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France

Retail Food Sector

2000

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Report Highlights:
Foreign cuisine and food products are booming in France's dynamic market for consumer-ready and high value foods. Potentially lucrative opportunities exist for U.S. exporters in a number of niche products. Hyper/supermarkets and city center stores account for 75 percent of total food retail sales in France. Products with best prospects include fish and seafood; tropical fruits and nuts; beverages, including wines and spirits; innovative dietetic/health and organic foods; and any prepared or non-prepared ethnic foods with a regional American image (for example, Louisiana, Tex-Mex, and California).

Includes PSD changes: No
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RETAIL FOOD SECTOR REPORT

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SECTION I. MARKET SUMMARY

Note: Average exchange rates used in this report, unless otherwise specified:
1999: U.S. 1 = FF 6.50

1. France Socio-Economic Facts:

Total population: *over 60 million*
Total number of households*: 23.5 million*
Income per capita*: Approximately $15,300*
Percentage of total household budget spent on food*: 18 percent*
Inflation rate 1999/98*: 1.2 percent*
Cities with over 500,000 inhabitants: 8

2. Trends and French Food Retail Distribution Channels:

Diverse and comprehensive, France's retail network is beginning to resemble that of the United States. French food retailers fall under six principal formats: hard-discounters, hypermarkets, supermarkets, city center stores, department stores, and traditional outlets. The first five account for 75 percent of the country's food distribution; the sixth, which includes neighborhood and specialized food stores, for about 25 percent.

Developments in the last several years have altered the country's retail food distribution system. First, the Government of France passed legislation that limits the number of store openings among hyper/supermarkets. While the new law has limited the number of new establishments, it has prompted hyper/supermarkets to expand their existing surface areas. Second, mergers and alliances among major hyper/supermarkets have formed the country's 7 largest retailers with five central buying offices.

In 1999, Carrefour and Promodes merged, creating the world's second largest retail chain after Wal-Mart, Inc. The company had over $52 billion in sales and 8,800 stores. In May 2000, Casino bought 50 percent of the shares of Monoprix. Consolidation in the sector is continuing rapidly.

With an eye to capturing market share from the restaurant and fast-food sectors, hyper/supermarkets have begun to sell ready-to-eat products such as roasted meats (cooked chicken, etc.), fresh-baked bread, and pastries. They also focus on premium quality food including regional and exotic products.

Recently, creation of distribution website networks such as Global NexXchange has resulted in cross-border alliances, such as Sears and Carrefour.

Formats of Major French Food Retailers:

- ***Hypermarkets and supermarkets***: These are technically defined as stores with a minimum selling area of 2,500 square meters for hypermarkets and between 400 and 2,499 square meters for supermarkets. These stores currently represent a total of about 9,135 stores

- ***Hard discounters:*** Compared to hyper/supermarkets, hard discount stores offer a smaller range of goods for lower prices. There are about 2,200 hard discount stores in France.

- ***City Center Stores/Department Stores:*** City center stores are smaller than regular supermarkets and are usually located in town centers that offer a wide selection of food and non-food products. Some department stores in Paris such as Galleries Lafayette, Au Printemps and Bon Marché have gourmet food sections. Although they do not account significantly for total food sales in France they set the quality standard for product presentations. City center and department stores represent a total of about 21,800 outlets.

Hard discounters, hyper/supermarkets and city center/department stores represent as much as 75 percent of total food sales in France in value.

- ***Convenience Stores, Gas-Marts and Kiosks:***
Convenience stores are generally located in city centers of small- to medium-size towns. They are self service stores run by one or two independent operators, i.e., individuals not paid by the distribution group. These stores have a total of 1,500 outlets representing no more than 3 percent of total food sales.

Gas-Marts linked with gasoline stations account for less than one percent of total food sales and represent about 400 outlets in France.

- ***Traditional outlets:*** Traditional outlets include a broad array of establishments from corner grocery stores, bakeshops, and neighborhood butcher shops, to open air markets, to frozen and gourmet food stores. The aggressive expansion of mass distribution outlets threatens traditional outlets, which account for 20 percent of the country's total retail food distribution and represent a total of about 50,000 stores. To survive, these outlets must have flexible store hours, product variety, and special services such as home delivery. A small neighborhood store chain offers U.S. suppliers entry into the French market.

