories represented 75 percent of the country's retail food market, and the sixth, which includes neighborhood and specialized food stores, represented 25 percent of the market. Of interest, France has passed legislation limiting the number of new hypermarket/supermarket openings, prompting these large stores to expand their existing surface area.

Major French Food Retailers, Number of Stores by Type:

	2005	2006
Hypermarkets	1,372	1,018
Supermarkets	5,573	4,120
Superettes, small convenience stores	15,000	N/A
Hard discounters	3,880	3,973
Large and medium department stores	N/A	N/A
Traditional, frozen, gas marts & others	13,504	N/A

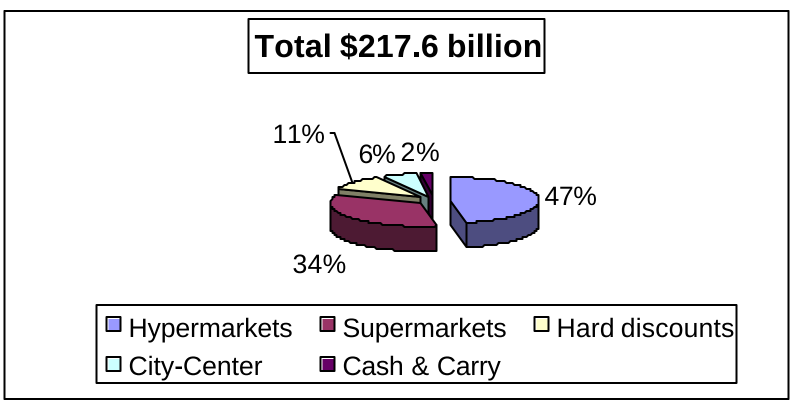
Source: Lineaires

In response to increased competition from hard discounters, hyper/supermarkets have developed various lines of discounted products. In addition, hyper/supermarkets are trying to recapture market share from the restaurant and fast-food sectors by selling ready-to-eat products, such as roasted meats (i.e., cooked chicken), fresh-baked bread and pastries.

Second, mergers and alliances among major hyper/supermarkets have allied the country's 5 largest retailers with seven central buying offices. (Please see page 12 for more information on central buying offices.)

In 2006, France's major retailers, by sales within France, were: Carrefour; Leclerc; ITM Entreprises (Intermarché); Auchan; Casino; Systeme U; and Cora (Louis Delhaize). In 2006, sales of the top 15 French food retailers were $217.6 billion, a 1.3 percent increase compared to 2005. Hyper and supermarkets were the leading retailers with 81 percent total food sales in the sector. Hard discounters represent eleven percent market share, and gained some ground against the hyper/supermarkets compared to the previous year. Private label sales were at an all-time high, and accounted for 32 percent of all food product retail sales. Total E-commerce food and beverage sales represented $275 million in 2005.

In Percentage of sales



Source: Libre Service Actualites (LSA)

Although market share, by type of retailer, has remained fairly steady among the distribution channels in France since 1999, hypermarkets and traditional stores have lost some market share to supermarkets. In 2006, market share distribution was as follows: hypermarkets, 33.1%; supermarkets, 33.1%; traditional stores, 16.8%; small self-service and freezer centers, 8.5% and 8.5% for other outlets comprised of open-air markets, sales from producers, catalogues and e-commerce.

Major French Hyper/Supermarkets and Hard Discounters by Number of Stores in Calendar Year 2006

Hypermarkets		**Supermarkets**		**Hard discounters**	
Outlet name	N° shops	Outlet name	N° shops	Outlet name	N° shops
LECLERC	431	INTERMARCHE	1,474	LIDI	1,307
CARREFOUR	227	CHAMPION	1,069	ED	848
GEANT CASINO	128	SUPER U	674	ALDI	340
AUCHAN	122	CASINO	367	LEADER PRICE	471
CORA	61	ATAC	366	NETTO	407
HYPER U	49	MONOPRIX	310	LE MUTANT	200
ROND POINT	6	SUPER MATCH	170		
		LECLERC	75		
		MAXICOOP	37		

Source: Lineaires 2006

Major French Hyper/Supermarkets/Hard Discounters by Sales Amount in Calendar Year 2006

