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France

Retail Food Sector

Report

2001

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Report Highlights:
In France, hyper/supermarkets and city center stores account for 75 percent of total food retail sales. Foreign cuisine and food products are booming in France's dynamic market for consumer-ready and high value foods and potentially lucrative opportunities exist for U.S. exporters in a number of niche products. 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
Includes Trade Matrix: No
Annual Report
Paris [FR1], FR

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SECTION I. MARKET SUMMARY

Note: Average exchange rates used in this report, unless otherwise specified:
Calendar Year 2000: US$: 1 = 7.05 FF or 1.07 Euro

1. France Socio-Economic Facts

Total population:	60.7 million, including overseas territories, representing 16 percent of Total European Union population
Total number of households:	23.5 million
Income per capita:	Approximately $13,900
Percentage of total household budget spent on food:	17.9 percent
Inflation rate 1999/98:	+1.5 percent
Cities with over 500,000 inhabitants:	8

2. Trends and French Food Retail Distribution Channels

Diverse and comprehensive, France's retail network resembles 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 huper/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 $31 billion in sales in France, and a total of $61 billion worldwide. In May 2000, Casino bought a 50 percent stake in Monoprix. Consolidation in the sector is continuing rapidly.

With an eye to capturing market share from the restaurant and fast-food sectors, hyper/supermarkets began to sell redy-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 NetXchange has resulted in cross-border alliances, such as Sears and Carrefour.

Formats of Major French Food Retailers:

- Hard discounters: Compared to hyper/supermarkets, hard discount stores offer a smaller range of goods for lower prices. There are about 2,520 hard discount stores in France.

- Hypermarkets and supermarkets: These are technically defined as stores with a minimum selling area of 2,500 square meters for hypermarkets, mostly located out of town, and between 400 and 2,499 square meters for supermarkets. Hyper/supermarkets sell a wide varity of foods and non-food items. These stores currently represent a total of about 6,800 stores.

- 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 Le Bon Marché have gourmet food sections. Although they do not account significantly for total food sales in France they set the qualiy standard for product presentations. City center and department stores represent a total of about 22,230 outlets.

Hard discounters, hyper/suprmarkets 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 approximately 1,500 outlets representing no more than three percent of total food sales.

Gas-Marts linked with gasoline stations acount 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 1996-2000
(In billion $)

	1996	1997	1998	1999	2000
Food only	93.8	96.1	98.8	100	95.2
Food and beverages	100.7	103.4	106.3	107.5	114.4

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

4. Total French Household Food and Beverage Expenditures, per Type of Foods during 1996-2000 (in million $)

	1996	1997	1998	1999	2000	Evol. 96/00
Bread and cereals	13,078	13,377	13,521	13,574	14,034	+ 7.3 %
Meat	27,767	28,596	29,247	29,091	30,064	+ 8.2 %
Fish & seafood	6,416	6,623	7,002	7,376	7,564	+ 17.8 %
Milk, cheese, eggs	12,740	12,962	13,382	13,659	14,265	+ 11.9 %
Oils, fats	2,586	2,633	2,638	2,666	2,687	+ 3.9 %
Fruits	5,950	6,234	6,346	6,297	6,610	+ 11 %
Vegetables	9,117	9,134	9,597	9,787	9,924	+ 8.8 %
Sugar, jam, honey, chocolate and confectionery	6,351	6,555	6,743	6,921	7,136	+ 12.3 %
Salt, spices, sauces & other food products	2,494	2,584	2,667	2,808	3,010	+ 20.6 %
Non alcoholic drinks	6,368	6,727	6,882	6,908	7,117	+ 11.7 %
Alcoholic drinks	10,920	11,092	11,528	11,871	11,984	+ 9.7 %
TOTAL	114,432	117,474	121,199	123,372	126,982	+10.9 %

Source: INSEE (Household Consumption)