3. Total Retail Food and Beverage Sales in France during the period 1995-1999 (in billion $)

	1995	**1996**	**1997**	**1998**	**1999**
Total Food and Beverages	99.8	100.7	103.4	106.3	107.5
Of which is Food	93.0	93.8	96.1	98.8	100

Source: INSEE (National Institute for Statistics and Economic Studies)

4. Total French Household Food and Beverage Expenditures, per Type of Foods during 1995-1999 (in million $)

	1995	1996	1997	1998	1999	Avg Compound Growth 1999-95
Bread & Cereals	13,703	14,185	14,509	14,665	14,723	+1.8
Meat & Poultry	29,906	30,116	31,016	31,722	31,553	+1.6
Fish & Seafood	6,689	6,959	7,183	7,594	8,000	+5.6
Dairy Products	14,010	13,818	14,059	14,514	14,815	+1.7
Oils and Fats	2,735	2,805	2,856	2,861	2,892	+1.4
Fruits	6,585	6,453	6,761	6,883	6,830	+0.9
Vegetables	9,344	9,888	9,907	10,409	10,615	+3.4
Sugar, Chocolate and Confectionery	6,915	6,888	7,110	7,314	7,507	+1.6
Other products, incl. Spices	2,611	2,705	2,803	2,893	3,046	+3.4
Non-alcoholic beverages	6,815	6,907	7,296	7,464	7,492	+2.5
Alcoholic Beverages	11,532	11,844	12,031	12,503	12,876	+2.9
TOTAL	110,845	112,568	115,531	118,822	120,349	+2.1

Source: INSEE - Household Consumption

5. Total French and Agricultural Food Products Imports and U.S. Market Share During 1997-1999 - (in million $)

	1997		1998		1999	
	Total	**From U.S.**	**Total**	**From U.S.**	**Total**	**From U.S.**
High Value Products:						
Meat & Offals	2,982	34	2,872	29	2,773	22
Dairy & Eggs	1,931	2	2,114	2	2.033	2
Coffee, Tea & Spices	1,267	1	1,179	1	953	1
Manufactured Tobacco	1,564	-	1,610	7	1,749	16
Prepared Meat	269	-	265	-	841	8
Fish & Seafood, fresh/frozen	2,330	102	2,638	107	2,616	115
Prepared Fish & Seafood	698	4	792	7	617	9
Processed Grains	206	2	222	1	210	3
Sugar & Confectionery	588	4	561	5	579	4
Cocoa & Chocolate	1,389	2	1,465	3	1,410	1
Prepared Grain Products	1,468	7	1,498	11	1,498	4
Fresh & Dry Vegetables	1,406	27	1,499	29	1,480	26
Fresh & Dried Fruits	2,473	128	2,537	118	2,343	92
Processed Fruits & Veg. (1)	1,653	68	1,759	81	1,811	113
Misc. Food Preparations	841	26	957	31	922	13
Beverages (except Spirits)	1,154	10	1,262	14	1,258	39
Spirits	465	27	510	29	501	32
Subtotal High Value Products	22,687	445	23,740	475	23,594	500
Subtotal Bulk Products (*)	6,988	433	7,803	505	6,116	342
TOTAL HIGH VALUE PLUS BULK PRODUCTS	**29,675**	**878**	**31,543**	**980**	**29,710**	**842**

Source: French Customs
(*) Includes live animals & animal products, nursery products, grains, oilseeds and seeds, plants for weaving, vegetable extracts, fats and oils, protein meals and other feeds, wood, unmanufactured tobacco and raw products (i.e., cotton, silk, wool and other animal hair, raw hides and skins)
– Means nil or insignificant
1/ Including fruit juices
N/A: Not available

Exchange rates used in above table:
1997: U.S. 1 = FF 5.83
1998: U.S. 1 = FF 5.90
1999: U.S. 1 = FF 6.50

According to French Customs, in 1999, U.S. food and agricultural products (including forestry and fisheries) exports to France made up almost three percent of France's $30 billion in total imports. Such U.S. high value food products as fresh, dried or processed fruits and vegetables; fish and seafood; beverages; wine and spirits; and meat and offal for animal feed only have good prospects in the French market. Similar opportunities exist for bulk products such as oilseeds and seeds, protein meals and other feeds, and grains.

