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Makro Wholesale to buy U.S. Frozen Foods

Report Categories:

Export Accomplishments - Trade Leads

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Report Highlights:

FAS Lima and the Southern United States Trade Association (SUSTA) organized a reverse trade mission to the US for Makro wholesale. Makro, the largest food service supplier in Peru, met with several US suppliers in Florida. The company expects to take delivery of a container in July. As consumer wealth increases in Peru, supermarkets are looking into stocking more frozen foods. This could present growing opportunities to US suppliers of frozen foods.

General Information:

FAS Lima, in coordination with members from the Southern United States Association (SUSTA), worked together with Makro Wholesale to develop a reverse trade mission to the United States. Makro, the largest food service supplier in Peru, met with FAS Lima to inquire about US companies that can supply frozen foods. According to Makro, the frozen food segment is expected to grow tremendously in Peru based on new consumption trends.

Makro representatives traveled to Florida in late January and met with potential suppliers specializing in food service products. The meetings were organized by SUSTA and headed by Makro's General Manager. The Makro group held meetings in Miami with three major companies: Jetro Cash and Carry, Southeastern Food Service, and Gordon Food Service. The group also traveled to Orlando to attend the Cheney Brothers Food Service show. Cheney Brothers represents close to 300 companies, mainly from the food service sector. The show presented Makro's team with an opportunity to become familiar with many different products. Makro also met with Sysco, a well-known supplier in the United States.

Makro has already chosen one supplier that meets its needs and the company expects to take delivery of a container with 500-600 thousand dollars worth of frozen foods in July. The company estimates that as consumption trends change in Peru such purchases will become increasingly common.

Peruvian supermarkets currently sell a limited selection of frozen foods. However, as consumer wealth increases, supermarkets are looking into stocking more frozen foods. This could present growing opportunities to US suppliers of frozen foods. In 2011, food service sales in Peru reached almost 7 billion dollars, which signifies a 15 percent growth compared with 2010.