



Puerto Rico General Distributing Co.



Grocery Supplies Distribution

Supermarkets

Small Business Format Stores

Drug Stores

Convenience Stores

Hotel Supply



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# Puerto Rico General Distributing Co.



## Grocery Supplies

Please allow me to introduce Puerto Rico General Distributing Company and myself Tino Arias, President of PRGD.

For the past 27 years I have developed globally with consumer product companies such as Procter & Gamble, GlaxoSmithKline Beecham and Alberto Culver. Based out of Puerto Rico, I held increasing executive responsibilities developing solid commercial relationships throughout Latin America and the Caribbean. In 2001, I engaged in the integration of business development programs for the industries of grocery and health & beauty care in Puerto Rico, the Caribbean and Latin America. Utilizing these experiences has allowed me the opportunity to create a company with the focus and objectives for these industries.

PRGD is a Wholesale Distribution Company that sells grocery and health & beauty care products to supermarket chains and retail sales outlets called small business format stores in Puerto Rico. To develop these unique programs, PRGD has a staff of industry veterans who have succeeded in some of the most outstanding supermarket chains in the grocery & health & beauty care industries in Puerto Rico. The members of our team have had successful careers prior to joining PRGD and their inclusion will ensure PRGD'S success.

With over 150 independent middle market and small format supermarkets, 400 independent drugstores and 1,500 convenience stores, Puerto Rico boasts grocery retail sales above \$5 billion annually. It is also one of the largest sales per square foot and per capita markets in the Western Hemisphere. This diverse market of four million consumers is geared towards new brands and better nutrition. To this end, PRGD has entered the distribution of new branded products of grocery, health & beauty care as well as general merchandise.

This market grew steadily and has recently further developed with the arrival of Big Box National US chain as well as the reconstitution and repositioning of locally owned chains. Meanwhile the small business format segment continues to receive consumer attention, has gathered strength and is in a spiral growth momentum. PRGD is positioned to fuel the segment's growth and consumer demand by developing brands strategically aligned to this market trend supplying the needs based on request.

Small business format stores are vital to neighborhoods food supply. With today's busy households, consumers are staying closer to home rather than price shopping at Big Box National US chain stores which add time constraints. These stores serve the community better with a broader range of products and PRGD simplifies the order processing systems. Typically, small business format accounts are more costly to service and PRGD is geared to work with these types of stores despite the fact that they are more expensive to maintain.

PRGD has personal business relationships with owners of the most successful supermarket chains and small business format retailers facilitating the distribution/supply relationship process. Our Company prides itself in maintaining its goals of excellence in service and innovations. Attached is a presentation of our Company and the market it serves. To this extent, we invite you and your colleagues to visit us in Puerto Rico to further understand our approach to the Market. We can show you how PRGD can impact your business through our marketing and distribution capabilities.

Sincerely,  
Tino Arias  
President  
Puerto Rico General Distributing Co., LLC

Puerto Rico General Distributing Co., LLC  
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# *PRGD Distribution*



*PRGD's Office and Warehouse Facilities with Over 50,000 Square Feet.*



*PRGD Reception Area. We Welcome You to Puerto Rico.*

# Middle Market Format Stores



*Puerto Rico Boasts Grocery Retail Sales Above \$5 Billion Annually.*





# *Middle Market Format Stores*



*Puerto Rico Grocery Sales Comprise One of the Largest Per Square Foot and Per Capita Volume Markets in the Western Hemisphere.*

