



# Committed to Excellence

Rancho Markets and CHB help each other grow.

by *Wes Ishmael*

**R**ancho Markets, based in Salt Lake City, Utah — the Certified Hereford Beef® Retailer of the Year — is an extraordinary lesson in hard work, courageous leadership and commitment to community.

Eli (pronounced Ellie) Madrigal, Rancho Markets founder and co-owner, built her business from the ground-up, literally. She cut her teeth in the grocery business as a 15-year-old emigrant from Mexico. She

started out bagging groceries and gathering shopping carts, and then worked her way up through management positions over the course of 11 years.

So, Eli knew the grocery business inside-out when she took the massive risk of establishing the first Rancho Markets store in 2006, as a young single mother. Today, she and her husband, Roberto, own nine Rancho Market stores, all in the Salt Lake City area.

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— **Eli Madrigal, Rancho Markets**

## Community focused

“Our objective as a company has always been and will continue to be to offer our valued customers fresh and quality products at the best market prices available,” Eli says. “Rancho Markets is not only about being a leader in the supermarket industry; it’s also about giving back to the community and being there for them.”

Eli built the stores around providing the Salt Lake City area with quality products at the best value possible.

“We care about our community around us. We are not here to make a profit, we are here to serve our community,” Eli explained in a *KSL.com* article. “I cannot compete with larger chains — some of them they have much better deals than we do — but having the opportunity to sell to our community, wherever we



Eli Madrigal demonstrates the electronic advertisement kiosk at one of the Rancho Markets stores. She and her team are always innovating to better serve customers.





Rancho Markets was recently named Utah's Hispanic Business of the Year.

are, the lowest we can, and helping them to put food on their tables is the most rewarding thing for us.”

This commitment to offering customers value and quality are reasons Eli added *Certified Hereford Beef* (CHB) to Rancho Markets in March of 2023.

“We chose CHB for its quality and reputation. Both the service and quality are exceptional, and we are honored to have Hereford beef in our stores,” she says. “We have had an increase in our volumes and customers that are returning with new friends to buy Hereford beef.”

### Growing with CHB

In fact, Rancho Markets is now the largest individual CHB retail partner in terms of volume.

The company has grown its beef sales by 27% and expanded its customer base since adding *Certified Hereford Beef*. Rancho Markets was also recently named Utah's Hispanic Business of the Year.

“Rancho Markets are among the most immaculate stores I have ever seen,” says Brenyn Burkholder, field marketing manager for National Beef, the exclusive CHB beef packer. “They are a wonderful CHB partner, and they have a great marketing team that promotes the brand.”

“Rancho Markets are a true partner with us,” explains Ty Ragsdale, CHB brand manager. “They are a big believer in quality and serving their community. They

do an excellent job of merchandising CHB across all of their stores and are always open to new ideas and promotions.”

Eli, her family and Rancho Markets team are proud to be named *Certified Hereford Beef* Retailer of the Year.

“The introduction of the *Certified Hereford Beef* program was the best thing to happen to Rancho Markets. We are so thankful for the quality of the program and how it has strengthened our meat department,” Eli says. “We are proud of our strong partnership with *Certified Hereford Beef* and National Beef. Together, we will grow the program and continue to provide high-quality beef to Rancho Market's customers.” **HW**



Rancho Markets stores are immaculate and dynamic.