

# Veraart Research

## Country/Sector Retail Reports

Country: **PORTUGAL**

Sector: **FOOD**

**THIS IS AN EXAMPLE REPORT ON FOOD RETAILERS IN PORTUGAL. FOR ANY OTHER COUNTRY AND SECTOR IT IS DONE IN THE SAME WAY. THE NUMBER OF RETAILERS DEPENDS ON COUNTRY AND SECTOR BUT IS GENERALLY HIGHER THAN IN PORTUGAL**

Report dated: April 2009

### CONTENT:

- Ranking of all major retailers
  - Specialists
  - Department stores/generalist
  - Online specialist (if applicable)
- Profile of each retailer
  - Name and address
  - Phone fax email
  - Internet
  - CEO / management
  - Ownership
  - Turnover development
  - Number of stores and development
  - Banners/ store-types
  - Other relevant data

These reports are now available for many countries in the following 4 retail sectors: Food, Fashion, Consumer Electronics and DIY

Information via public sources, financial databases, product databases, professional magazines, press services and from retailers directly. They are updated 4 times per year.

## Ranking country: Portugal, Sector: Food

Rank	Company name	Banners/Brands	Turnover in	Amount	Year	Type	Nr.	Year
1	<a href="#">Jeronimo Martins</a>	Fiera Nova, Pingo Doce, Plus, Recheio Masterchef	mio euro	3,412	2008	outlets	393	2008
2	<a href="#">Modelo Continente</a>	Continente, Modelo, Modelo Bonjour	mio euro	2,889	2008	outlets	154	2008
3	<a href="#">Os Mosquereiros</a>	Ecomarché, Intermarché, Netto, Other	mio euro	2,140	2007	outlets	288	2007
4	<a href="#">Auchan Group</a>	Jumbo, Pao de Acucar	mio euro	1,755e	2008	outlets	26	2008
5	<a href="#">Lidl</a>	Lidl	mio euro	1,400e	2008	outlets	210	2008
6	<a href="#">Carrefour</a>	Carrefour, Minipreco	mio euro	924	2008	outlets	364	2008
7	<a href="#">Metro</a>	Makro	mio euro	568e	2008	outlets	14	2008
8	<a href="#">Leclerc</a>	Leclerc	mio euro	460e	2008	outlets	21	2009
9	<a href="#">Manuel Nunes</a>	Manuel Nunes	mio euro	160e	2008	outlets	10	2008
10	<a href="#">Santos</a>	A.C. Santos	mio euro	24	2007	outlets	22	2008
11	<a href="#">Celeiro Dieta</a>	Celeiro Dieta	mio euro	21e	2008	outlets	22	2009
12	<a href="#">Aldi</a>	Aldi	mio euro	17	2007	outlets	9	2007
13	<a href="#">Terra Pura</a>	Terra Pura	mio euro	4	2008	outlets	5	2009

## Other retail outlets selling Food

Rank	Company name	Banners/Brands	Turnover in	Amount	Year	Type	Nr.	Year
1	<a href="#">El Corte Ingles</a>	El Corte Ingles	mio euro	490	2007	outlets	2	2008

# Veraart Research

**Company name:** Jeronimo Martins  
**Country:** Portugal  
**City:** Lisboa  
**Street:** Rua Actor Antonio Silvia 7  
**Postal code:** PT-1600404  
**Phone:** +351 217532000  
**Fax:** +351 217526174  
**Internet:** [www.jeronimo-martins.pt](http://www.jeronimo-martins.pt)  
**Email:** [communicacao@jeronimo-martins.pt](mailto:communicacao@jeronimo-martins.pt)  
**Year established:** 1978  
**Financial year end:** December 31  
**CEO:** Luis Palha da Silva

CompanyId

199

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Turnover in mio euro		2,132	2,106	2,153	2,170	2,222	2,310	2,563	3,412	
International Turnover in mio euro						3,827	4,409	5,300	6,887	
Number of outlets			250	248	252	255	260	289	393	
Sales surface x 1000m2							420	478	563	

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fiera Nova	Number of outlets			24	25	28	29	29	46	9	
Pingo Doce	Number of outlets			190	190	190	192	189	210	334	
Pingo Doce	Turnover in mio euro								1,610		
Plus	Number of outlets								75	-	
Recheio Masterchef	Number of outlets			34	33	34	34	33	33	35	