In billion dollars

Outlet Names/Groups	***Amount of Sales in CY 2006***
CARREFOUR	46.7
LECLERC	36.9
INTERMARCHE (Mousquetaires)	35.9
AUCHAN	23.9
CASINO	22.1
SUPER U	19.6
CORA	10.0
FRANCAP	6.6
LIDL	4.6
MONOPRIX	4.3
ALDI	2.6

Sources: Lineaires – 2006

Small Supermarkets

Convenience stores

Convenience stores fall under the category of small supermarkets (superettes) generally located downtown in small cities. In 2005, there were approximately 15,000 outlets and the number continues to grow. Convenience stores are often affiliated with large retailers. They are frequently open every day (including Sunday morning). The main operators in this segment are:

- Francap (Coccinelle, Coccimarket, G20, Colruyt, Viveco, Diagonal, Sitis, Panier Sympa, Atoo, Votre Marché)
- Carrefour (Shopi, 8 à Huit, Marché Plus, Proxi, Sherpa, ED)
- Casino (Spar, Vival, Eco Service, Petit Casino, Casitalia)
- Franprix (Casino group)
- Systeme U (Marché U)

Gas Station-Marts

Gasoline companies, who lost about 60 percent of their gas sales to hypermarkets, have equipped their gas stations with small, self-service food stores. There are around 410 throughout France. These outlets are frequently used for stop-gap purchases and accounted for about one percent of total French food sales in 2006.

Traditional Outlets (neighborhood, specialized food stores and open air markets)

Smaller, neighborhood grocery stores purchases represented 20 percent of French food sales in 2006, with about 50,000 outlets throughout France. Some are subsidiaries of large retailers such as Carrefour, or of independent groups, such as Aldis, Francap, Sugro, Magex, Patisfance, and Prodirest. Traditional grocers include gourmet stores, such as Fauchon, Hediard, and Benois-Guyard which carry a wide range of imported products, are located in large and medium-sized cities and attract high-income consumers. The approximately 200 outlets in France offer U.S. exporters easier market entry for products; the drawback is their tendency to buy in smaller quantities.

Internet Sales of Food Products and Beverages

In the large metropolitan areas, internet sales are progressing slowly. Total e-commerce sales in 2005 reached approximately $6.8 billion, of which food and beverage sales accounted for $275 million, or four percent of all e-commerce sales.

SECTION III. BEST PRODUCT PROSPECTS

Large U.S. and other multinational companies are well established here and their products are adapted to the French market. U.S. exporters will find existing and new market opportunities for high value products in France.

A. Products Identified as Offering Opportunities for U.S. Suppliers

Home food consumption

2005 - Sales in billion dollars - (Figures for 2006 have not yet been released.)

Products	Total sales in France	Comments
Tropical fruits and nuts	1.7	French tastes are open to different flavours. Nuts mostly consumed in France as snacks for the aperitif.
Fish and seafood	2.8	Health benefits appreciated
Quality wines	2.5	Change in habits: lower consumption of poor quality wines to the advantage of good quality
Grape and fruit brandies	2.6	
Fruit juices	1.2	Health benefits highlighted
Canned fruits, jams, marmalades and chocolate & confectionery	4.0	Niche opportunities exist for sugar-free, low carb and functional added-value products for chocolate and confectionery products
Biscuits, pastries	3.3 rose	
Tea and coffee	2.1	Change in breakfast habits to tea and herb tea
Frozen foods	5.6	Working consumers: Strong growth potential

(1) Excludes cooked, processed meat and sausages
Source: TNS Worldpanel - 2005

Other opportunities

Products	Comments
Baby foods	Increase in birth rate
Dietary products, including nutraceuticals	Health concerns
Soups	Return to tradition
Smoked fish	Increase in consumption
Pet foods	Increase in pets: French are dog-lovers
Kosher foods	Religious and health concerns
Halal foods	Large muslim population in France

The largest and fastest growing categories of imported retail products are exotic/tropical/passion fruits (including citrus), fish and seafood (domestic production cannot meet demand), frozen foods (both ready-to-eat meals and specialty products such as pizza and ice cream), wines, fruit juices and soft drinks, canned fruits, biscuits/cookies and chocolates, teas, coffee and sauces. Health concerns and constant tax increases on alcoholic beverages have reduced French consumption of these products while consumption of non-alcoholic beverages such as mineral water and fruit juices is increasing.

