




# Oscar Super Cash & Carry

Who We Are

**HISTORY, VALUES, FACTS, NEWS**



# Vision, Mission, Values

- **Vision** = To be the best full-line wholesaler in Puerto Rico and the Caribbean
- **Mission** = Provide retailers and food-service operators the best variety of products, at competitive prices, at the right time.
  - Our two main taglines are:
    - » We don't compete with the retailer
    - » More variety, better prices, better service, only at Oscar's
- **Values** = Our values are: excellence in all that we do, with the highest degree of respect, integrity, and service towards our clients, our employees, our community, our suppliers and our owners.

# History

- **Frigorífico y Almacén del Turabo, Inc.** was founded in 1974 as a grocery wholesaler.
- In 1982, **Oscar Súper Cash & Carry** opens its doors.
- In 1996, exporting to the Caribbean Islands began.
- In 2000, **Quality Meats, Inc.** commenced operations.
- In 2001, **La Cava de Oscar** opened its doors.
- In 2006, **El Criollazo** was launched as an innovative marketing program for small and medium-sized grocery retailers.
- In 2010, **Supermercados El Criollazo** was incorporated and began operations.
- In 2012, **Grocery Exporters** is incorporated and export sales are reorganized.
- In 2013, the 1<sup>st</sup> Food and Trade Show is conducted with great acclaim.
- In 2014, we opened a new Direct Store Delivery (DSD) Division
- In 2015, the new solar panel system became operational
- In 2017, we opened our doors 2 days after Hurricane María
- Our warehouse is 80,000 square feet
- We have over 6,000 SKUs available in inventory
- We are full-line supplier in all the important categories for food and GM retailing and food service
- **Our clients:**
  - **Independent grocery shops and supermarkets**
  - **Convenience stores, gas stations**
  - **Drug stores and pharmacies**
  - **Bars, pubs, cafeterias, restaurants, street vendors**
  - **Food Service Distributors**

# Recent News

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- Recent Capital Improvements projects 2015
  - 8 major projects completed including, installation of Solar Panel System (decrease electricity bill by 45%) – AWARDED GOVERNMENT INCENTIVE
- Business:
  - Awarded Wholesaler of the Year by the Small Business Retailers Association (Centro Unido de Detallistas) for 2014
  - Purchased assets of convenience store distributor to launch Convenience Store Direct Sales Division for convenience stores, gasoline stations, and pharmacies – December 2014
  - Founder, Oscar Rivera, Awarded the V. Suárez Award for Hall of Fame of MIDA in 2015
  - Held 10th Food & Trade Show in August, 2018
  - Awarded Wholesaler of the Year by MIDA for 2017-2018

