

CHB[®] Nuestro Rancho a Success in California Markets

The Certified Hereford Beef (CHB[®]) specialty line Nuestro Rancho has found a great home with Viva Supermarkets of California.

Viva Supermarkets is independently owned and based out of Sacramento, Calif. Sean Loloee, Viva Supermarkets' owner, says two locations currently exist in Sacramento and Dixon, Calif., with plans for expansion into two new locations in 2013.

Each store features both full-service and self-service meat counters, as well as a service deli, a bakery, a food court and an extensive produce selection, Loloee says.

And its primary clientele is the Hispanic community with a desire for high-quality meat. That's where the CHB Nuestro Rancho line plays a tremendous role for the stores.

The Nuestro Rancho line features Select-grade Hereford beef, perfect for this dynamic, growing population. Nuestro Rancho beef is very lean with a bright red eye appeal and minimal — but perfect — white seam and cover fat.

This product is also very competitively priced. High yield and consumer appeal combine to create a valuable economic opportunity for grocers who cater to millions of Americans in the Hispanic community.

Loloee says his clients couldn't be more pleased.

"Quality is, by far, the No. 1 attribute our clients seek in their

beef purchases," he says. "We are getting great reviews and are establishing a very loyal customer base with our meat products now. Customers are identifying us for our meat department, and it's a great thing."

The consistent quality has been a tremendous asset to his business, as well, Loloee says.

"The flavor, marbling and consistency are why we chose to go with the CHB product about two years ago," he says. "The quality really stood out against the other meats we tried. And we know that every order and every case will be the same product. There's no guessing."

The company support has also been a great advantage to the CHB product, he says.

"Any time we've needed support, they've tried to step up to the plate and support us," Loloee says. "It's a great product, and we couldn't be happier." **HW**



CHB Nuestro Rancho has been a great fit for the primarily Hispanic customer base of Viva Supermarkets of California.



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