Demand is rising for organic, health, and diet foods, including nutraceuticals, among the increasingly health-conscious French consumers. The growing number of pets has stimulated demand for conventional and organic pet foods. In addition, niche markets exist in France for candies, confectionery and chocolate products, wild rice, kosher and halal foods, for which demand continues an upward trend.

B. Products Not Commonly Found on the French Market Offering Opportunities to U.S. Suppliers

_Products	Comments
Specialty seafood, lobsters, scallops	High demand for quality products
Tropical fruits	Receptiveness to new tastes and textures
Certain varieties of nuts	Receptiveness to healthy products
Prepared ethnic foods and meals	Opportunities for ethnic prepared-foods such as Cajun or California-style cuisine

C. Products Not Imported Because They Face Significant Barriers

A 1962 French law prohibits poultry and egg imports from countries that use arsenic, antimony, and estrogen in poultry feed compounds. French regulations also prohibit imported products made with vitamin-enriched flour. Alligator is prohibited from import as well. For more information on product trade restrictions, please refer to Post Food and Agricultural Import Regulation and Standards Report (FAIRS) available on website <http://www.fas.usda.gov>

SECTION IV. FROZEN FOOD PRODUCTS

2006 French frozen food sales were $9.5 billion, an increase of 3.8 percent compared to 2005. In 2006, home consumption of frozen foods was valued at $5.6 billion, an increase of 2.3 percent compared to 2005, and represented 59 percent of total frozen food consumption. Consumption by the restaurant/institution and food service sectors was estimated at $3.9 billion in 2006, an increase of six percent compared to 2005, and represented 41 percent of the total French frozen food consumption.

The rise in frozen food sales shows the sector is dynamic and has strong growth potential. France ranks second for sales of frozen food products after Spain, and before Italy and the United Kingdom. Best-selling frozen food products in 2006 were fish and seafood, meat, vegetables (especially potato base), entrees/hors d'oeuvre (pizzas, quiches, tarts, etc.), prepared meals, and desserts.

Frozen foods in France are purchased in hyper/supermarkets and also through frozen food stores. These stores are unique retail outlets selling only frozen foods from entree/hors d'oeuvre to desserts. Although frozen food centers and independent stores face tough competition from hyper/supermarkets, their respective market shares continue to increase.

Percentage of Frozen Food Sales, per Retail Outlets, in 2005 and 2006

Type of Outlet	Percentage of Sales in 2005	Percentage of Sales in 2006	Evolution 2006/2005 (Percent)
Hyper and Supermarkets	47.7	46.5	-2.5
Home delivery services	22.2	23.3	+4.9
Frozen food centers	15.9	16.8	+5.7
Hard discounters	12.7	11.9	-6.3

Sources: FICUR (French Federation of Frozen Food Industries) and TNS Worldpanel

The leading frozen food retailer in France, with a 14 percent market share, Picard Surgeles, has 670 outlets throughout France and sales in 2006 estimated at over one billion dollars. Picard sells high-end frozen products and offers opportunities to U.S. suppliers of fish and seafood, frozen fruits and vegetables, fruit juices, and prepared specialty meals.

Toupargel/Agrigel is the second largest frozen food retailer in France, and is the leader for frozen food home deliveries, before Thiriet, Maximo and Argel. In 2006, Toupargel/Agrigel sales were $476 million, an increase of 0.6 percent over the previous year. Toupargel/Agrigel offers opportunities primarily for U.S. suppliers of fish and seafood.

The major distributors of frozen food for the food service sector are:

- Promona
- Brake
- Davigel
- Mikogel
- Aviko

There are approximately 100 wholesalers/distributors of frozen food products in France. The top products imported in this category are vegetables, fish and seafood products.

Quantity of Frozen Foods Sold in Hyper/Supermarkets/Hard-Discount in 2005

Products	Quantity
Vegetables	118,243 tons
Potatoes	167,127 tons
Fish and seafood	73,379 tons
Prepared Meals	86,423 tons
Pizzas and quiches	42,493 tons
Pastries	7,838 tons
Ice creams	154 million liters

Source: TNS Worldpanel, 2005
-- Figures for 2006 are not currently available --

Best Selling Frozen Products in Hyper-Supermarkets:

- Vegetables: Private label sales in 2005 represented 76.7 percent market share in volume and 60.6 percent market share in value. Major branded products were Bonduelle, representing 11.5 percent sales in volume and 18.2 percent in value, and Findus with 3 percent sales in volume and 5.7 percent sales in value.