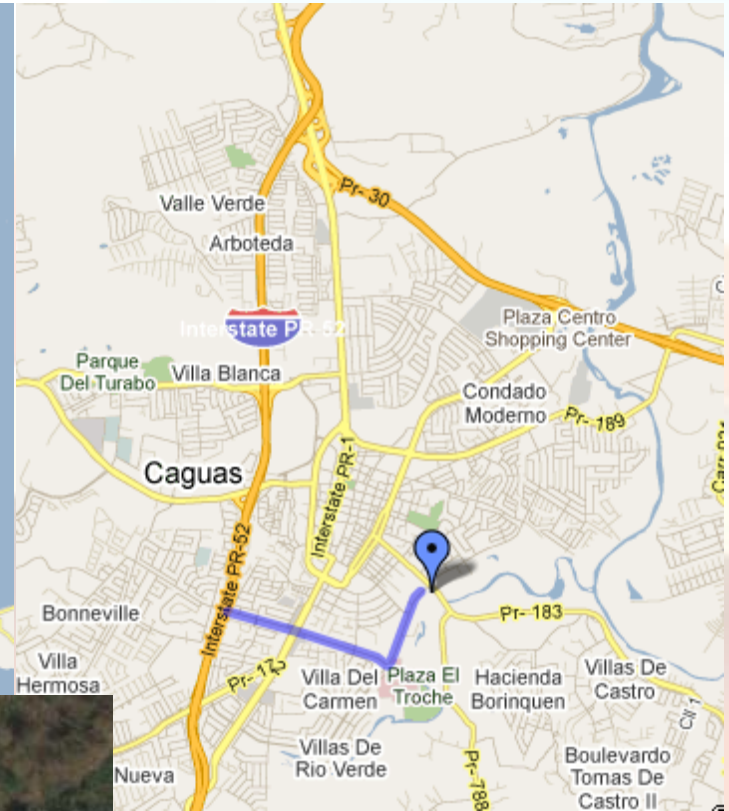
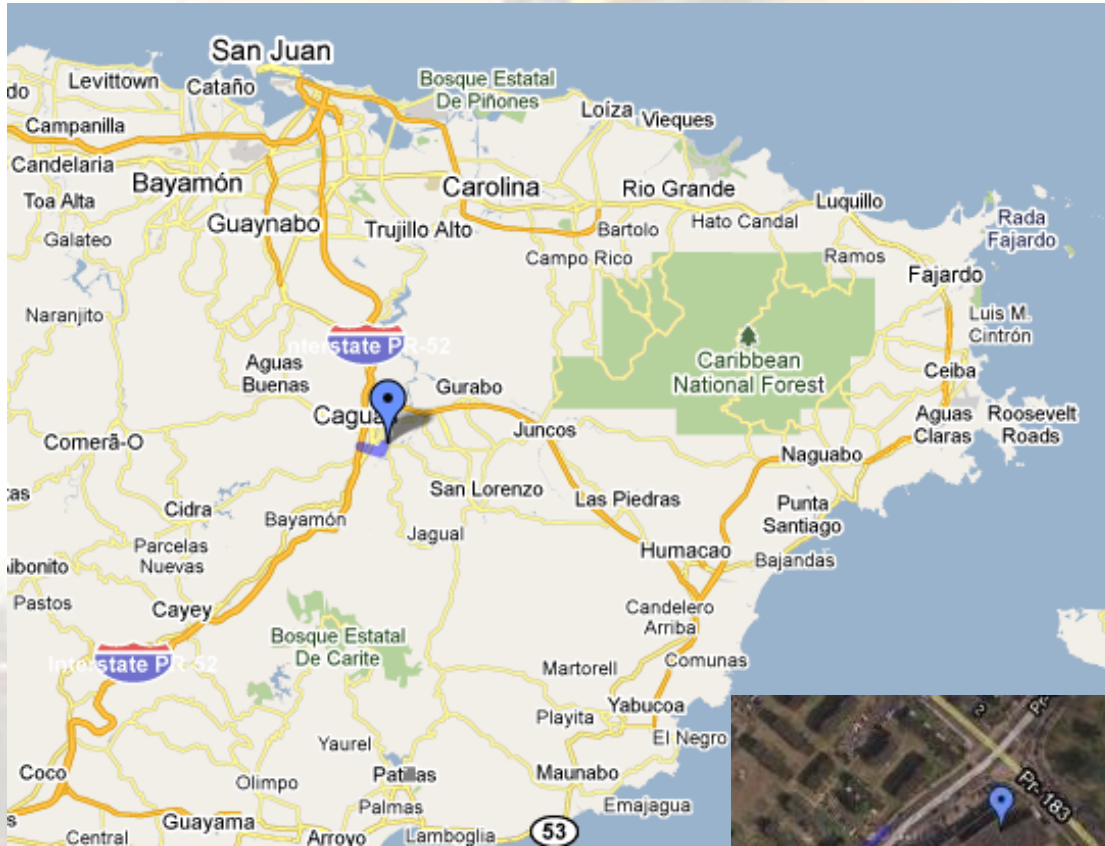




## New projects

- Wholesale Trading – sales and distribution to large format supermarket chains
- Oscar To Go – web-based order-taking, cash & carry delivery service to small & medium-sized businesses (down-the-trade)
- Installation of LED lighting
- Complete transition of Caribbean Island routes and acquisition of exclusive lines
- Large scale sales and distribution of frozen products through Quality Meats