5. Total French and Agricultural Food Products Imports and U.S. Market Share during 1998-2000 (In million $)

High Value Products:						
	1998		1999		2000	
	Total	From U.S.	Total	From U.S.	Total	From U.S.
Meat & Offals	2,871	29	2,773	22	2,592	19
Dairy & Eggs	2,114	2	2,033	2	1,947	4
Coffee, Tea & Spices	1,179	1	953	1	809	1
Manufactured Tobacco	1,610	7	1,749	16	1,320	16
Prepared Meat	265	-	841	8	231	–
Fish & Seafood, fresh/frz	2,638	107	2,616	115	2,328	98
Prepared Fish & Seafood	792	7	617	9	594	6
Processed Grains	222	1	210	3	186	1
Sugar & Confectionery	561	5	579	4	523	–
Cocoa & Chocolate	1,465	3	1,410	1	1,177	- -
Prepared Grain Products	1,498	11	1,498	4	1,394	5
Fresh & Dry Vegetables	1,499	29	1,480	26	1,384	23
Fresh & Dried Fruits	2,537	118	2,343	92	2,119	88
Processed F&Veg (1)	1,759	81	1,811	113	1,674	102
Misc. Food Preparations	957	31	922	13	819	15
Beverages (exc. Spirits)	1,262	14	1,258	39	1,033	12
Spirits	510	29	501	32	482	29
Subtotal High Value	23,740	475	23,954	500	20,612	419
Subtotal Bulk Products(2)	7,803	505	6,116	342	6,732	303
TOTAL HIGH VALUE+ BULK PRODUCTS	31,543	980	29,710	842	27,344	722

Source: French Customs

(1) Including fruit juices

(2) 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 none or insignificant

Exchange rates used in above table:
1998: U.S. 1 = FF 5.90
1999: U.S. 1 = FF 6.50
2000: U.S. 1 = FF 7.13

According to French Customs, in 2000, U.S. food and agricultural products (including forestry and fisheries) exports to France made up almost three percent of France's $27.3 billion in total imports. U.S. high value food products such as fresh,dried or processed fruits and vegetables; fish and seafood; beverages; wine and spirits; 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.

6. Major U.S. Food Exports to France

Over $15 million	Between $3 to 15 million
Stone fruit	Strawberries
Tropical fruit	Dried fruit
Soybeans	Peanuts
Fish and seafood	Canned vegetables
Animal feeds	Canned fruits
Fruit juices	Canned fish
Rice	Sauces
Corn	Biscuits
Horse-meat	Wines
Spirits	
Dried vegetables	

Source: French Customs

Advantages and Challenges for U.S. Exporters in France

Advantages	**Challenges**
France's per capita income is close to that of the United States	The household budget for food is constantly shrinking
France is a major competitor to the United States for food products	Imports are for new-to-market, innovative and not produced in France foods
Food selection and consumption is a major component of the local culture	There are mandatory, stringent customs duties, sanitary inspections and labeling requirements
France has more and more interest for foreign cuisine and products: Tex-Mex, Louisiana, California	U.S. exporters need to modify their products to suit the French palate and to meet the country's stringent regulations on food
75 percent of total French retail food sales comes from the mass distribution. A single referencing in one of France's fivemajor hyper/supermarket buying centers can generate significant sales volume	Price competition is fierce and there is heavy pressure to observe suppliers'norms and to meet ISO certification requirements
The number of specialized wholesalers and importers of frozen products, fruits and vegetables, seafood and meat and poultry is growing	Large retailers set up and develop their own import channels and supplies

SECTION II. ROAD MAP FOR MARKET ENTRY

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

Entry strategy

To succeeed in introducing products to the market, U.S. exporters must have local representation and personal contacts. Local representatives can provide up-to-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:

- Submit product descriptions and price quotations
- Submit products to laboratory testing
- 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. The central buying office has the role to register and approve the suppliers as well as the products, apply tariffs and impose controls to make sure products comply with French regulations.

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.

Major French Hyper/Supermarkets and Hard Discounters by Number of Stores In Calendar Year 2000

Hypermarkets		Supermarkets		Hard Discounters	
Retailer Name	Number of Stores	Retailer Name	Number of Stores	Retailer Name	Number of Stores
LECLERC	397	INTERMARCHE	1653	LIDL	705
CARREFOUR(1)	227	CHAMPION (2)	1078	ED	418
AUCHAN	119	SUPER U	563	ALDI	385
GEANT	110	CASINO	473	LEADER PRICE	301
CORA	63	FRANPRIX	450	LE MUTANT	202
HYPER U	35			CDM	180

Source: LSA/Points de Vente
(1) Continent hypermarket is now under Carrefour's name. Carrefour has to sell eight Continent stores by the end of 2001.
(2) Stock supermarket is now under Champion's name. 28 Stoc stores have to be sold by the end of 2001.

