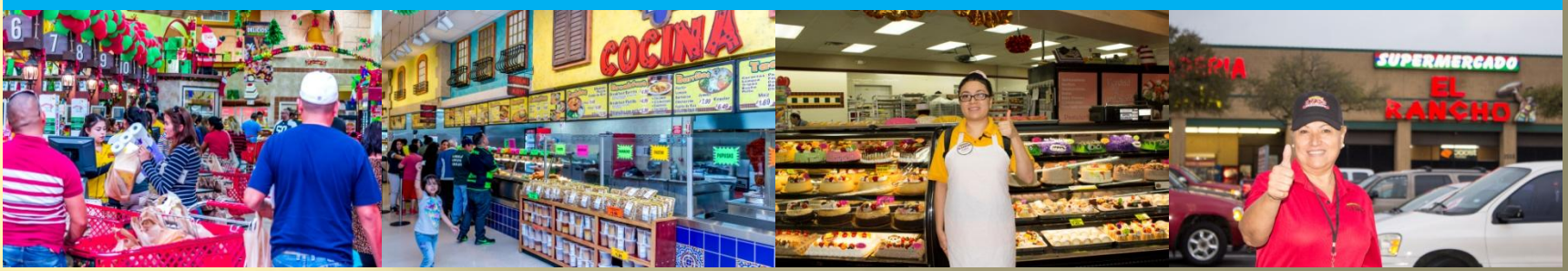




*Marketing
& Purchasing
Departments*



WHY EL RANCHO?



Who is El Rancho?

- ❖ El Rancho Supermercado is more than an Hispanic Grocery Chain. El Rancho is a powerful brand in the communities we serve (DFW/ Austin/Odessa) with 17 locations.
- ❖ EL Rancho distributes **1,300,000** ad circulars weekly.
- ❖ El Rancho has **2,800,000** shoppers per quarter and growing.
- ❖ El Rancho's special events and promotions draw thousand's of people attending each year.
- ❖ El Rancho sponsors major international soccer matches, concerts and other events that draw huge crowds.
- ❖ El Rancho continues growing, with 2 new stores (Ft. Worth & McKinney) and 3 projected new Houston locations in 2017.
- ❖ El Rancho takes prides in the communities we serve and always gives something back, via Back To School backpacks/schools supplies, contributing to local police & fire departments and community organizations.

What makes El Rancho so special?

El Rancho Supermercado provides a unique and very different shopping experience for our consumers!

- ❖ When one enters our stores they are instantly transported to a place that reminds them of home. There is music, the aromas from our **Cocina** (Latin American Kitchen) and **Tortilleria**, the traditional bright colored and vibrant Latin American décor that is unique to El Rancho, **Fresh Seafood, Meat and Carniceria** (Butcher Shop) Departments with only the choicest and freshest products. Our **Panaderia** (Bakery) bakes fresh early every morning and throughout the day and we also offer custom cakes and pastries for all occasions.
- ❖ Our Grocery Department is fully stocked with a wide variety of nationally known products, along with product favorites from Latin America, a Frozen, Dairy & **Cremeria** (Creamery) Sections that reflect our commitment of variety & quality to our consumer.
- ❖ ***"El Rey De Los Precios Bajos"*** (The King of Low Prices) is part of our logo for a reason! Our prices are more than just competitive.
- ❖ The management and their staff are committed to the best customer service and dedicated to providing that *unique shopping experience* to every consumer who enters our doors every day!

The El Rancho Shopping Experience



The El Rancho Brand at Work!

Special Events & Promotions



The Power of El Rancho's Marketing & Advertising

10th ANNIVERSARY SUPER SALE
Participate & Win
GRAN VENTA DEL 10º ANIVERSARIO
Participa y Gana

DON CARRO
WELCOME TO THE FAMILY
You Can Win: Tu puedes Ganar:

From OCTOBER 5th thru the 30th
Del 5 al 30 de Octubre

Write your information on the back of your TICKET and deposit it in the ballots at any of our **16 Stores**
The more tickets you deposit **THE MORE CHANCES YOU HAVE TO WIN!**

This CAMARO
TV's an Amazing Sets for your home
ESTE CAMARO: Televisores y Computadores para tu casa.

GREAT GIFTS & Low Prices for You
PADRISIMOS REGALOS y Precios Bajos para Ti
Celebrate With Us!
Celebra con Nosotros!



AUTOS USA DOS
¡GANA UN CARRO! **EL RANCHO**
EFFECTIVE / VÁLIDO April 08 to April 12, 2016

BISTEC DE PALOMILLA
\$2.48/lb

AGUACATE
\$2.99/lb

SAUSAGE
\$2.98/lb



Feliz Día del Padre
EL RANCHO

MASECA
\$1.77/lb

BISTEC SUAVE DE RES
\$2.58/lb

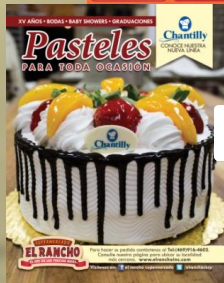
Feliz Navidad
EL RANCHO
Navidad

TAJITA
\$3.48

PIERNA DE PUEBLO
\$7.99

PIERNA DE PUEBLO
\$9.99

PIERNA DE PUEBLO
\$11.99



WHY NOT EL RANCHO?