# Location

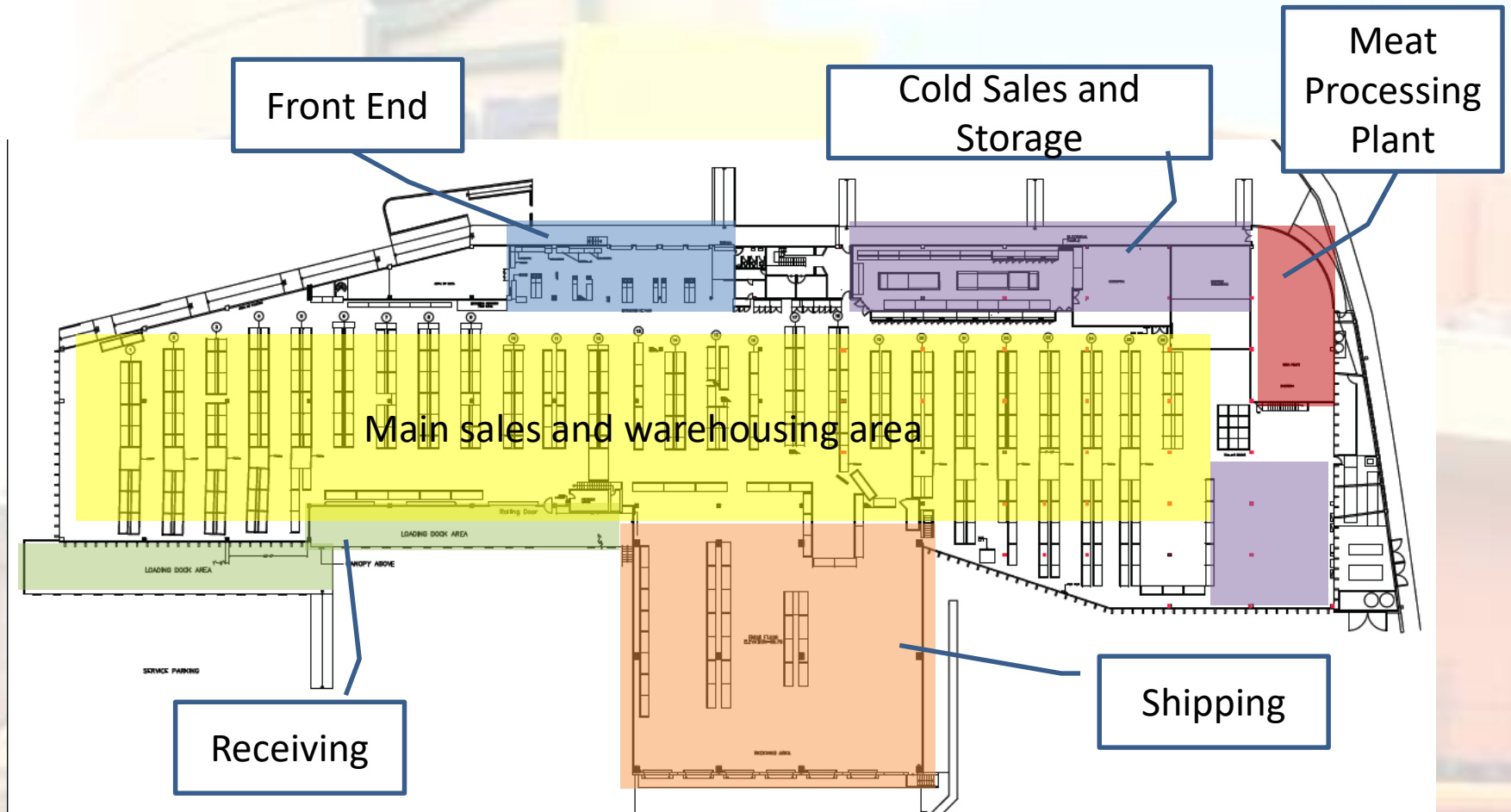


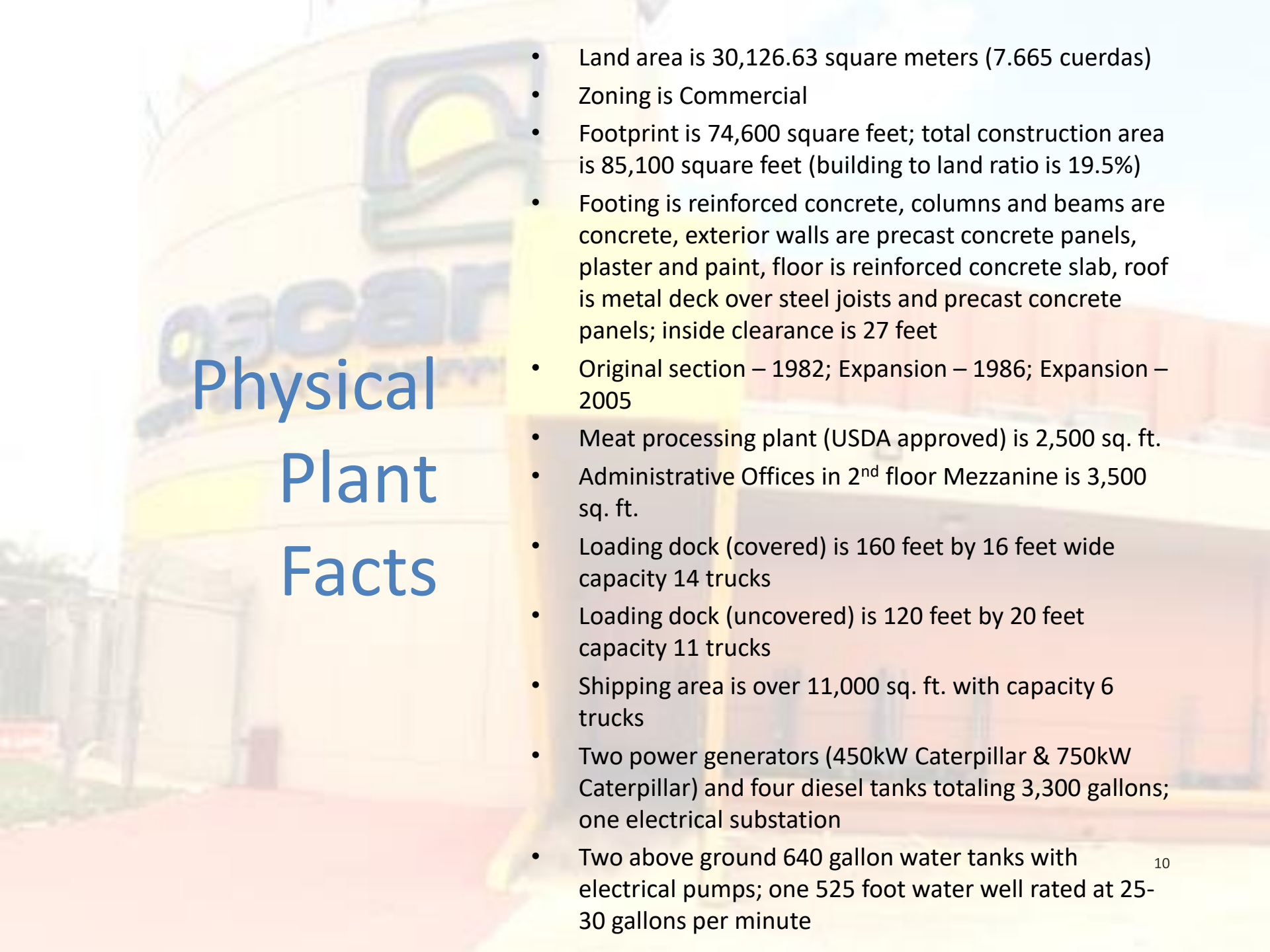
# Location





# Floor Plan





# Physical Plant Facts

- Land area is 30,126.63 square meters (7.665 cuerdas)
- Zoning is Commercial
- Footprint is 74,600 square feet; total construction area is 85,100 square feet (building to land ratio is 19.5%)
- Footing is reinforced concrete, columns and beams are concrete, exterior walls are precast concrete panels, plaster and paint, floor is reinforced concrete slab, roof is metal deck over steel joists and precast concrete panels; inside clearance is 27 feet
- Original section – 1982; Expansion – 1986; Expansion – 2005
- Meat processing plant (USDA approved) is 2,500 sq. ft.
- Administrative Offices in 2<sup>nd</sup> floor Mezzanine is 3,500 sq. ft.
- Loading dock (covered) is 160 feet by 16 feet wide capacity 14 trucks
- Loading dock (uncovered) is 120 feet by 20 feet capacity 11 trucks
- Shipping area is over 11,000 sq. ft. with capacity 6 trucks
- Two power generators (450kW Caterpillar & 750kW Caterpillar) and four diesel tanks totaling 3,300 gallons; one electrical substation
- Two above ground 640 gallon water tanks with electrical pumps; one 525 foot water well rated at 25-30 gallons per minute