Advantages and Challenges for US Exporters in France

Advantages:

- France's per capita income is close to that of the United States.
- Food selection and consumption is a major component of the local culture.
- Consumers value food safety and quality.
- Foreign cuisine and food products are more and more popular.
- 75 percent of total retail food sales come from mass distributors.
- A single referencing in one of France's five major hyper/supermarket buying centers can generate significant sales volume.
- Wholesalers and importers cluster within an area or region to enhance their efficiency.
- The number of specialized wholesalers and importers of frozen products, fruits and vegetables, seafood, and meat and poultry is growing.
- Traditional outlets –small shops-- are flexible with wholesalers.

Challenges:

- The household budget for food is constantly shrinking.
- There are mandatory, stringent customs duties, sanitary inspections and labeling requirements.
- France is the world's leading producer and manufacturer of high-value food products.
- The on-going debate over the safety of such U.S. exports as GMOs, hormone treated beef, and others has made consumers more wary of imported food in general.
- U.S. exporters need to modify their products to suit the French palate and to meet the country's stringent regulations on food.
- Price competition is fierce and there is heavy pressure to observe suppliers' norms and to meet ISO certification requirements.
- Distributors/importers want to realize quick sales and profit margins from imported products.
- Large distribution groups have their own import channels.
- Wholesalers and importers tend to be conservative in their purchases, screening out new or untried products.
- U.S. exporters seldom have influence in the local marketing of their products.

SECTION II. ROAD MAP FOR MARKET ENTRY

A. Hard Discounters, Hyper and Supermarkets, City Center and Department Stores

Entry Strategy

To succeed in introducing products to the market, U.S. exporters must have local representation and personal contacts. Local representatives can provide up-to-date-date information on business practices, trade laws, sales leads, and marketing and distribution strategies. Some local representatives are also importers and distributors. The Office of Agricultural Affairs in Paris has listings of potential importers and distributors.

Depending on their products, U.S. exporters can penetrate the market through:

- a central buying office
- specialized importers/distributors

Producers of new-to-market and niche products usually enter through importers/distributors. The U.S. company must:

C Submit product descriptions and price quotations.
C Submit products to laboratory testing.
C Obtain sanitary/health certificates and other import documents.

Once a product meets all import requirements, the Central Buying Office will include it in its referencing list and offer it to supermarket buyers who will order the product directly.

OAA recommends that small- to medium-size U.S. exporters deal through importers/distributors familiar with the operations of central buying offices and supermarkets, which often require financing for referencing and share the management and advertizing costs of positioning products in the market.

French consumers' growing openness to foreign foods as well as mergers among large supermarket groups has led to greater referencing of imported products, including those from North America.

Market Structure

- Products are imported through an importer/distributor or a central buying office. They are then dispatched to regional warehouses and distribution centers.

- Central buying offices reference products from suppliers, apply tariffs and impose controls to make sure products comply with French regulations.

- Warehouse and distribution centers coordinate the delivery of products using appropriate means of mass distribution.

Major Hyper/Supermarket Profile

Name of Retailer and Type of Outlet	Ownership	Food Sales in France for CY 99 ($billion)	Number of Outlets	Location	Central Buying Office
CARREFOUR Hyper & hard discount	French Carrefour Group (ED for hard discount	32.5 (*)	645	Nationwide (outside towns)	Carrefour France
INTER MARCHE Supermarket	French Group of Independents (ITM Enterprises)	28.0	1653	Nationwide (outside towns)	ITM Enterprises
SHOPI City Center	French Carrefour Group	N/A	405	Nationwide (city center)	Carrefour Group

