

METRO Cash & Carry

“Business Cooperation - Field Experiences and Expectations” for fresh fruit in Croatia.



Berlin, February 2013

Company Overview.

METRO GROUP

Self-service wholesale



Sales (bn): € 31.6
Countries*: 29
Stores*: 744

Hypermarkets



Sales (bn): € 11.0
 Countries: 6
 Stores: 421

Consumer electronic



Sales (bn): € 21
 Countries: 17
 Stores: 942

Department stores



Sales (bn): € 3.1
 Countries: 2
 Stores: 137

Status: Dec. 31, 2012
 * Status: Jan. 31 2013

METRO C&C is part of **METRO GROUP**, one of the world's leading retail and wholesale companies with a turnover of **67 billion Euro**, being present in 32 countries and with over 280.000 employees.

MCC Croatia

Indicator	2012
Sales	222 m €
Stores	7 + 2 delivery platforms 6 METRO C&C 1 METRO Small Format 2 METRO Drive-In
Cities	8
Customers	~160.000
Suppliers	~1.100
Employees	1.050
Market entry	2001



Benefits of Metro Cash & Carry for the country



Economy

- Market efficiency/productivity
- New technologies
- Supply chain focus on productivity & sustainability
- Job creation & people development (Best employer 2012)
- Compliant business behaviour



Customers

- High-quality products & standards
- Increased variety of products
- Low and stable prices
- Knowledge transfer through support and partnership programs (e.g. Trader Support & Partnership)



Producers

- Sales support
- Supply chain cost reduction
- Operational efficiency
- Knowledge sharing (e.g. trainings and workshops of the IFS / GFSI Global Markets Program)
- Risk management
- Reliability