Major French Hyper/Supermarkets/Hard Discounters

by Sales Amount in Calendar Year 2000
(In billion $)

Outlet Name	Amount of Sales	Outlet Name	Amount of Sales
CARREFOUR	**31.6 ***	**SYSTEME U**	**9.3**
LECLERC	**21.4**	**CORA GROUP**	**8.1**
INTERMARCHE	**21.5 ****	**MONOPRIX**	**3.1**
AUCHAN	**15**	**LIDL**	**1.8*****
CASINO	**13.4**	**ALDI**	**0.9*****

Source: Activity Reports from Various Outlets
* Carrefour worldwide sales amount to $61 billion
** Intermarche Group worldwide sales amount to $32.6 billion
*** Approximate figures

Sales Market Share of Leading French Hyper/Supermarkets
In Calendar Year 2000

Outlet Names	Sales Market Share (in value)
LECLERC	19%
CARREFOUR AND CONTINENT	18%
INTERMARCHE	15%
AUCHAN	12%
SYSTEME U	7.5%
GEANT (CASINO)	4.3%
CORA	3.6%

Source: Secodip Consoscan

Major French Retailers Profile
Classified according to the Number of Stores in decreasing order
in Calendar Year 2000

Year: 2000

Name and type of store	Owner	Nbr of shops	Zone covered and implantation	Central Buying Office
INTERMARCHE Hyper + super	French Group of independents (ITM Enterprises)	1813	* All of France * Outskirts of towns	ITM Enterprises

CHAMPION (+ STOC) Super	French Carrefour Group	997	* All of France * Town centres * Rural	CARREFOUR Group
LIDL Hard discount	German LIDL UND SCHWARTZ GROUP	811		1 national buying office
FRANPRIX + LEADER PRICE (Hard discount)	French BAUD (CASINO Group) FRANPRIX + LEADER PRICE	777	* All to France * Town centres	BAUD attached to CASINO / OPERA
HYPER U SUPER U	French Group of Independent cooperatives (SYSTEME U)	587	* All of France * Outskirts of towns	SYSTEME U / LUCIE Buying office
CASINO Géant : hyper Casino : super Petit Casino	French CASINO Group	578	* All of France * Town centres * Rural	National buying office OPERA
SHOPI Super Small super	French Carrefour Group	528	* All of France * Town centres	CARREFOUR Group
LECLERC Hyper + super	French Independent groups	508	* All of France * Outskirts of towns	LUCIE buying office
ED Hard discount	French CARREFOUR GROUP	423	* Paris area, center, East, South East	7 regional buying offices
ALDI Hard discount	German ALDI GROUP	405	* North, East, Parisian Area, South East	ALDI 6 regional buying offices
ATAC Super	French AUCHAN Group	354	* All of France * Town centres * Outskirts of towns	National buying office AUCHAN Group
MONOPRIX PRISUNIC Super	French MONOPRIX SA (Galeries Lafayette : 50 % and CASINO : 50 %)	270	* All of France * Town centres	National buying office (MONOPRIX SA), affiliated to CASINO/OPERA for food
ECOMARCHE Small self-service	French Group of independents (ITM Enterprises/Intermarche)	265	* All of France * Town centres * Outskirts of towns	ITM Enterprises

CARREFOUR Hyper	French CARREFOUR Group	218	* All of France * Outskirts of towns	CARREFOUR FRANCE
CORA Hyper + super Match	French CORA Group	198	* North, East, Parisian Area * Outskirts of towns	OPERA buying office
MARCHE U Small super	French Group of independent cooperatives (SYSTEME U)	173	* All of France * Town centres	LUCIE buying office
AUCHAN Hyper	French AUCHAN Group	120	* All of France * Outskirts of towns	National buying office of AUCHAN Group

Source : Atlas LSA/Secodip

Note: due to Distribution group mergers, some figures concerning the number of shops could change slightly.

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 discount)	6.1 %
TOTAL SALES IN FRANCE	**100.0 %**

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**	**Number of Stores**	**Type of Purchasing**
8 à Huit	Carrefour	800	Central Buying Office
Eco Service/Eco Marché	Auchan/Casino	458	Central buying office
Coccinelle	Local: different owners	299	Francap buying offices
Proxi	Local: different owners	1200	Central buying office

Source: LSA

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

Entry Strategy

Products entering the traditional markets must be non-perishable relatively 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 subsidiaires of large retailers such as Carrefour, or of independent groups such as Aldis, Francap, Sugro, Magex, 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.