Brand name	Brand description
Plus	discount store

### Strategic info:

Acquired all 75 Plus stores from Tengelmann (end of 2007)

### Otherinfo:

This company is also active in Poland with over 1300 outlets

### Ownership:

49% owned by Ahold

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**Company name:** **Modelo Continente Hipermercados SA**  
**Country:** Portugal  
**City:** Matosinhos  
**Street:** Rua Joao Nendonca 529  
**Postal code:** PT-4464-501  
**Phone:** +351 229561900  
**Fax:** +351 229561958  
**Internet:** [www.modelocontinente.pt](http://www.modelocontinente.pt) [www.continente.pt](http://www.continente.pt)  
**Email:** [info@continente.pt](mailto:info@continente.pt)  
**Year established:** 1985  
**Financial year end:** December 31  
**CEO:** Nuno Manuel Moniz Trigo  
**Top financial manager:** Adriano Ribeiro  
**Subsidiary of:** [Sonae](#)  
 CompanyId 200

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Turnover in mio euro							2,306	2,362	2,889	
Number of outlets							125	147	154	
Sales surface x 1000m2							349	457	478	
Number of employees								12,266		

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Continente	Number of outlets			14	15	15	18	19	33	37	
Continente	Sales surface x 1000m2				136		160	162	257	273	
Continente	Turnover in mio euro							1110	1133	1,541	
Modelo	Number of outlets			65	65	66	69	80	87	88	
Modelo	Sales surface x 1000m2							167	178		
Modelo	Turnover in mio euro							995	1113	1,214	
Modelo Bonjour	Number of outlets			24	26	26	25	25	27	29	
Modelo Bonjour	Turnover in mio euro							101	116	125	

## Ownership:

Sonae Group, 6,500 mio turnover

**Company name:** **Os Mosquereiros**  
**Country:** Portugal  
**City:** Cantanhede  
**Street:** Zona Industrial, Estrada da Varzicia 1  
**Postal code:** PT-3060  
**Phone:** +351 249880300  
**Fax:** +351 249880460  
**Internet:** [www.itmentreprises.com/www.mosqueteiros.com](http://www.itmentreprises.com/www.mosqueteiros.com)  
**Email:** [itm.mi@mousquetaires.com](mailto:itm.mi@mousquetaires.com)  
**Year established:** 1991  
**Financial year end:** December 31  
**CEO:** Michel Pattou  
**Subsidiary of:** [ITM - Mousquetaires](#)  
 CompanyId 202

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Turnover in mio euro	725e	870	900		1490		1,600	2,140		
Number of outlets			166	172	210	236	260	288		
Sales surface x 1000m2								270.000		

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ecomarché	Number of outlets			53	53	55	57	58	70		
Intermarché	Number of outlets			113	119	122	126	131	143		
Netto	Number of outlets							3	4		
Other	Turnover in mio euro							63	71		

Brand name	Brand description
Netto	discounter

**Remarks nr1.**

ITM

**Ownership:**

ITM France

**Participation in:**

acquired Marrachino in september 2007, 17  
supermarkets with 50 mio turnover

# Veraart Research

**Company name:** Auchan, Companhia Portuguesa de Hipermercados, SA  
**Country:** Portugal  
**City:** Lisboa  
**Street:** Travessa Texeira Junior 1  
**Postal code:** PT-1300553  
**Phone:** + 351 213602100  
**Fax:** + 351 213626842  
**Internet:** [www.auchan.pt](http://www.auchan.pt) [www.jumbo.pt](http://www.jumbo.pt)  
**Email:** [registro@auchan.pt](mailto:registro@auchan.pt)  
**Year established:** 1970  
**Financial year end:** December 31  
**CEO:** Antonio Americo Da Conceicao Ribeiro  
**Top HR manager:** Jorge Filipe  
**Top financial manager:** Lionel Marcel Strypsteen  
**Subsidiary of:** [Auchan](#)

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Turnover in mio euro		905	971	1,048	1,100e	1,145	1,211	1,051	1,755e	
Number of outlets			15	16	16	17	18	19	26	
Sales surface x 1000m2							112			
Number of employees								6,800	6,200	7 000