HYPER U SUPER U Hyper & Supermarkets	French Group of independent (Systeme U)	9.3	554	Nationwide (outside towns)	SystemeU/ Lucie Buying Office
CHAMPION (3) Supermarket	French Carrefour Group	N/A	1,500	Nationwide (city center and rural)	Carrefour Group
CASINO Hyper/Super markets	French Casino Group	15.3	531	Nationwide (city center and rural)	Opera Buying Office
FRANPRIX & LEADER PRICE Supermarket/ hard discount	French Baud (Casino group)	N/A	237	Nationwide (city center)	Baud attached to Casino/Opera
CENTRE LECLERC Hypermarket	French (Independent group)	23.3	508	Nationwide (outside towns)	Lucie Buying Office
ATAC City Center	French (Auchan group)	N/A	304	Nationwide (city center outside town)	National buying office Auchan Group
ECO MARCHE City center	French (Independent group ITM Enterprises/I ntermarche)	N/A	254	Nationwide (city center and outside towns)	ITM Enterprises
MARCHE U City center	French (Independent group Systeme U)	N/A	190	Nationwide (city center)	LUCIE Buying Office
MONOPRIX PRISUNIC City center & Department Stores	French MONOPRIX SA (Galeries Lafayettes 50% and CASINO 50%)	3.2	501	Nationwide (city center)	National buying office Monoprix SA affiliated Casino/Opera for food

SUPER MARCHE MATCH Supermarket	French CORA group	N/A	146	North/East (city center and outside town)	National buying office OPERA
AUCHAN Hypermarket	French (Auchan Group)	22.1	118	Nationwide (outside town)	National Buying Office of Auchan Group
CORA Hypermarket	French (Cora group)	5.9	57	North/East/ Paris area (outside towns)	OPERA Buying office
LIDL Hard discount	French Independent	1.6	705	Nationwide (outside town)	N/A
ALDI Hard discount	French Independent	1.3	385	Nationwide (outside town)	N/A
CDM Hard discount	French (Independent group ITM Enterprises/Intermarche)	N/A	120	Nationwide (outside towns)	ITM Enterprises
LE MUTANT Hard discount	French (Affiliated to Casino)	N/A	202	Nationwide (outside towns)	Central Buying Office Opera Group

N/A: Not Available
Source: LSA/Lineaires

Carrefour worldwide sales are $52 billion. In November 1999, Carrefour and Promodes merged to become the world's second largest retail group after WalMart.

Also, Stoc supermarkets are now under Champion's name. 28 Stoc stores have to be sold by the end of 2001, and in May 2000, Casino bought 50 percent of Monoprix.

Due to constant mergers in the retail food sector, figures related to the number of stores tend to change rapidly.

French Central Buying Offices and Total Retail Food Market Share

Groups/Buying Offices	Total Retail Food Market Share (in value)	
CARREFOUR	**28.0%**	
LUCIE	**21.1%**	
LECLERC		14.8%
SYSTEME U		6.3%
INTERMARCHE	**15.0%**	
AUCHAN (including Schiever)	**12.9%**	
OPERA	**16.9%**	
CASINO		10.0%
CORA- MATCH		4.1%
MONOPRIX-PRISUNIC		2.8%
OTHERS (Including Hard Discounts)	**6.1%**	
TOTAL SALES IN FRANCE		**100%**

Source: AC Nielsen - 1999

B. Convenience stores, gas-marts, kiosks:

Entry Strategy

Local representatives who supply the supermarkets also supply convenience stores. As mentioned above, U.S. exporters need local representation and personal contacts. Local representatives must have up-to-date information on business practices, trade related laws, potential buyers, and marketing and distribution strategies. Some local representatives are also importers and distributors. The Office of Agricultural Affairs in Paris maintains listings of potential importers/distributors.

Market Structure

‘ Convenience stores are linked to large distribution groups and central buying offices

‘ Their logistical operations are identical to those of supermarkets: they rely on warehouses and central buying offices for the delivery of their products.

‘ Gas station mini-marts are often affiliated with the large distribution groups or with companies formed by gasoline companies and distribution groups. They operate like convenience stores: central buying offices reference their products which are then distributed through warehouse and distribution centers.

‘ Most roadside stalls do not sell imported products.

Major Convenience Type Store Profile

Retailer’s Name	Ownership	Food Sales CY 99 ($ million)	Number of Outlets	Type of Purchasing Agent
8 à Huit	French: Carrefour	N/A	662	Central Buying Office
Eco Service	French: Auchan	N/A	600	Central buying office
Coccinelle	French: Various owners	N/A	293	Francap Buying Offices

Source: Atlas LSA

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

Entry Strategy

Products entering the traditional markets must be relatively non-perishable low cost items. The importers/distributors are the same local representatives that supply supermarkets and convenience stores. The major difference is that wholesalers serve as intermediaries between importers/distributors and individual vendors. The Office of Agricultural Affairs in Paris maintains listings of potential importers/distributors.