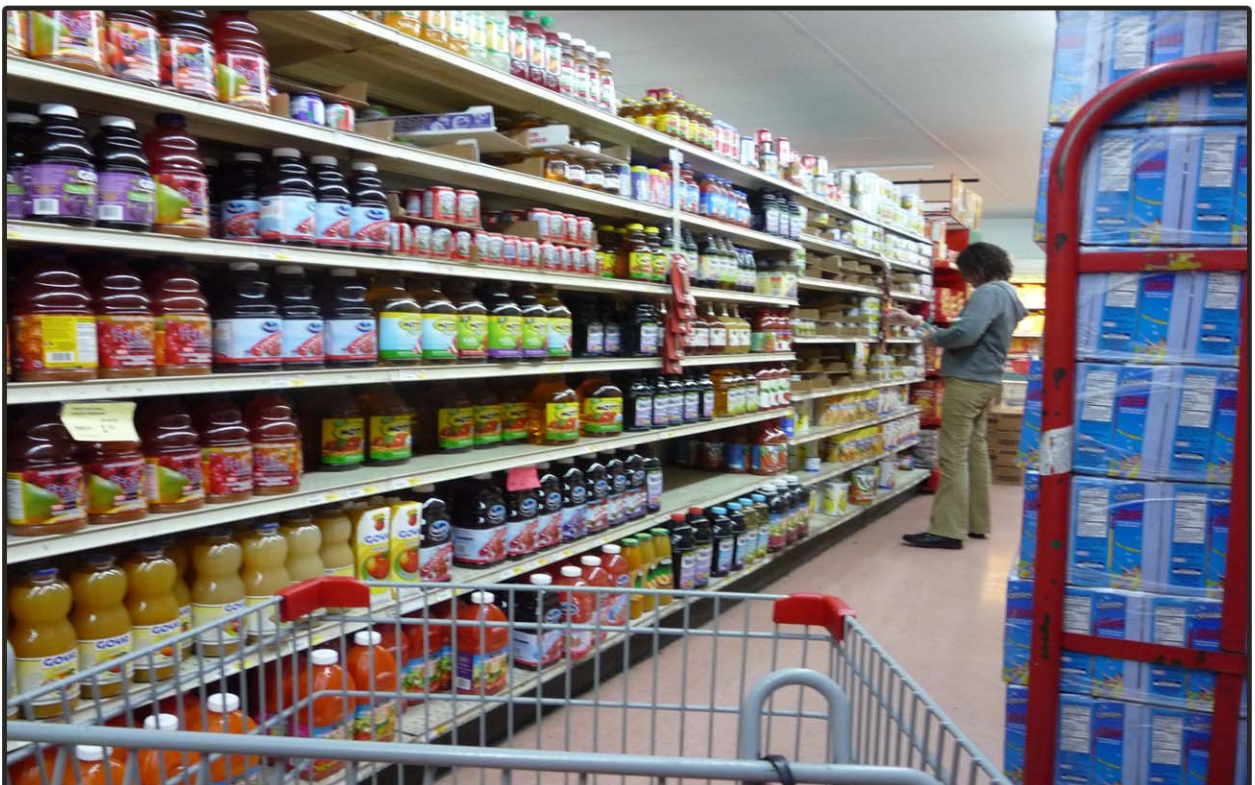




# *In-Store Distribution*



*Puerto Rico General Distributing Offers Direct Store Delivery.*





# Middle Market Format Stores



*The Puerto Rico Market Has Grown Steadily with the Repositioning of Locally Owned Chains.*