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Jumbo	Number of outlets			13	14	15	16	17	18	19	
Pao de Acucar	Number of outlets									7	

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Company name: **Lidl & Cia**  
Country: Portugal  
City: Sintra  
Street: Rua Pé de Nouro 18 Linhó  
Postal code: PT-2714-510  
Phone: +351 219249700  
Fax: +351 219240084  
Internet: [www.lidl.pt](http://www.lidl.pt)  
Financial year end: December 31  
CEO: Klaus Gehrig ( internationalCEO)  
Subsidiary of: [Schwarz Group](#)

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Number of outlets			145	168	170	175	185	202	210	
Turnover in mio euro			300e	370	610	646	690	1,331	1,400e	

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Lidl	Number of outlets			145	168	170	175e	185	202	210	

Brand name	Brand description
Lidl	discounter

## Remarks

Schwarz Group

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Company name: **Carrefour Portugal**  
Country: Portugal  
City: Amadora  
Street: Rua Alto do Montijo, lote 1/2, Apartado 7647 Alfragide  
Postal code: PT-2720-180  
Phone: +351 214244200  
Fax: +351 214182666  
Internet: [www.carrefour.pt](http://www.carrefour.pt)  
Email: [suppliers@carrefour.com](mailto:suppliers@carrefour.com)  
Year established: 1990  
Financial year end: December 31  
CEO: José Maria Folache  
  
Subsidiary of: [Carrefour](#)

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Number of outlets					282	300	333	348	364	
Turnover in mio euro		872	957	1,096	1,252	1,306	1,336	826	924	
Sales surface x 1000m2							191			

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Carrefour	Number of outlets			6	7	7	10	11	12	0	
Minipreco	Number of outlets					275	290	320	348	364	

Brand name	Brand description
Carrefour	hypermarket

#### Otherinfo:

12 hypermarkets sold to Sonae in August 2007

# Veraart Research

**Company name:** Metro Group  
**Country:** Portugal  
**City:** Carnaxide  
**Street:** Quinta do Palzinho  
**Postal code:** PT-2795-650  
**Phone:** +351 214246500  
**Fax:** +351 214174910  
**Internet:** [www.makro.pt](http://www.makro.pt)  
**Email:** [makro@makro.pt](mailto:makro@makro.pt)  
**Year established:** 1989  
**Financial year end:** December 31  
**CEO:** Denise Dent  
**Top purchasing manager:** Frans Muller  
**Subsidiary of:** [Metro](#)  
 CompanyId 205

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Turnover in mio euro		630	629	586	572	565	560	516	568e	
Number of outlets			9	10	11	14	14	14	14	
Number of employees								1,757	1,604	

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Makro	Number of outlets			9	10	10	10	10	10	11	11

## Ownership:

Metro Group AG in Germany 100%

# Veraart Research

**Company name:** E.Leclerc  
**Country:** Portugal  
**City:** Porto  
**Street:** 52-6 E9 Rua Calouste Gulbenkian  
**Postal code:** PT-4050  
**Phone:** +351 224227000  
**Fax:** +351 224225014  
**Internet:** [www.e-leclerc.com](http://www.e-leclerc.com)  
**Email:** [e-leclerc@i-et-e.fr](mailto:e-leclerc@i-et-e.fr)  
**Financial year end:** December 31  
**CEO:** Jacques Gattepaille  
**Subsidiary of:** [Leclerc](#)

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Turnover in mio euro					263	350	380	425e	460e	
Number of outlets					7	12	14	18	19	21

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Leclerc	Number of outlets					7	12	14	18	19	21

Brand name	Brand description
Leclerc	Hypermarkets with avg 6000 m2 sales surface

## International buying cooperation

buying:Coopernic

# Veraart Research

**Company name:** Manuel Nunes  
**Country:** Portugal  
**City:** Lisboa  
**Street:** Rua da bela Vista,8 Cacem  
**Postal code:** 2739-501 Portugal  
**Phone:** +351214267730  
**Fax:** +351219141302  
**Internet:** [www.manuelnunes.pt](http://www.manuelnunes.pt)  
**Email:** [info@manuelnunes.pt](mailto:info@manuelnunes.pt)  
**Financial year end:** December  
**CEO:** Manuel Nunes

