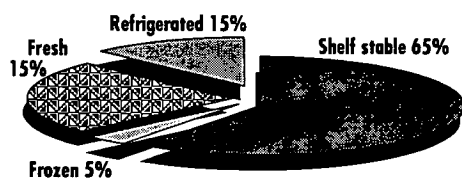


*Marca libre* or private brands are becoming increasingly common, especially in the regional and national chains. *Aurrera*, for example, carries more than 60 private labels, compared with about a dozen four years ago.

Supermarkets typically buy on consignment, and the responsibility for damaged, out-of-date or even stolen products rests with the distributor.

## MEXICO SUPERMARKET SHELF SPACE



Source: Interviews.

## MAJOR MEXICAN SUPERMARKET CHAINS

Chain	Market	Number of stores	Square metres	Annual sales US \$ billions
Grupo Cifra				1.7
Aurrera	national	35	210,000	
Superama	national	35	47,000	
Bodega Aurrera	national	39	170,000	
Club Aurrera	Mexico City	3	27,000	
Gigante	national	101	544,000	1.4
Comercial Mexicana	national	87	537,000	1.2
Soriana	north	18	166,000	n/a
Casa Ley	northwest	40	152,000	n/a

Source: Canada Pork International, Ottawa, 1994.

## FOOD SERVICE SECTOR

The food service sector includes hotels, restaurants and caterers. Some of them import high-quality pork products.

Many major hotels buy prime cuts, which they further cut and process in their own facilities. Many of them are interested in product festivals and other promotions. In Mexico City, the Nikko, Sheraton and *Camino Real* hotels buy fresh meat products, whereas the *Presidente* buys frozen meat. According to interviews conducted for Canada Pork International in 1994, the larger hotels buy a wide range of pork products. In particular, various kinds of high-quality ham are purchased in substantial quantities. Some hotels buy whole pigs. Others also buy lower-quality products such as pork heads and feet for employee lunches.