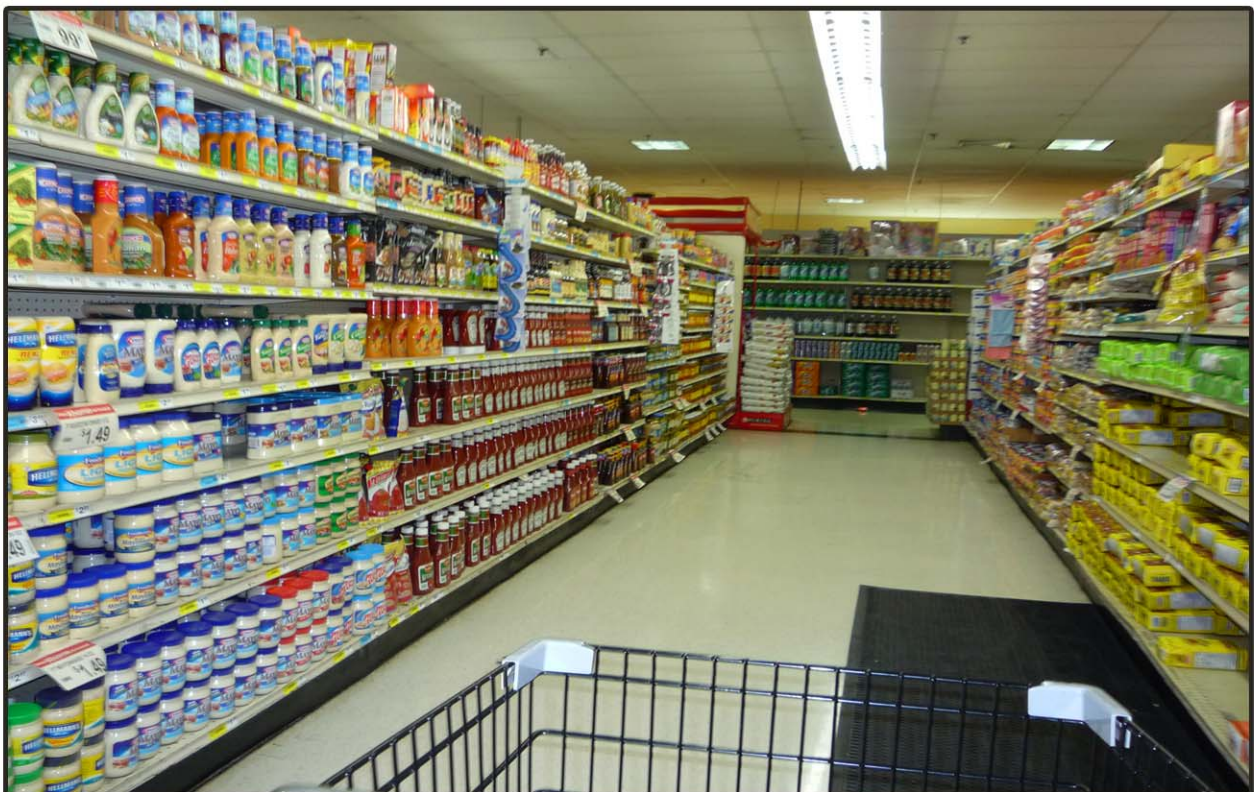




# Category Segmentation



*PRGD Has Entered the Distribution of New Branded Products for These Stores.*





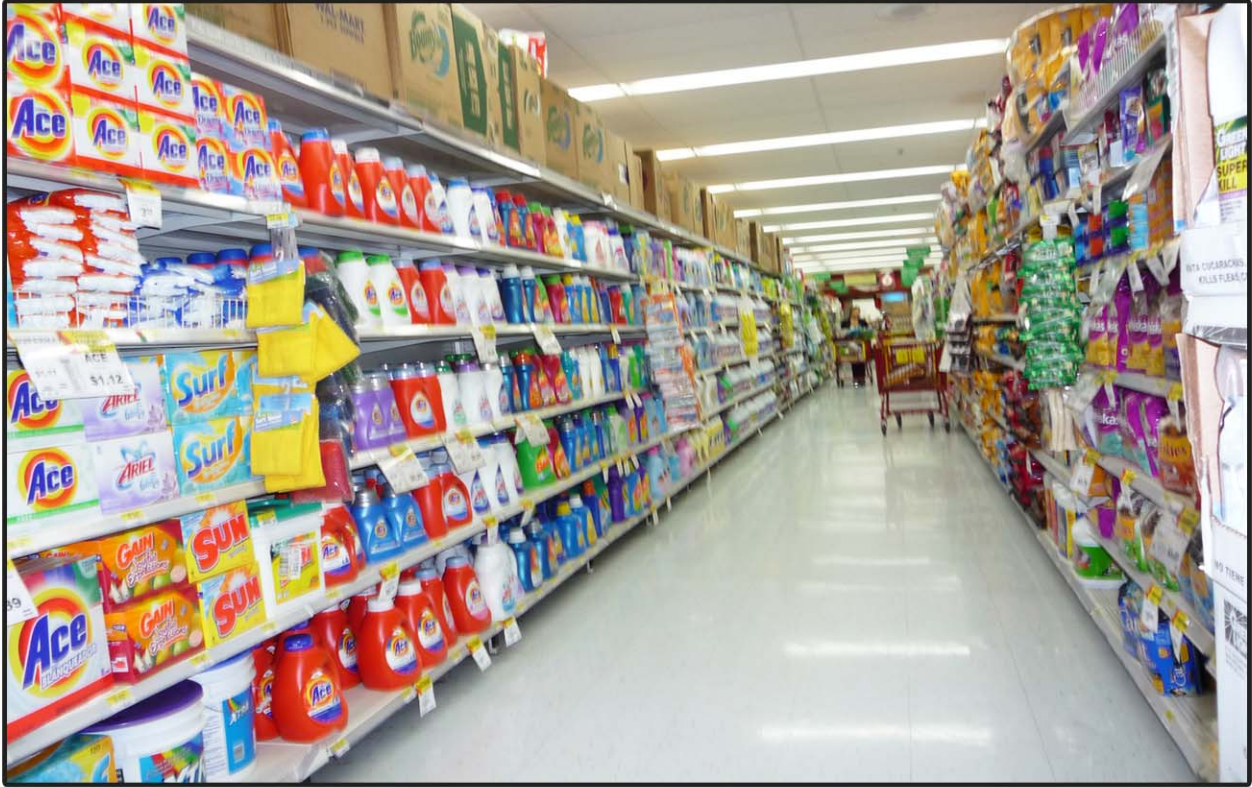
# Middle Market Format Stores



*The Puerto Rico Market Has Grown Steadily with the Repositioning of Locally Owned Chains.*



# *Product Selection & Variety*



*These Stores Better Serve the Local Communities with a Broad Range of Products and PRGD Simplifies the Ordering Process Systems.*





# Cash & Carry Stores



*PRGD Is Positioned to Fuel Segment Growth and Consumer Demand Through Cash and Carry.*