- Fish and Seafood: Private label sales in 2005 represented 47 percent market share in volume and 32.2 percent market share in value. Major branded products were Findus, representing 41.1 percent sales in volume and 53.6 percent sales in value, and Iglo with 9.5 percent sales in volume, and 13.1 percent sales in value.

- Prepared, ready-to-eat meals: Private label sales in 2005 represented 47.6 percent market share in volume and 37.3 percent market share in value. Major branded products were Nestle, representing 24.2 percent sales in volume and 29.3 percent in value, and Marie with 13 percent sales in volume, and 14.3 percent sales in value.

- Pizza and quiches: Major branded products in 2005 represented 50.7 percent market share in volume and 41.2 percent market share in value with Buitoni, Marie and McCain as the leading players in this market segment.

- Potatoes: Private label sales in 2005 represented 46 percent market share in value. Branded products include McCain (34.3 percent market sales in value), Findus (15.2 percent) and Aviko (3.2 percent).

- Ice cream: Private label sales in 2005 represented 41.2 percent market share in volume. Major branded products are Miko (23.9 percent volume market share) and Nestle (20.6 percent).

Best-selling Products in the Food Service Sector: (accounting for 60 percent of the frozen food segment)

- Fish and seafood
- Vegetables
- Pizzas and quiches

Definitions
(a) Hypermarket: Stores with more than 2,500 sq.m. (25,000 sq.ft) selling a wide variety of food and non-food items.
(b) Supermarket: Stores with between 400 m2 and 2,500 m2 (4,000 to 25,000 sq ft) selling a wide variety of foods and non-food household goods
(c) Superette: Stores with less than 400 m2 (4,000 sq ft) selling food and basic non-food household goods.
(d) City-center stores: Stores located within cities selling a wide variety of food, specialty foods and non-food items
(e) Hard discounters: Small supermarkets with a limited range of low cost products, often private label.
(f) Gas Marts
(g) Frozen Food Centers: A unique concept of retail store selling only frozen foods from entrees/hord d'oeuvres to desserts.

COMPETITION

Most exporters within the EU conduct market promotion in France. Products such as fresh or preserved fruits and vegetables, wine, beer, fish and meats are commonly promoted in trade shows, advertisements and supermarkets. Non EU-countries promoting food products in France include the United States, Norway, Israel, Morocco, South Africa, Argentina, Brazil and Canada.

ROAD MAP FOR MARKET ENTRY INTO FRANCE

Entry Strategy

U.S. suppliers generally benefit from having a relationship with a local French agent or representative. Local representatives can provide up-to-date information on business practices, trade laws, sales leads, and marketing and distribution strategies. In many instances, local representatives also serve as importers and distributors. New-to-market and niche products usually enter through importers/distributors. The Office of Agricultural Affairs in Paris maintains a list of potential importers and distributors. Depending on the product, U.S. exporters can penetrate the market through:

- A central buying office or

- A specialized importer/distributor

A central buying office has two objectives:

1. Reference suppliers and products for hyper/supermarkets;
2. Negotiate tariffs and logistics with selected suppliers.

In France, the central buying offices are:

- Groupe Carrefour
- Leclerc
- EMC Distribution,
- ITM Entreprises
- Groupe Auchan
- Systeme U
- Provera France

(contact information on pages 14, 15, and 16 of this report)

French Central Buying Offices in 2006
By Market Share

Groups	***Outlet Names***	***In value***
GROUPE CARREFOUR	*Carrefour, Champion, others*	*27 %*
LECLERC	*Leclerc*	*17 %*
EMC DISTRIBUTION	*Groupe Casino, Monoprix*	*14 %*
ITM ENTREPRISES	*Intermarche*	*14 %*
GROUPE AUCHAN	*Auchan, Atac*	*14 %*
SYSTEME U	*Systeme U*	*9 %*
PROVERA France	*Cora - S. Match, Others*	*5 %*

Source: ACNielsen 2006/ Lineaires 2006

The U.S. supplier should:

-- Submit product descriptions and price quotations
-- Submit products for laboratory testing
-- Determine sanitary/health certification and other import documents requirements

Once a product meets all the import requirements, a central buying office can include it in its product catalogue. Food retail buyers use this catalogue to make purchases for their stores. In addition to approving products, central buying offices can register and approve suppliers, apply tariffs, ensure that products comply with French regulations, and manage delivery of products according to store instructions.

