

Metro Kereskedelmi Kft

Presentation to “Magyar Termék” Kft

*What can be done by a wholesale chain
to support the local production?*



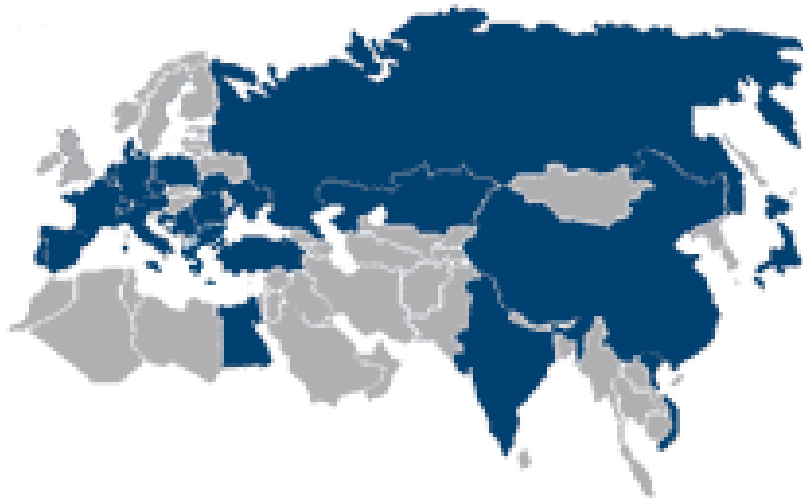
Romain Vincent

Offer Management Director

METRO Kereskedelmi Kft.

Budapest, Ministry of Agriculture, 20th May, 2014

METRO Cash & Carry – a core division of METRO Group



- 1964 – Germany
- 28 countries
- 762 stores
- 110.000 employees
- 2012/2013 – 32 bn EUR sales
- 1994 – Hungary
- 13 stores
- 2.500 employees
- Delivery service
- Gastro Academy

Exclusive & Tailor-made Offers to Professional Customers

HoReCa (Hotel + Restaurant + Catering)



- Restaurants
- Fast Food
- Bars & Cafes
- Accommodation
- Caterers
- Canteen

Trader



- Generalist food
- Specialist food
- Kiosks & Petrol stations
- Wholesaler

SCO (Services + Companies + Offices)



- Institutions
- Offices
- Health care and wellness
- Craftsmen
- NF trader

METRO transformation & repositioning is under way...

A YOU&METRO approach and launch

METRO is Champion for independent business



Metro Cash & Carry 50 Years Anniversary



METRO Group turns 50

To celebrate the round number METRO Cash & Carry offers a lot of activities and promotions to the customers

The success story of the Hungarian business unit,
20 years in Hungary

Anniversary activities

International approach for the customers as an umbrella, special promotions all over the world.



Own Brands products : reliable and trustworthy for our customers



- Clear, exact product definition for safe product on appropriate level
- Selection of qualified producers, suppliers
- Traceable and visible supply chain
- Continuous control during supply chain and life time of the product
- Handle and evaluate customer feedback and complaints

Corvinus Brand : traditional tastes reloaded



- Unique, traditional and premium quality products of Hungary
- Leading Hungarian producers, Hungarian recipe
- Traditional, excellent taste
- Exclusive to METRO, uniqueness, differentiation
- Currently 49 products delivered by 11 Hungarian suppliers



Corvinus Brand: a sophisticated new design

Corvinus Black label for everyday needs



Corvinus Gold label for premium/ regional products



- Simplistic design using black and gold to show quality
- The product is very visible, the packaging does little to hide, making the product sell itself.

