



## **MARKET INFORMATION - CHINA**

### **Alberta Bottled Water and Drink Promotion in China – 2009/03**

Our branch worked with Alberta China Office and Alberta Hong Kong Office organized an Alberta mission to China aimed to promote Alberta bottle water and drink during December, 2008. The promotion activities included 13 matchmaking meetings with local importers/distributors in China, tour of the FHC trade show in Shanghai, nine store visits in first and second tier cities in China, two plant visits with local bottle water and juice manufactories, as well as seven visits and meetings with Chinese bottled water equipment and supplies manufactories. The following is the retail observation for bottle water. For detailed information, please contact Rachel Luo at (780) 422-7102.

The Alberta delegation visited three stores in Beijing Jenny Lou Beijing, Yansha Friendship store, and City Super store, and four stores in Tianjin: Swan, Yishidan, Hisense Plaza and Far East where focusing on high end products and imported foods. We observed sparkling water with brands: Perrier(France), Tavana (Italy), Vacano Spring (China). The imported bottle water brands were: Evian (France), Frassasi (Italy), Goccia Blu (Italy), Fonte Linda (Italy), Alaska Ice (US), Estrela (Portugal), Ganten (Japan), 591 Ocean water (Taiwan). We noticed that the international brands that produced locally were: Volvic, Ice Drop etc., we also noticed local brands bottle water: 5100 (manufactured in Tibet), Nongfu Spring, Wahaha, Watson, Lanjian etc. The imported bottle water for a 500ml bottle ranges from RMB6.70 to RMB 14.8 per bottle, while the local bottle water for the same amount ranges from RMB0.98 to RMB 4.6 per bottle.

The delegation visited Carrefour in Chengdu and JUSCO in Guangzhou. Carrefour from France is the first foreign retailer entering the Chinese market since 1997. There are currently 130 Carrefour superstores in China. At the bottled water section, we observed a couple of imported brands such as Evian, Perrier, Alaska Ice, and more options on local brands.

JUSCO is a Japanese based retailer, with just a couple of stores in southern China. The company aims to open over 100 stores in China by 2015. We noticed more Japanese brands available on the shelf in addition to international brands like Evian.

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