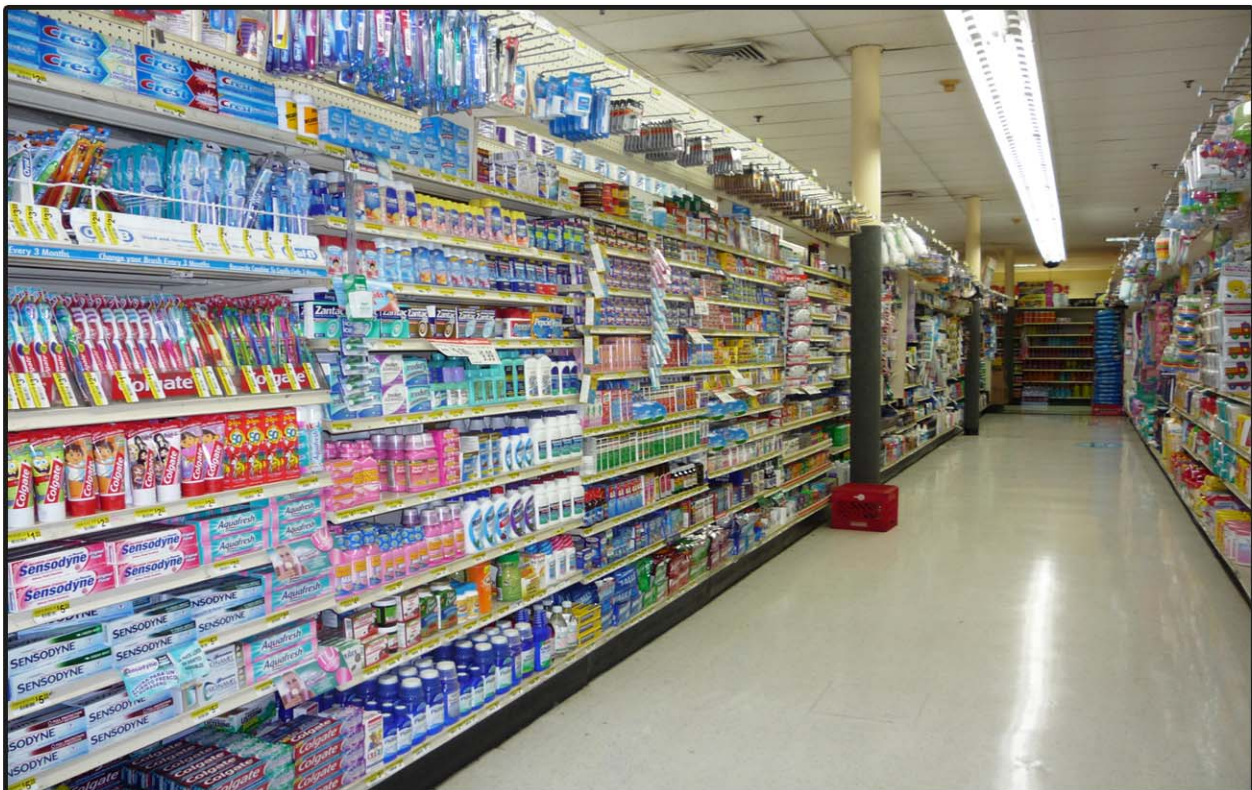




# *In-Store Distribution*



*PRGD Services All Major Categories Within the Health and Beauty Care Segment.*





# Small Format Stores

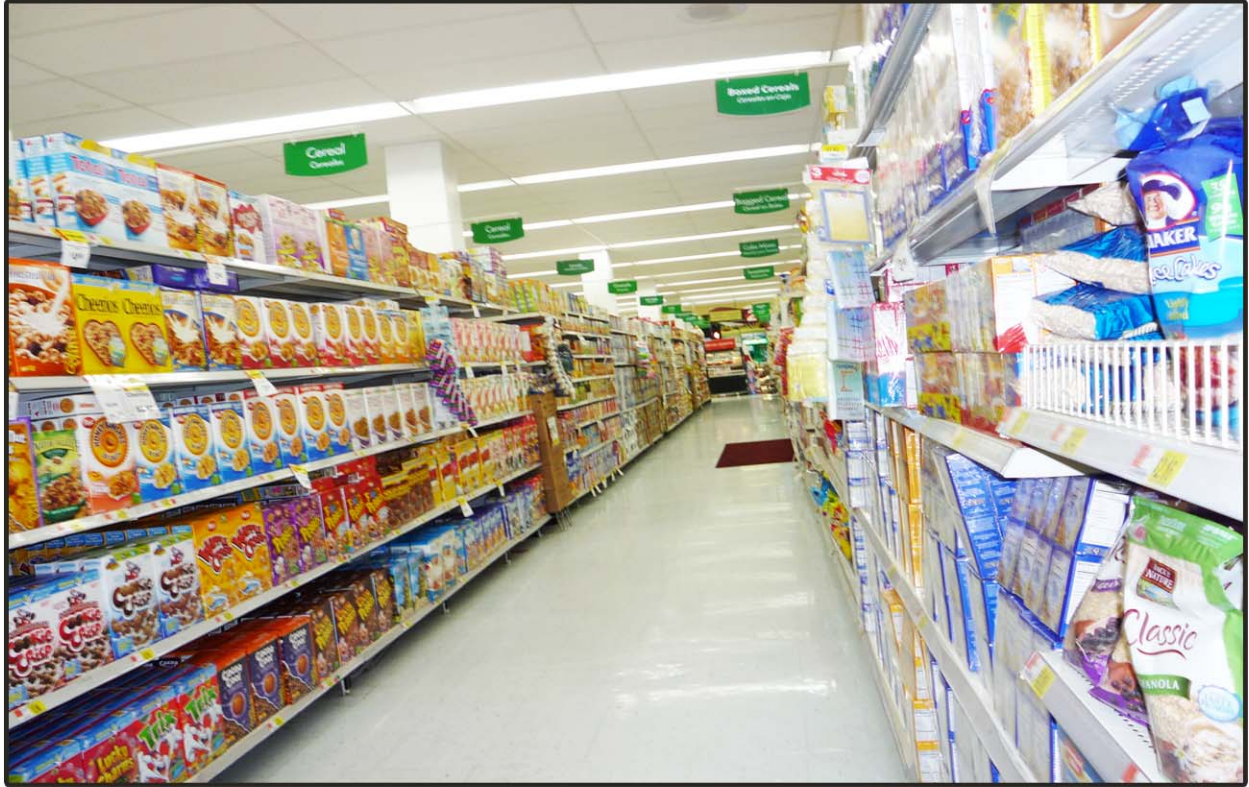


*PRGD Provides Distribution to Small Business Format Stores, Which Are Vital to Puerto Rico's Neighborhood Food Supplies.*