Market Structure

- Traditional outlets obtain most of their products from farmers, small wholesalers (one- or two-truck operations) and large produce wholesalers.

- Wholesalers specialize in certain product categories or retailer types. Some wholesalers are subsidiaries of large retailers such as Carrefour, or of independent groups such as Aldis, Francap, Sugro, Magec, Patisfance, Prodirest and Proxiservice.

- Traditional grocers include gourmet stores (Fauchon, Hediard, Benoist-Guyard in Lyon). Gourmet food stores carry a wide range of imported products, are located in large and medium-sized cities and attract high-income consumers. Approximately 200 gourmet stores in France offer U.S. exporters easy market access at lower rates. Their only drawback is their tendency to buy in smaller quantities than supermarkets do.

- Fruits and vegetables are traditionally sold in open air markets.

Traditional Outlets Market Profile

In urban areas, supermarkets and convenience stores have supplanted some small stores and even open air markets. Economies of scale and other sources of efficiency enable supermarkets and convenience stores to offer lower prices. However, a law banning the construction of new supermarkets has helped some traditional outlets survive.

SECTION III. COMPETITION

With its highly developed food sector, France is the European Union's (EU) most competitive producer, processor, and exporter of agricultural and other food products. However, in 1999, the Netherlands, Belgium-Luxembourg, Germany, Spain, the United Kingdom and Italy provided 68 percent of France's total agricultural imports and were the main competitors to U.S. imports. Outside of the EU, Brazil is the largest supplier to France, mainly of bulk products, as well as orange juice and orange juice concentrates.

Most exporters from EU countries conduct some form of 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 Norway, Israel, Morocco, South Africa, Argentina, Brazil and Canada.

IV. BEST PRODUCT PROSPECTS

Large U.S. and other multinational companies have been in the European and French market for a long time. Their products have been adapted to the French market. U.S. exporters will find existing and new market opportunities for high value products in France.

A. Products in the French Market Which Sell the Best and are Opportunities for U.S. Exporters:

Products (Home food consumption)	**Total Sales in France during CY 1999 ($ billion)**	**Comments**
Tropical fruits	1.0	French tastes are open to various flavors
Fish and seafood	3.1	Health concerns
Beef, horse-meat, pork, poultry	18.6	Fears regarding beef
Prepared meals	12.2	Saves time and effort
Quality wines	3.5	Change in habits: less consumption of poor quality wines to the advantage of good quality
Mineral water, cola, fruit juices	5.1	Health concerns
Canned fruits, jams	1.3	Increase in sweet products consumption
Biscuits, pastries	3.1	-idem-
Chocolate and confectionery	5.0	-idem-
Tea and coffee	2.4	Change in breakfast habits to tea and herb tea
Sauces and condiments	1.0	Search for new flavors

Source: INSEE - Household Consumption

Other Opportunities:

Products	Comments
Baby foods	Recently rising French birth rate
Health/dietetic/organic products	Health concerns
Soups	Return to tradition
Pet foods	Increase in pets; French are dog-lovers

The largest and fastest growing categories of imported retail products are exotic/tropical fruits (including citrus), fish and seafood (where domestic production cannot meet demand), horse meat and pork, 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, tea, coffee and sauces. Health concerns and constant tax increases on alcoholic beverages have decreased French consumption of alcoholic beverages while increasing demand for non-alcoholic beverages such as mineral water and fruit juices.

Demand is rising for health/dietetic and organic food products among increasingly health-conscious French consumers. Opportunities also exist in the baby food sector due to rising birth rates in France. A desire to return to tradition is drumming up demand for soup. The growing number of domestic animals has stimulated demand for conventional and organic pet foods. In addition, niche markets exist in France for candies, chocolate bars, wild rice and kosher foods for which demand has been rising for several years.

B. Products Not Present in Significant Quantities but which have Good Sales Potential

Products	Comments
Lobsters and scallops	High demand for quality products
New tropical fruits	Receptiveness to new tastes and textures
Nuts	
Prepared meals - Regional Cooking	Receptiveness to new tastes resulted in increase in new cuisine at home

French consumers’ growing receptiveness to new tastes is opening doors for tree nuts and for ethnic products which feature distinctive themes such as Cajun or California-style cuisine.

