



## **MARKET INFORMATION – UNITED STATES**

**San Francisco, California – 2009/04**  
**March 17-18, 2009**

Two large chains based in the San Francisco area were approached by the US Trade Development Officer and both expressed interest in providing feedback on Alberta food products. Meetings took place with two chains based in the San Francisco-Pleasanton area as well as with brokerage companies servicing regional and independent retailers in the Northern California region. Meetings provided the opportunity to learn more about their procurement of food products and highlight IMD's role in facilitating mutually beneficial partnerships for Alberta manufacturers with various organizations in the US market.

Select product samples and promotional material on Alberta food products were presented. Three products in particular sparked interest and Alberta companies are following up with the proper category managers.

Other topics of discussions included potential future one-on-one meetings between one chain and qualified export ready companies in Alberta as well as potential market representation to reach independent retailers in this region.

The Northern California market continues to be a very diverse market with National and Regional chain retailers along with a high index of independent retailers that cater to all demographics and ethnic diversities.

Along with the Asian and Hispanic growth, many independents are going to the Upscale LifeStyle Format. With Longs Drugs, Costco, Wal Mart, Winco, Smart&Final, Trader Joes, Whole Foods, Cost Plus and Ranch 99 there are over 1,000 stores with multiple formats in Northern California. The growth in NorCal is largely due to the diverse demographics and ethnic backgrounds.

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