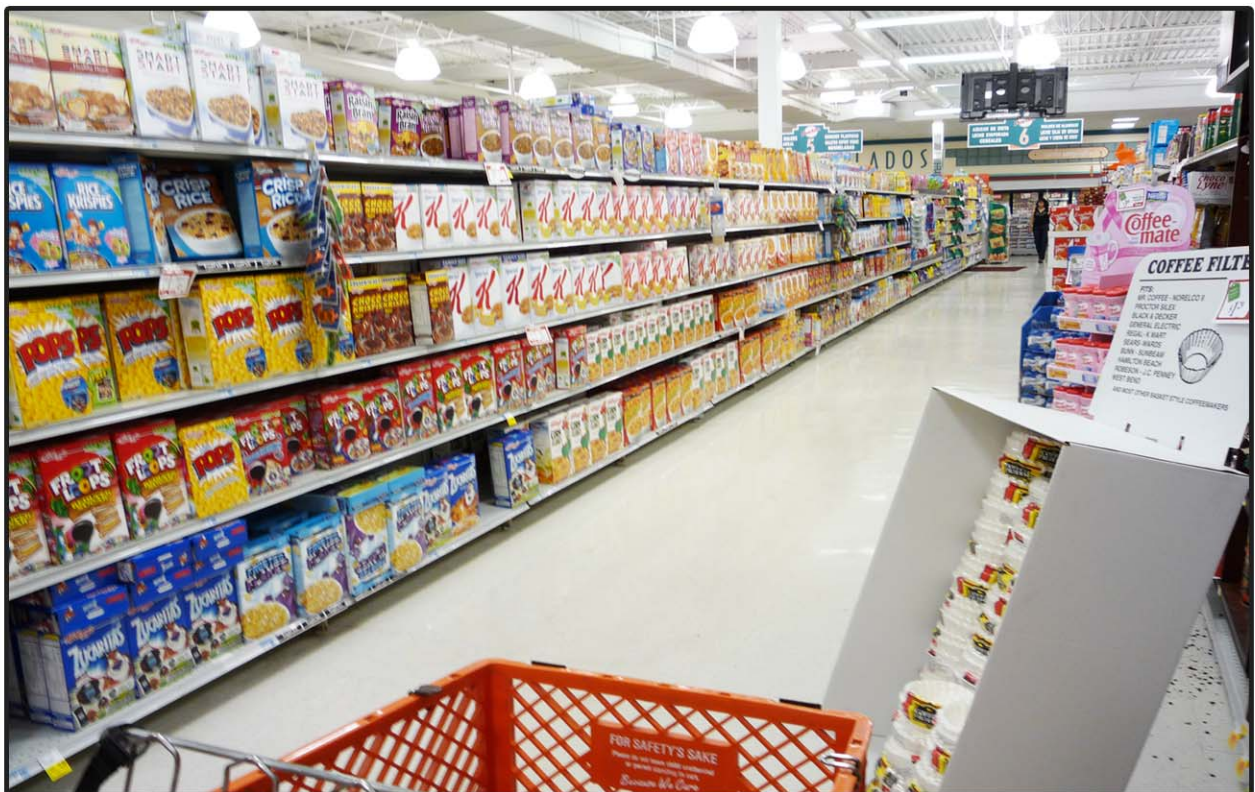




# Consumer Demand



*This Diverse Market of 4 Million Consumers Is Geared Toward New Brands and Better Nutrition.*





# Small Format Stores



*PRGD Is Geared to Work with These Types of Stores, Which Are Generally More Expensive to Maintain.*



# Pharmacy Stores



*PRGD Serves The Pharmacy Store Market with Brands and Items Geared to This Segment's Particular Needs.*





# Small Format Convenience Stores



*Small Format Convenience Stores Require High Volume, Quick Turns Branded Items and PRGD's Business Model Meets Their Needs.*

