

CASA DO PÃO DE QUEIJO IS ELECTED THE BEST SUPPLIER FOR THE CONVENIENCE SEGMENT IN BRASIL

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stores all over the Country*

Casa do Pão de Queijo has just won an important award: *Destaques da Conveniência 2007* (2007 Convenience Distinctions). The company was elected the best supplier of the Food Service category for convenience channel in the Country.

The award, organized by Nielsen Brasil, company specialized in market research, is an initiative of the main national chains of the convenience segment, associated to the *Sindicato Nacional das Empresas Distribuidoras de Combustíveis e Lubrificantes – Sindicom* (National Union of Fuel and Lubricant Distributing Companies). The goal is to commemorate the 20 year contribution of this market for the Brazilian retail.

According to Ricardo Bertucci, Casa do Pão de Queijo's food service national manager, the chain is present in 200 gas station convenience stores all over Brazil. The company takes part through an exclusive business model: Casa do Pão de Queijo Express, a display case with the main products commercialized by the chain. "Being awarded with this prize means to achieve the recognition for the brand tradition and experience in the Brazilian market. We attribute this achievement to the dedication and commitment of our team", states Bertucci. The executive still remembers that, according to *Sindicom*, in 2006 the convenience segment was responsible for a 15% increase in fuel sales at service stations.

Among the criteria for the choice of winners, the commercial partnership and the company participation in the market were evaluated. The election, which has initiated in June, had the participation of franchisers (national chains of convenience stores) and franchisees (store operators and middlemen). Those executives have elected companies in 15 categories, such as Snacks, Ice Cream, Chocolate, Food Service, Personal Hygiene, Logistic Operator, Equipment and Furniture, among others.

About Casa do Pão de Queijo

Casa do Pão de Queijo has operated in the food sector for 40 years. In order to assist the consumer in places where there isn't a store, the company has developed a distinguished business model: Casa do Pão de Queijo Express, a display case with main products commercialized by the brand.

Currently, the modality answers for 20% of the total chain invoicing in the Country, with 380 units located in companies, schools, universities, hospitals, gas stations and convenience stores. From this total, 70% are in the State of

São Paulo, 20% in Rio de Janeiro and 10% in other states. In gas station convenience stores, Casa do Pão de Queijo is present in 200 points in Brazil.

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