CompanyId

4863

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Turnover in mio euro				144	144	146	142	145	160e	
Number of outlets								9	10	

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Manuel Nunes	Number of outlets							9	9	10	

Brand name	Brand description
Manuel Nunes	Cash & Carry

# Veraart Research

**Company name:** A.C. Santos Distribuidora Lda  
**Country:** Portugal  
**City:** Odivelas  
**Street:** Rua da Paia 1 A/B/C/D Potameras  
**Postal code:** PT-2675-000  
**Internet:** [www.acs.pt](http://www.acs.pt)  
**Email:** [acs@acs.pt](mailto:acs@acs.pt)  
**Year established:** 1988  
**CEO:** Adelino Cardoso Santos  
**CEO:** Ana Paula Pina Santos Cardoso Marques  
**Top financial manager:** Adelia Epifanio

CompanyId

1773

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Turnover in mio euro						15	20e	24		
Number of outlets		21	21	21	22	22	22	22	22	
Number of employees								240		

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
A.C. Santos	Number of outlets										

Brand name	Brand description
A.C. Santos	local supermarkets

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**Company name:** Supermercados Rocha, S.A.  
**Country:** Portugal  
**City:** Lisboa  
**Street:** Rua 1e dezembro no 45 3 dto  
**Postal code:** PT 1249 057  
**Phone:** +351 210306000  
**Fax:** +351 210306012  
**Internet:** [www.celeiro-dieta.pt](http://www.celeiro-dieta.pt)  
**Year established:** 1974  
**Financial year end:** December 31  
**CEO:** António Alves Raposo

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Number of outlets									21	22
Turnover in mio euro									21e	

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Celeiro Dieta	Number of outlets										

Brand name	Brand description
Celeiro Dieta	Health Shop

# Veraart Research

Company name: **Aldidiscount Supermercados Lda**  
Country: Portugal  
City: Montijo  
Street: Rua Ponte dos Cavalos 155  
Postal code: PT 2870 674  
Internet: [www.aldi.pt](http://www.aldi.pt)  
Year established: 2006  
Financial year end: December  
Subsidiary of: [Aldi](#)  
CompanyId 3486

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Number of outlets							5	9		
Turnover in mio euro							7	17		

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Aldi	Number of outlets						5	9			

Brand name	Brand description
Aldi	discounter

## Ownership:

Aldi Nord

# Veraart Research

Company name: **Terra Pura Produtos Natuais Lda**  
Country: Portugal  
City: Lisboa  
Street: Avenida Inf D. Henrique Edifício Beira Rio-armz P  
Postal code: PT 1950 408  
Phone: +351 218610210  
Fax: +351 218610219  
Internet: [www.terrapura.pt](http://www.terrapura.pt)  
Email: [tpura@terrapura.pt](mailto:tpura@terrapura.pt)  
Financial year end: december 31

CompanyId

4212

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Number of outlets								4	4	5
Turnover in mio euro								4	4	

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Terra Pura	Turnover in mio euro								4	4	5

Brand name	Brand description
Terra Pura	eco friendly food retailer

# Veraart Research

**Company name:** El Corte Ingles  
**Country:** Portugal  
**City:** Lisboa  
**Street:** Avenida Antonio Augusto Aguiar 31  
**Postal code:** PT-1050-013  
**Phone:** +351 213832142  
**Internet:** [www.elcorteingles.pt](http://www.elcorteingles.pt)  
**Year established:** 2001  
**Financial year end:** February end  
**CEO:** Don Isodoro Álvarez (group)  
**Top purchasing manager:** David Gonzalez (group)  
**Subsidiary of:** [El Corte Ingles](#)

Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Turnover in mio euro		191	218	231	245	257	460	490		
Number of outlets	-	1	1	1	1	1	2	2	2	

Brand name	Type name	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
El Corte Ingles	Number of outlets		1	1	1	1	1	2	3	2	

Brand name	Brand description
El Corte Ingles	department store mixed clothing

## Remarks

The company has announced plans to open a branch of its Supercop supermarket chain in Portugal. They will be located first in Aveiro with a 1,500 square metres.