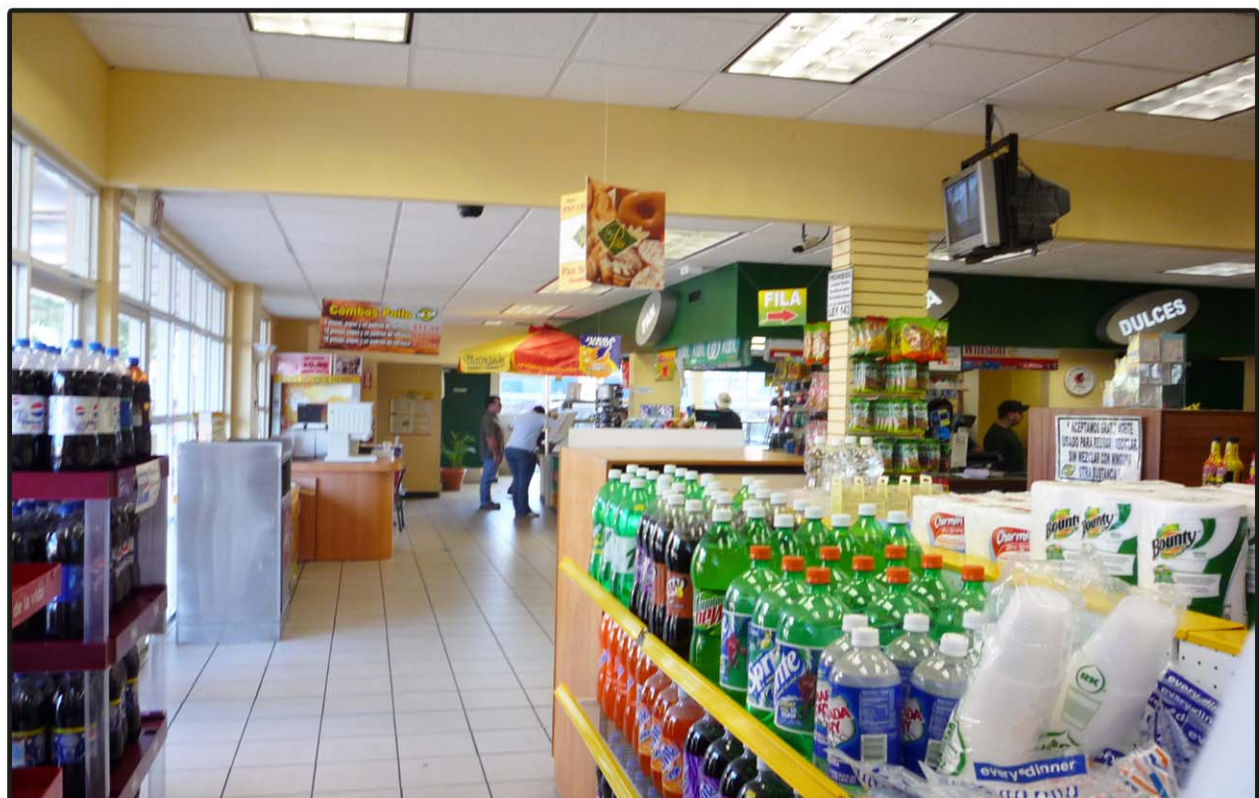




# Small Format Convenience Stores



*There Are Over 1,500 Convenience Stores in Puerto Rico, Representing a Key Distribution Business Opportunity Segment.*





# *Small Format Convenience Stores*



*PRGD Has The Staff to Sell and Service This Important Volume Opportunity Market.*





# Natural & Organic Grocery Stores



*PRGD Is Poised to Capitalize on the Growing Nutrition Based Market Segments.*





# Natural & Organic Grocery Stores



*These Store's Customers Are Generally Upscale in Income...*





# Natural & Organic Grocery Stores

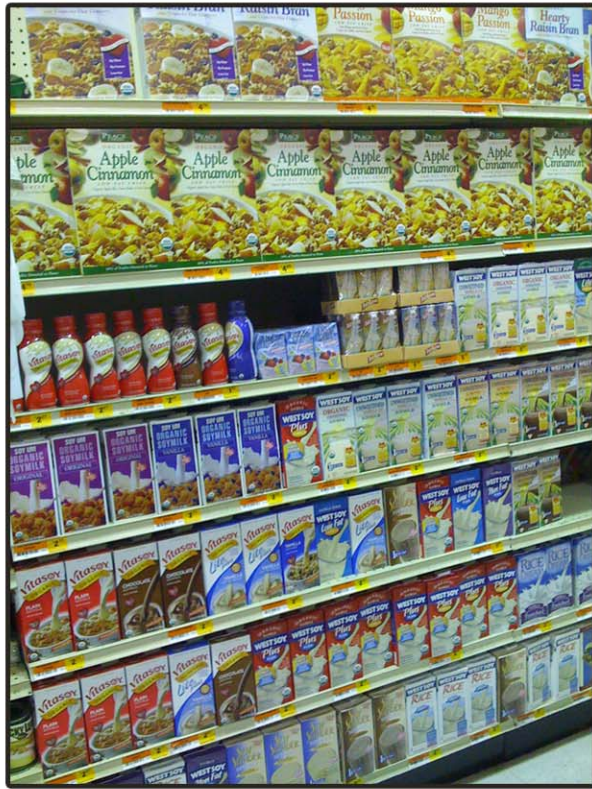


*...Are Less Sensitive to Price Point Purchasing...*





# Natural & Organic Grocery Stores



*... and More Responsive to the Quality and Variety of Brands.*