D. Internet Food and Beverage Sales

A new market which reached approximately $18-20 million during calendar year 2000.

SECTION III. COMPETITION

With its highly developed food sector, France is the European Union’s (EU) most comptitive producer, processor, and exporter of agricultural and other food products. In 2000, the Netherlands, Belgium-Luxemburg, Germany, Spain, the United Kingdom and Italy provided 69 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 organce 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.

SECTION 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 adpated 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 Opportyunities for U.S. Exporters:

Products (Home food consumption)	**Total Sales in France during CY 2000 ($ billion)**	**Comments**
Tropical fruits	0.9	French tastes are open to vrious flavors
Fish and seafood	2.9	Health concerns
Beef, horse-meat, pork, poultry	20.6	Fears regarding beef
Prepared meals	11.9	Saves time and effort
Quality wines	3.4	Change in habits: less consumption of poor quality wines to the advantage of good quality.
Mineral water, cola, fruit juices	4.8	Health concerns
Canned fruits, jams and marmalades	1.2	Increase in sweet products consumption
Biscuits, pastries	3.0	-Idem-
Chocolate and confectionery	4.8	-Idem-
Tea and coffee	2.2	Change in breakfast habits to tea and herb tea.
Sauces and condiments	1.0	Search for new flavors

Source: INSEE, Etrie Consultant

Other opportunities

Products	Comments
Baby foods	Increase in births
Health/Dietary/Organic products	Health concerns
Soups	Return to tradition
Smoked fishes	Increase in consumption
Pet foods	Increase in pets: French are dog-lovers
Kosher foods	Tracability & Health concerns

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, organic foods 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
Seafood, lobsters, scallops	High demand for quality products
New tropical fruits	Receptiveness to new tastes and textures
Nuts	Prepared meals, Regional cooking, Receptiveness to new tastes resulint 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 Imported 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 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

SECTION V. POST CONTACT AND FURTHER INFORMATION

Central Buying Offices, hyper, supermarkets, superettes and self-service stores

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 33.3.28.37.62.80
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

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

CARREFOUR
Central buying : 123 rue Jules Guesde
92309 LEVALLOIS PERRET Cedex
Tel. 33.1.47.15.64.00 Fax 33.1.47.15.67.50
Internet :http:/www.carrefour.fr

CASINO
Head office : 24 rue de la Montat 42000 SAINT ETIENNE
Tel. 33.4.77.45.31.31 Fax 33.4.77.45.38.38
Internet :http://www.groupe-casino.fr

CENTRE LECLERC (Group of independents)
Head office : 52 rue Camille Desmoulins
92451 ISSY LES MOULINEAUX Cedex
Tel. 33.1.46.62.52.00 Fax 33.1.46.62.96.00
Telex : 631.441
Internet :http://www.e-leclerc.com
Purchases GALEC, national center buying office

CORA (Cora Revillon Group / Opera)
Head office : Domaine de Beaubourg
Croissy Beaubourg – BP 81
77423 MARNE LA VALLEE Cedex 2
Tel. 33.1.64.62.65.00 Fax 33.1.64.80.40.51
Telex : 691.198
Internet :http://www.cora.fr

ITM ENTREPRISES (Group of independents)
Parc de Tréville
1 allée des Mousquetaires 91070 BONDOUFLE
Tel. 33.1.69.64.10.72 Fax 33.1.69.64.11.32
Telex : 200.469
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

LUCIE Same address as LECLERC
Central buying Tel. 33.1.55.92.30.10 Fax 33.1.55.92.30.20

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

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

OPERA
Central buying : 28 rue des Vieilles Vignes
Croissy Beaubourg
77316 MARNE LA VALLEE Cedex 2
Tel. 33.1.69.67.10.00 Fax 33.1.69.67.10.05

SYSTEME U
Head office : Immeuble Créteil Expansion
9-11 rue Georges Enesco 94000 CRETEIL
Tel. 33.1.45.17.92.00 Fax 33.1.45.17.92.20
Telex : 262.318

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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