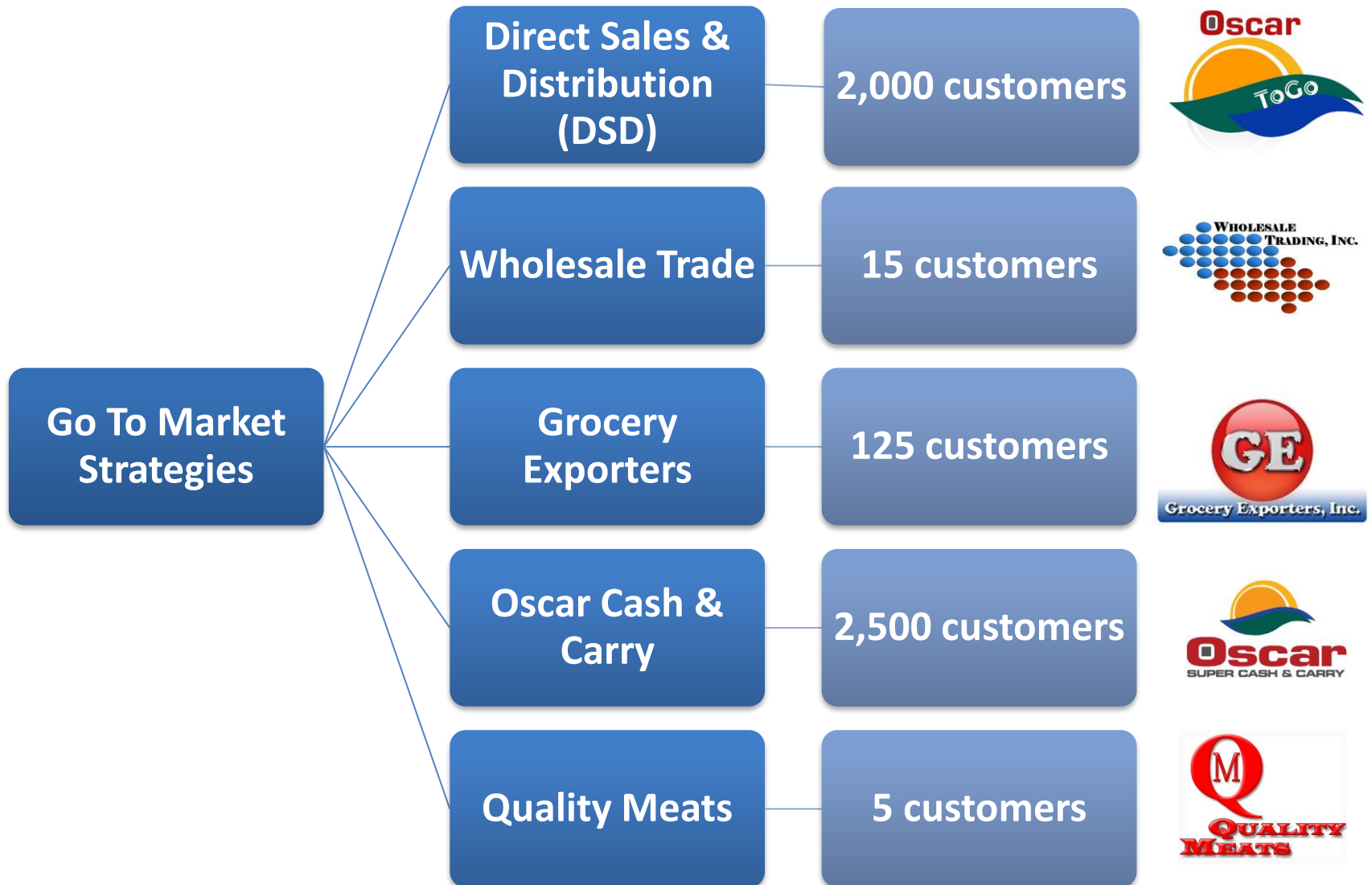
# **BUSINESS OPERATIONS & STRATEGY**



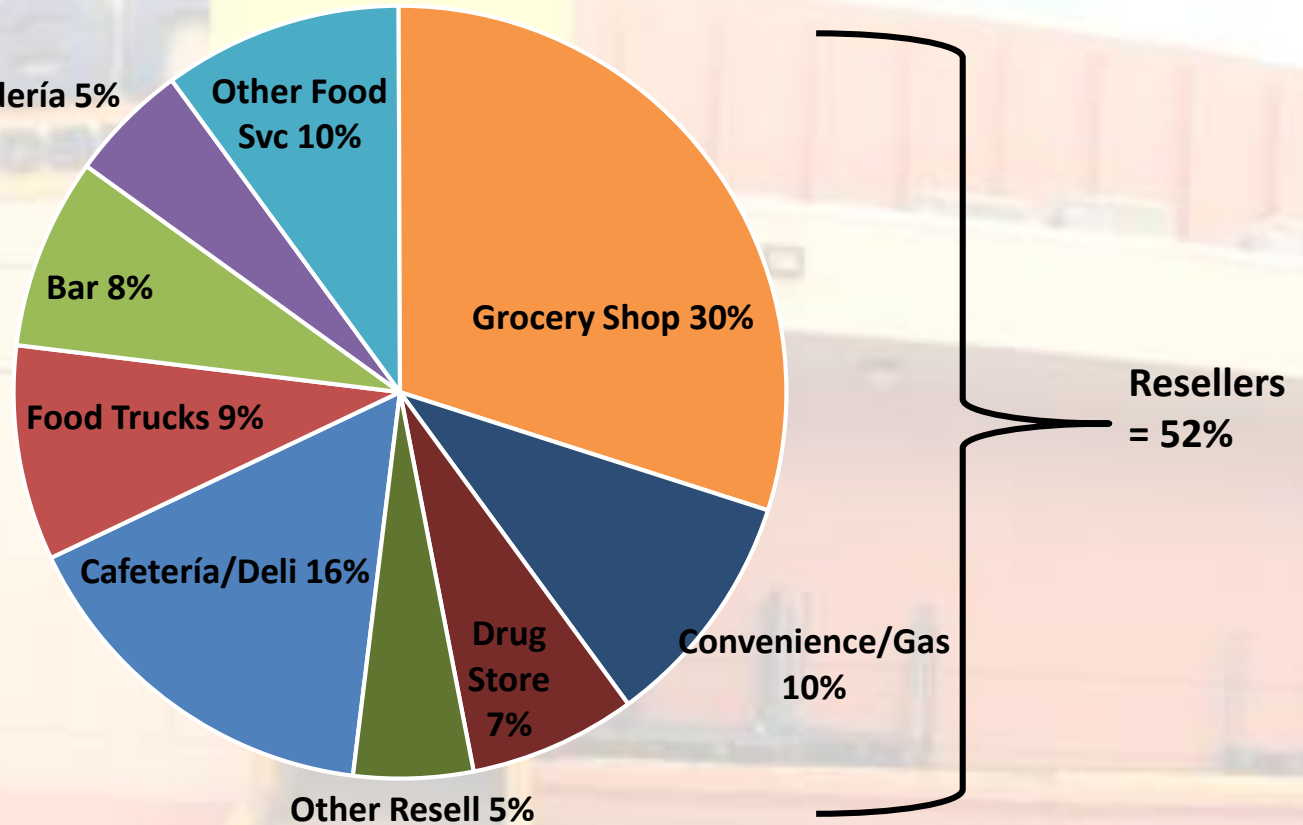
# What we are NOT

- We are NOT a cash & carry
  - We are NOT a supermarket
  - We are NOT a distributor
  - We are NOT a meat processing plant
  - We are NOT a food export business
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- We are all these things under one roof