Metro Cash & Carry Croatia: F&V sales relevance in 2012



Proces of ordering, preparing and transporting goods for MCC Croatia



Producer-supplier relation: from field to METRO store

→ *Zagreb region vegetable production*



GREEN HOUSES



STONE LEEK



TOMATO



GREEN HOUSE -
LETTUCE SEEDLINGS

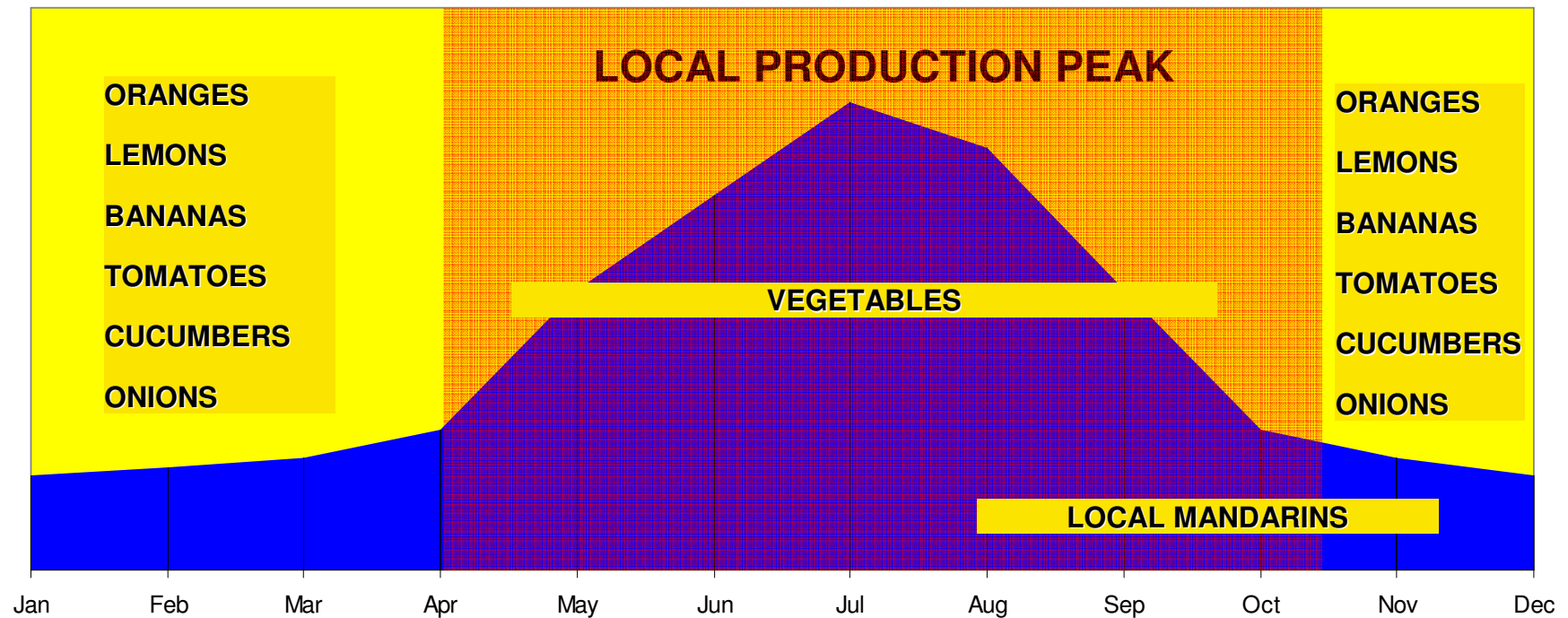


LETTUCE

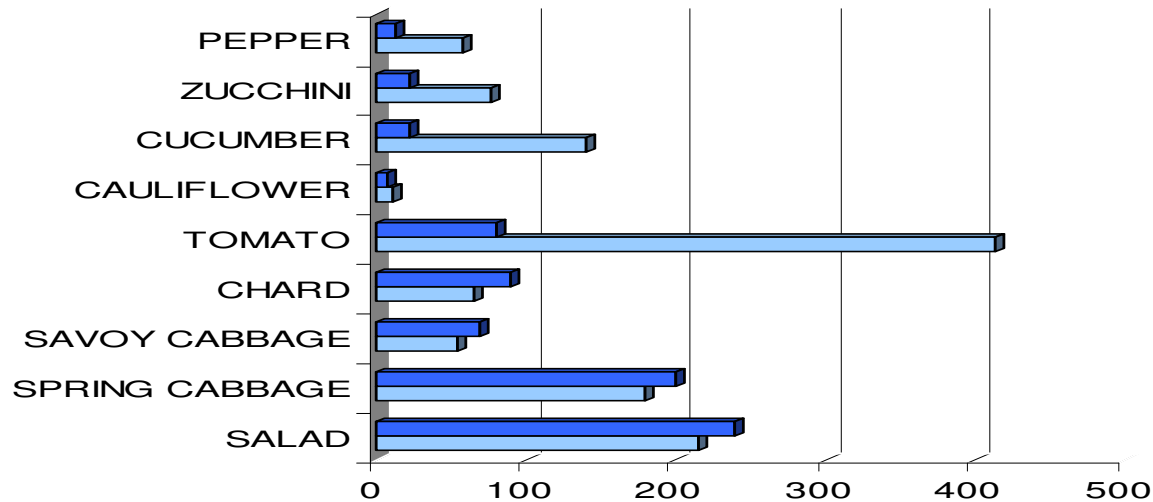


CUCUMBERES

Sourcing seasonality



Vegetables seasonality



	T												METRO SALES QTY IN 2012 (T)
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
SALAD													216
CABBAGE													460
SAVOY CABBAGE													55
CHARD													65
TOMATO													413
CAULIFLOWER													12
CUCUMBER													15
ZUCCHINI													77
PEPPER (BABURA)													58
VEGETABLES FOR SOUP													

Case study: a success story of mandarins



Facts

- Croatia is a well known mandarin producer
- Mandarin plantations in valley of river Neretva as of 1960's
- The Satsuma mandarin is the most widespread sort
- 55.000t of mandarins per year
- Harvest season in period Sep20th-Dec20th



MCC's Private Brand of mandarines

HoReCa SELECT



- MCC's global private label
- Tailor-made to HoReCa customers needs



Customer communication

- Educating customers
- Communicating local origin of mandarins (Neretva river valley)

METRO

Svježi citrusi

Limun
nosiljka oca 8,5 kg,
mrežica 1 kg

kg
7⁹⁹,_{kn}
(9,99)

Žuti grapefruit
nosiljka oca 15 kg,
mrežica oca 1 kg

kg
7⁹⁹,_{kn}
(9,99)

Crveni grapefruit
nosiljka oca 15 kg,
mrežica oca 1 kg

kg
7⁹⁹,_{kn}
(9,99)

Mandarina

Mandarina je zimzeleno drvo sa širokim listovima, a naraste i do 3 m. U Hrvatskoj mandarina najbolje uspijeva u dolini Neretve gdje su odlični uvjeti za njeno plantažno uzgajanje. Uz vitamin C mandarina, ali i ostali citrusi sadrže vrlo zanimljivu skupinu flavona kao što su hesperidin, tangeretin i nobiletin. Ovi nutritivno vrlo vrijedni sastojci nalaze se s unutarnje strane kore i u pulpi plodova. Kako bi se maksimalno iskoristila korica mandarine najprije ju treba dobro oprati, zatim osušiti i samljati ili grubo naribati te ostaviti u hladnjaku i koristiti prema potrebi. Predlažemo da koricom obogatite sokove, juhe, jela od riže ili tjestenine, također se može dodati maslinovom ulju i začинима za marinadu za ribu ili meso.

Iz doline Neretve!

~~5,39_{kn}~~
-25%
TOP-HIT
3⁹⁹,_{kn}
(4,99)

Mandarina

Naranča
nosiljka 15 kg, mrežica 2 kg

kg
8⁹⁹,_{kn}
(11,24)

Pomelo
Žuti

komad
10⁹⁹,_{kn}
(13,74)

Limeta
nosiljka oca 4 kg

kg
23⁹⁹,_{kn}
(29,99)

Contact



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