

Federated Group Welcomes New Customer



Federated Group is excited to announce Grupo Corvi as our newest retail customer. We are very excited about the opportunity we have in helping them grow their private label business under our Parade, Better Valu & Mega Brands.

Grupo Corvi just completed a successful test of Parade, Better Valu and BV Care in a select amount of their Despensa Del Hogar stores, and will begin the process of placing orders to be stocked in each of their 29 distribution centers throughout Mexico.

Today, Grupo Corvi is formed by 4 distinct business units:

- SAYUAHO - 4,000 employees
- DESPENSA DEL HOGAR - 1200 employees
- SUPERPACK - 200 employees
- ULCEPACK - 100 employees

They have over 750 commercial partners with a range of 17,000 items and their current customer base includes:

- Distribution Clients: 45,000
- Floor Clients: 310,000
- Sales Force; Route: 920, Floor: 90
- Distribution Centers: 29
- Counters of Direct Sale: 23
- Superpacks: 5
- Delcepacks: 3
- Despensa del Hogar: 128 with the goal of 1000 in 2010

Grupo Corvi will be attending the upcoming NRSS in Las Vegas to visit with our vendors so that they can begin this new relationship.

Please join us in welcoming Grupo Corvi to the Federated Group family