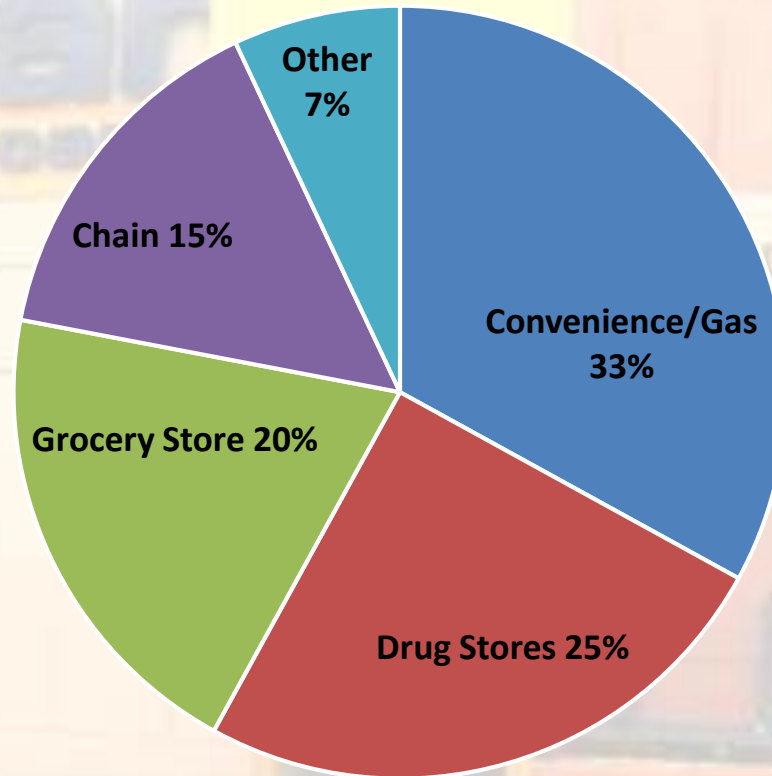
# Go To Market Strategy



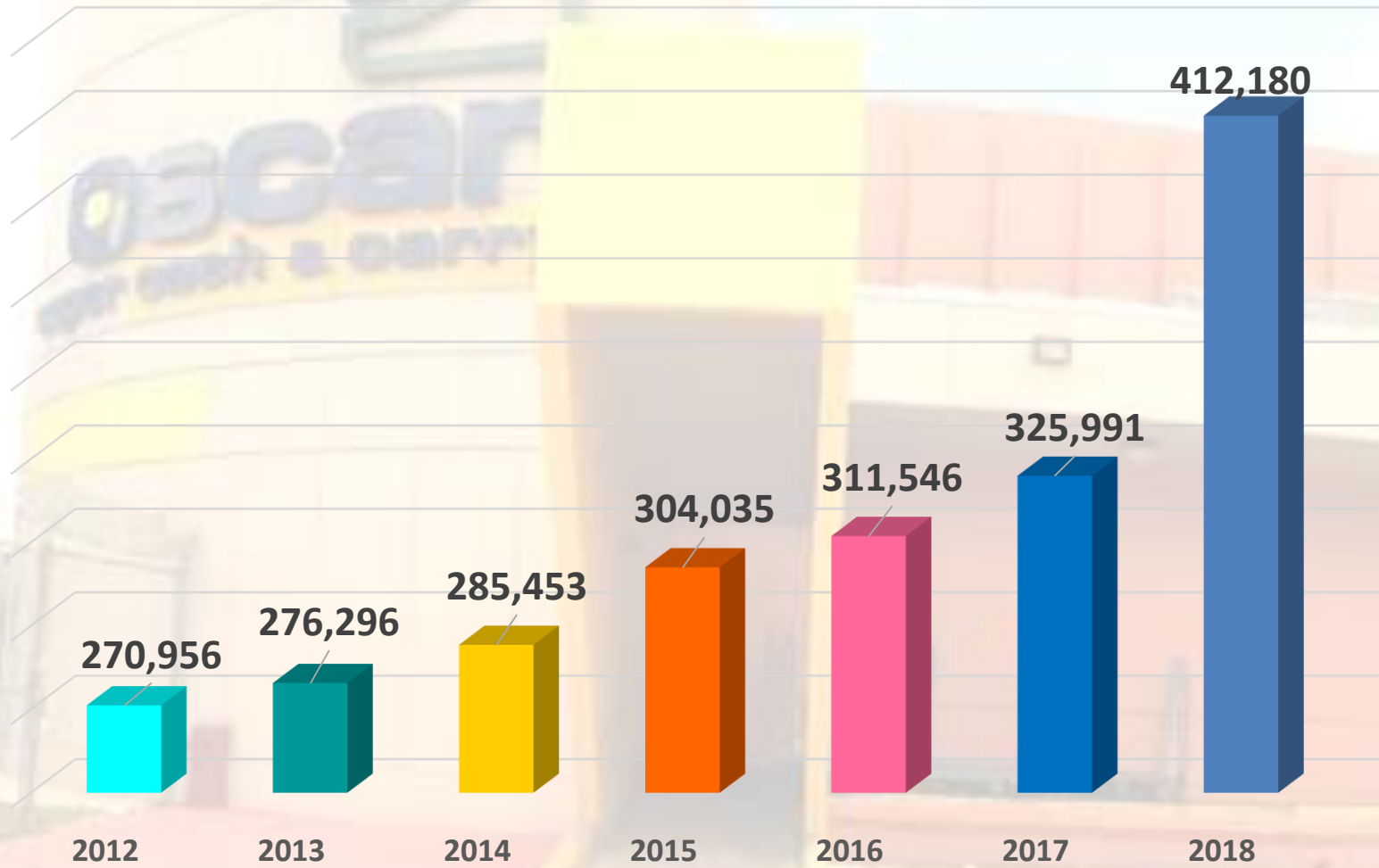
# Cash & Carry Sales Segments



# DSD Sales Segments

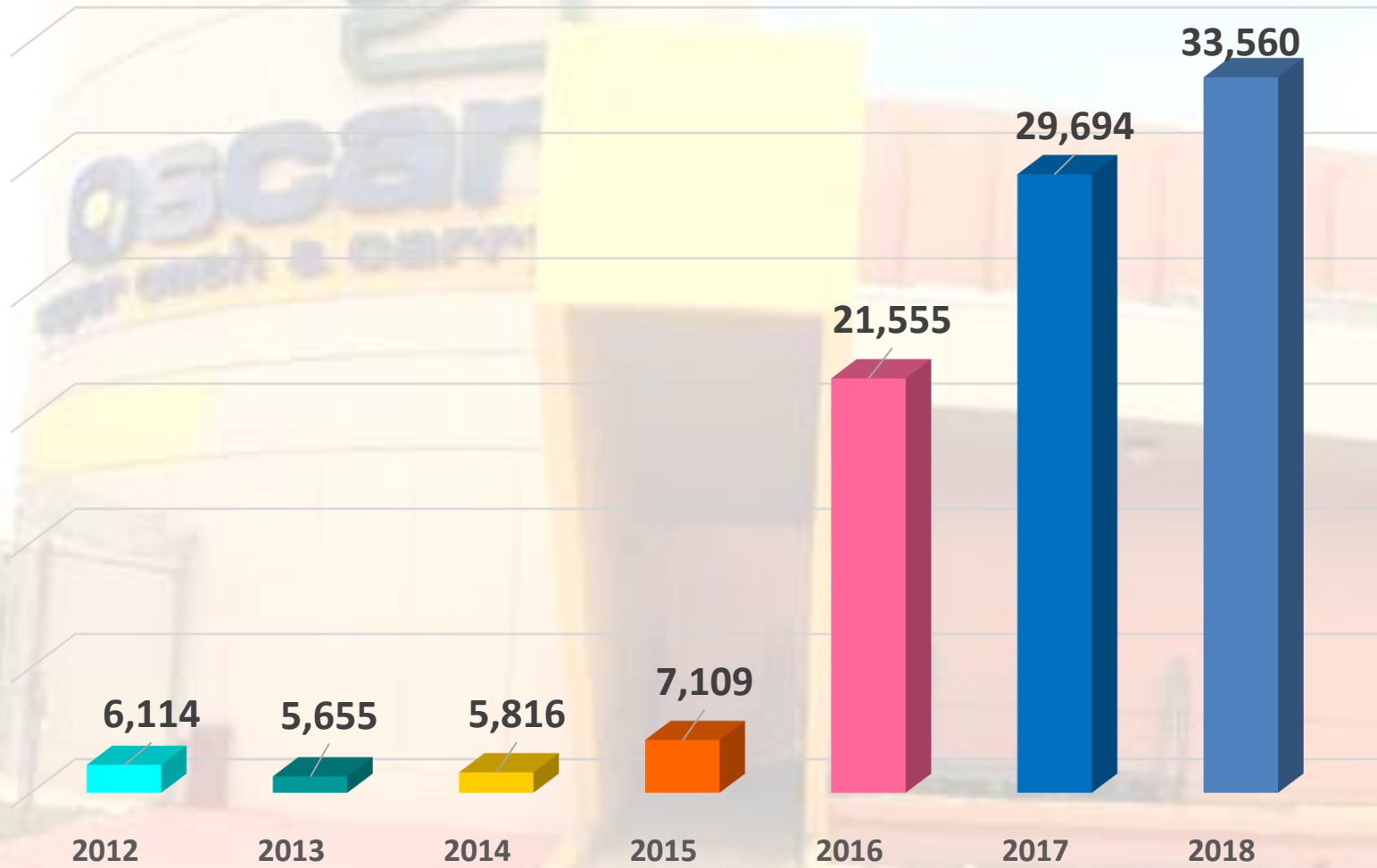


# Cash & Carry Customers Served





# Distribution Customers Served



# For more information

Check out:

- Our website: [www.oscarcc.com](http://www.oscarcc.com)
- Our Facebook Page: [www.facebook.com/OscarCashCarry](http://www.facebook.com/OscarCashCarry)
- Subscribe to our circular at our website