- The gold version is aimed to give the Corvinus line a touch of premiumness
- The Hungarian map is shown with the region highlighted where the actual product is originating from

Food quality/Food safety – Total Quality Management

Elements of TQM

- Documentation
- Product sample
- Labelling - packaging
- Sample from first production
- Good receiving
- Daily control in stores
- Incidents Management
- Monthly store audits
- Laboratory tests
- Customer feedback
- Authority control
- Qualified producers, suppliers

Projects

- Traceability
- Food Information Regulation – 1169/2011/EU regulation
 - revise all OB labels
 - digitalise all food products
- Product specification system
 - internet based system for OB products
- Sustainability



Fruit & Veg strategy: our aim is to focus on small growers

- Purchase directly from local growers and cooperatives
- More than 50 local suppliers covering...
- ...70% of our COGS in local season
- 54% certified against GFSI schemes (e.g. global G.A.P.; IFS)



Future cooperation – Metro C&C Hungary supports growers through cultivation programs

- Promote growers and their products via our METRO MAIL

ZÖLDSÉG-GYÜMÖLCS

Saláta különlegességek közvetlenül a termelőtől

A Jászviga Kft. Jászvágaszi üzemében összesen mintegy 15 hektár kiváló minőségű földön termesztik a salátákat. A saláták kiváló minőségűek, hiszen a termesztés során nem használnak műtrégyát, és a saláták kiváló minőségűek, hiszen a termesztés során nem használnak műtrégyát.

PÍDOS FEJES SALÁTA
Fehérsaláták között a legismertebb és legkedveltebb saláták közé tartozik. A pidos fejű saláták kiváló minőségűek, hiszen a termesztés során nem használnak műtrégyát.

BATÁVIA SALÁTA
A batávia saláták kiváló minőségűek, hiszen a termesztés során nem használnak műtrégyát.

SALÁNOVA SALÁTÁK
A salánova saláták kiváló minőségűek, hiszen a termesztés során nem használnak műtrégyát.

RÓMAI SALÁTÁK
A római saláták kiváló minőségűek, hiszen a termesztés során nem használnak műtrégyát.

156,69
199,-

AZ OLDALON FELTÜNTETETT SALÁTÁK ÁRA EGYEGESEN

1199,-
1522,73

love my salad .com

Keresse a saláták címkéin elhelyezett QR kódokat, melynek segítségével a honlapon számos új felhasználási lehetőséget ismerhetnek meg.

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A PROFI VEYÜK PARTNERE

Example:

Introduce Hungarian lettuce grower

Future cooperation – Metro C&C Hungary helps local producers to sell their production abroad



- Involve our Partners to common sourcing project

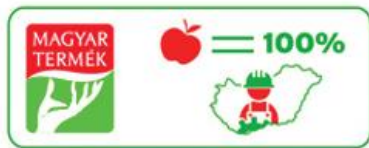
Example:

Hungarian duck suppliers were introduced to many other MCC countries via our trading offices.

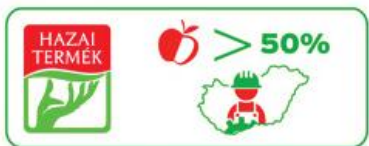
Future Cooperation – Introduction of Magyar Termék trademark on Metro C&C Hungary's own brand products labels

▪ MAGYAR TERMÉK TRADEMARK

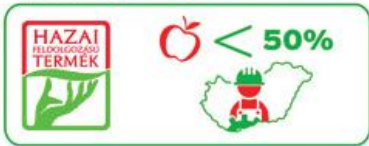
- start with Corvinus brand ⇒ 49 products – 14 suppliers
- communication in Metro Mail planned for November
- second wave Fine Life products in 2015



magyar termék: 100% magyar alapanyagból, Magyarországon készült



hazai termék: több mint 50% magyar alapanyagból, Magyarországon készült



hazai feldolgozású termék: többségében import alapanyagból, Magyarországon készült

Hungarian Product:

100% Hungarian raw material. Made in Hungary

Domestic product:

>50% Hungarian raw material. Made in Hungary.

In case of non food products place to market in Hungary first.

Domestically produced product:

Made from import raw material. Made in Hungary

Future cooperation – Professional Gastronomy Fairs



- Promote our partners on special events like SIRHA



- More than 15.000 visitors,
- 20.000 nm exhibition area,
- 300 exhibitors,
- 60 Thematic presentations



Contact



Romain Vincent

Offer Management Director

METRO Kereskedelmi Kft.

2041 Budaörs

Budapark, Keleti 3.

Tel: +36 23 508 441

Mobil: +36 30 377 9010

E-mail: romain.vincent@metro.co.hu

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