



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

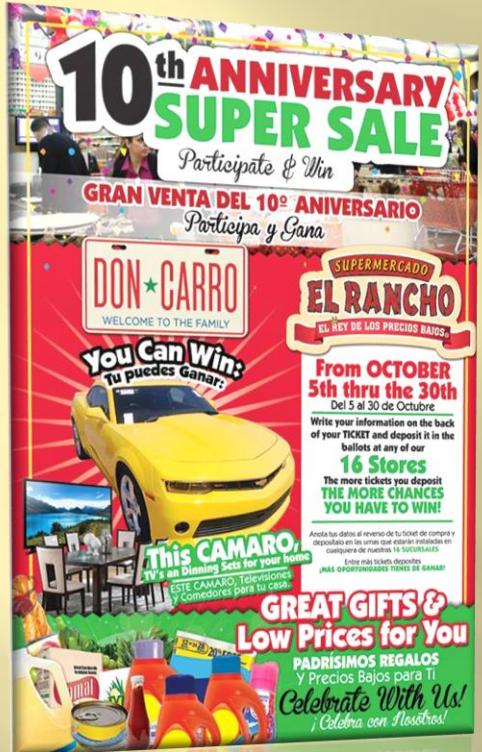


# The El Rancho Brand at Work!

## Special Events & Promotions



# The Power of El Rancho's Marketing & Advertising



# WHY NOT EL RANCHO?