Building a Relationship with a Hyper/Supermarket's Central Buying Office or Purchasing Department

Stages / Goal	Action	Follow up
Stage 1 – Create interest in your product. The goal is to be listed or referenced in a buyer's catalogue.	- Send a product promotion kit to the appropriate buyer ? who transmits it to the marketing department ? who may ask for samples ? shows interest or not: if interested, meeting with supplier requested	- with additional information on company and its factories . sanitary certificates, ISO, HACCP certificates -- Prices are not necessary at this stage

Building a Relationship with an Importer

An importer can offer several advantages to a U.S. supplier: market insight; information about competitors; and established retail business connections.

Stages / Goal	Action / Means
Stage 1 - Establish a contact	- Send a product promotion kit with samples; indicate prices

Stage 2 - Check the supplier's reliability	- The importer verifies that the manufacturing plants meet standards and regulations as well as the financial reliability of the supplier
Stage 3 - Commercial offer	- Price negotiations and discounts for large quantity purchases. Define logistical requirements. An exclusive contract is usually for three years.
Note: - The price needs to be included with the file when building a relationship with an importer, while it is not necessary in building a relationship with a hyper/supermarket.	

SECTION V. CONTACTS

Note: For the names of buyers, please contact:

Office of Agricultural Affairs at the American Embassy in Paris
Fax: (33-1) 43 12 2662
Email: agparis@usda.gov

ALDI

Head office: Parc d'activité de la Goële
13 rue Clément Ader
77230 DAMMARTIN EN GOELE
Tel. 33.1.60.03.68.01 - Fax 33.1.60.03.77.84
Central buying: same address
Tel. 33.1.60.03.68.21 - Fax 33.1.60.03.78.23
Internet: <http://www.aldi.fr>

AUCHAN

Purchases, logistics France:
200 rue de la Recherche
59650 VILLENEUVE D'ASCQ
Tel. 33.3.28.37.67.00 - Fax 33.3.28.37.64.00
Internet: <http://www.auchan.com>

BAUD FRANPRIX (CASINO Group)
Head office: 2 route du Plessis
94430 CHENNEVIERES SUR MARNE
Tel. 33.1.45.93.70.00 - Fax 33.1.45.93.70.69

DISTRIBUTION LEADER PRICE
2 route de Presles - Zone Industrielle
77220 Gretz ARMAINVILLIERS
Tel. 33.1.64.42.51.52 - Fax 33.1.64.42.51.59

CARREFOUR
Food Purchasing Office:
26 quai Michelet
92595 Levallois Perret cedex
Tel: 33.1.58.63.30.00 – Fax 33.1.58.63.67.50

CORA
Head office:
Domaine de Beaubourg
Croissy Beaubourg - BP 81
77435 MARNE LA VALLEE CEDEX 2
Tel. 33.1.64.62.65.00 - Fax 33.1.64.80.40.51
Internet: <http://www.cora.fr>

ITM ENTREPRISES (Group of independents)
Parc de Tréville
1 allée des Mousquetaires
91078 BONDOUFLE CEDEX
Tel. 33.1.69.64.10.72 - Fax 33.1.69.64.26.19
Internet: <http://www.groupedesmousquetaires.com>

LIDL (German Group LIDL UND SCHWARTZ)
Head office:
35 rue Charles Péguy
67200 STRASBOURG
Tel. 33.3.88.30.94.00 - Fax 33.3.88.29.00.29

ACD Lec
Same address as LECLERC
and Central Buying for Leclerc
26, quai Marcel Boyer
94859 Ivry sur Seine
Tel: 33.1.49.87.50.80 - Fax: 33.1.49.87.51.26

METRO FRANCE
Head office:
ZA du Petit Nanterre
5 rue des Grands Prés
92000 NANTERRE
Tel. 33.1.47.86.63.00 - Fax 33.1.47.86.63.56
Internet: <http://www.metro.fr>