C. Products Not Present Because They Face Significant Barriers

A 1962 French decree prohibits poultry and egg products from countries that use arsenic, antimony, and estrogen in poultry feed compounds. French regulations prohibit also imported products made with vitamin-enriched flour, since vitamins may not be added in food products, except for dietetic/health foods. Currently a topic of on-going debate between the United States and the French veterinary services, alligator meat is prohibited in France. For more information on product trade restrictions, food standards and regulations, please refer to Post Food and Agricultural Import Regulations and Standards Report (FAIRS) available on Internet website: http://www.fas.usda.gov

V. POST CONTACT AND FURTHER INFORMATION

List of Headquarters for Hyper/Supermarkets and Central Buying Offices:

ALDI
Head Office:
Parc d'Activité de la Goele
13, rue Clément Ader
77230 Dammartin en Goele
Tel: (33-1) 60 03 6801
Fax: (33-1) 60 03 7784
Central Buying: same address
Tel: (33-1) 60 03 6821
Fax: (33-1) 60 03 7823

AUCHAN
Purchases, logistics France:
200, rue de la Recherche
59650 Villeneuve d'Ascq
Tel: (33-3) 28 37 6700
Fax: (33-3) 28 37 6280
internet: www.auchan.com

BAUD FRANPIX (Casino Group)
Head Office:
2, route de Plessis
94430 Chenneviéres sur Marne
Tel: (33-1) 45 93 7000
Fax: (33-1) 45 93 7069

LEADER PRICE DISTRIBUTION
2, route de Presies
77220 Gretz Armainvilliers
Tel: (33-1) 64 42 5152
Fax: (33-1) 64 42 5159

CARREFOUR
Central Buying:
123, rue Jules Guesde
92309 Levallois Perret Cedex
Tel: (33-1) 47 15 6400
Fax: (33-1) 47 15 6750

CASINO
Head Office:
24, rue de la Montat
42000 Saint Etienne
Tel: (33-4) 77 45 3131
Fax: (33-4) 77 21 8515
Internet: www.casino.fr

CENTRE LECLERC (Group of Independents)
Head Office:
52, rue Camille Desmoulins
92130 Issy les Moulineaux
Tel: (33-1) 46 62 5200
Fax: (33-1) 46 62 5126
Internet: www.e-leclerc.com
Purchases GALEC, national center buying office

CORA (Cora Revillon Group/Opéra)
Head Office:
Domaine de Beaubourg
Croissy Beaubourg
77423 Marne la Vallée Cedex 2
Tel: (33-1) 64 62 6500
Fax: (33-1) 64 80 4051
Internet: www.cora.fr

ITM ENTREPRISES (Group of Independents)
Parc de Tréville
1, allée des Mousquetaires
91070 Bondoufle
Tel: (33-1) 45 33 7417
Fax: (33-1) 45 33 1208

LIDL (German Group LIDL Und Schwartz)
Head Office:
35, rue Charles Péguy
67200 Strasbourg
Tel: (33-3) 88 30 9400
Fax: (33-3) 88 29 0909

LUCIE Same address as Leclerc
Central buying: Tel: (33-1) 55 92 3010
Fax: (33-1) 55 92 3020

METRO FRANCE
Head Office:
ZA du Petit Nanterre
5, rue des Grands Prés
92000 Nanterre
Tel: (33-1) 47 86 6000
Fax: (33-1) 47 86 6356

MONOPRIX/PRISUNIC
Head Office:
Tour Vendome
204, rond point du Pont de Sévres
92516 Boulogne Billancourt Cedex
Tel: (33-1) 55 20 7000
Fax: (33-1) 55 20 7001
Internet: www.monoprix.fr

OPERA
Central Buying:
28, rue des Vieilles Vignes
Croissy Beaubourg
77318 Marne la Vallée Cedex 2
Tel: (33-1) 69 67 1000
Fax: (33-1) 69 67 1001

SYSTEME U
Head Office:
Immeuble Créteil Expansion
9-11, rue Georges Enesco
94000 Créteil
Tel: (33-1) 45 17 9200
Fax: (33-1) 45 17 9220

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More complete lists of major 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
Tel: (33-1) 43 12 2264
Fax: (33-1) 43 12 2662
Email: agparis@fas.usda.gov
Home page: www.amb-usa.fr/fas/fas.htm

Please contact 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," 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