MONOPRIX / PRISUNIC
Head office :
Tour Vendôme
204 rond point du Pont de Sèvres
92516 BOULOGNE BILLANCOURT CEDEX
Tel. 33.1.55.20.70.00 - Fax 33.1.55.20.70.01
Internet: <http://www.monoprix.fr>

SYSTEME U
Head office: 1, rue Thomas Edison
94046 CRETEIL CEDEX
Tel. 33.1.45.17.92.00 - Fax 33.1.45.17.92.20

GEIMEX 15, rue du Louvre
75001 PARIS
Tel. 01.45.08.85.60 - Fax: 33.1.42.21.01.61
Franprix and Leaderprice

EMC DISTRIBUTION
28, rue des Vieilles Vignes
77316 CROISSY BEAUBOURG
Tel. 01.61.44.70.00 - Fax 01.61.44.70.01

PROVERA 1, rue du Chenil
Domaine de Beaubourg
77183 CROISSY BEAUBOURG
Tel. 01.64.62.79.00 - Fax 01.64.62.79.01

Cash and carry

- METRO:
- BP 205 - *92002 NANTERRE CEDEX*

Tel: 01.47.86.60.00

- PROMOCASH :
- 14 avenue Sommer - *92160 ANTHONY*

Tel: 01.46.74.55.00

- PROCOMARCHE:
- 3 rue Benjamin Delessert - *77550 MOISSY CRAMAYEL*

Tel: 01.64.88.31.30

Wholesalers in dry grocery products:

- PRODIREST:
- 10-12, Boulevard Arago - *91320 WISSOUS*
  Tel: 01.60.13.82.00

- ALDIS :
- 1/11 rue du Puits Dixme - Senia 524
  94577 ORLY CEDEX
  Tel: 01.41.80.49.27

Wholesalers in spirits, wines and beverages

- PRODIREST: 10-12, Boulevard Arago - *91320 WISSOUS*
  Tel: 01.60.13.82.00

- ALDIS : 1/11 rue du Puits Dixme - Senia 524
  94577 ORLY CEDEX
  Tel: 01.41.80.49.27

- FRANCE BOISSONS : 19 rue des Deux Gares
  92565 RUEIL MALMAISON CEDEX
  Tel: 01.47.14.37.50

Wholesalers in frozen products

- BRAKE FRANCE : 4 allée des Séquoias - 69760 LIMONEST

Tel: 04.78.66.38.00

- DAVIGEL : BP 41- 76201 DIEPPE CEDEX

Tel: 02.35.04.76.00

- PROMOCASH: 14 avenue Sommer - 92160 ANTHONY
  Tel: 01.46.74.55.00
- POMONA: Route Wissous - 91380 CHILLY MAZARIN

Tel: 01.64.54.20.20

Food buyer : M. Raphaël WEISS

- AVIKO: 9 bis rue Clément Ader - 60200 COMPIEGNE

Tel: 03.44.23.30.12
: Tel: 00 31 575 458 200 (The Netherlands)

- BRAKE FRANCE SERVICE : Route Nationale de Mons
  80200 ESTREES MONS
  Tel: 03.22.85.77.77
  Fax: 03.22.85.77.55

This report was prepared by the Office of Agricultural Affairs in Paris in cooperation with the following consultant:

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Phone: (33-1) 40.26.8822
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Email: etrieinter@wanadoo.fr mailto:etrieinter@wanadoo.fr

More complete lists of majors supermarket chains with buyers names per sector are available from the Office of Agricultural Affairs. For additional information, please contact:

Office of Agricultural Affairs
American Embassy
2, avenue Gabriel
75382 Paris, Cedex 08, France
Phone: (33-1).43.12.2264
Fax: (33-1).43.12.2662
Email: agparis@usda.gov <mailto:agparis@usda.gov>
Home page: <http://www.amb-usa.fr/fas/fas.htm>

Please visit our home page for more information on exporting U.S. food products to France, including « The Exporter Guide », « The HRI Food Service Sector Report », « Food Agricultural Import Regulations and Standards Report», product briefs on the market potential for U.S. products, including organic and functional foods, and a complete listing of upcoming trade shows and activities designed to promote your product in France. Importer and supermarket buyer lists are available from our office to exporters of U.S. food products.

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service home page: <http://www.fas.usda.gov/>