



Central Market[®]
H·E·B

Passport Greece

GREECE
ALL TIME CLASSIC

Central Market[®]
REALLY INTO FOOD^{H·E·B}

Details

Scope

- Bring the food, culture and beauty of Greece to life at Central Market in every department!
- Show the “real” Greek passion for food. Not the American stereotype

Dates

- Scouting Trip: (Foodservice & Business Development Managers) Sep 2 – Sep 9, 2014
- Actual Event: May 2015 (tentative 2 weeks)

Elements of Event

- Bring Greece to the US!
- Authentic Foods from Greece to sell in all areas
- Cooking School featuring Greek Chefs
- Numerous Greek Wine Makers introduced
- Numerous Greek Cheese makers introduced
- Cooking School: Featuring Regions of Greece
- Workshops: Learn to make traditional Greek dishes & recipes
- Culture: Music , Interaction with local art houses, Movie theatres, etc.
- More than your typical retail event

Transformation to “Greek Agora”

Every dept becomes a Greek store

- Signs
- Art
- Graphics
- Décor

Cafes and Patios with décor

Partners with Passport Greek apparel

Perishable Category Focus

- Dairy
 - Cheese
 - Yogurt
- Sea food
 - Octopus
 - Squid
 - Greek Sea Bream
 - Greek Sea Bass
 - Shrimp

Non-Perishables Category Focus

- Fresh Pasta
- Tomato
- Olive Oil
- Balsamic
- Condiments
- Spices
- Jams/jellies/preserves
- Ready Meals
- Dry Fruits
- Preserved jarred vegetables
- Honey
- Cookies/Crackers
- Chocolate/Confection
- Coffee
- Water/Greek Juices
- Frozen Dessert
- Frozen Entrees
- Filo Products

Greek Wines

Goal is to educate our customers about major wine regions
& varieties of Greek wines

With the education of the different regions, we hope to teach
our customers alternatives to already popular French, Italian,
Old world/new world varietals.

Sales Forecast

Sales projection for two week Passport Greece (May 2015):
over \$4,000,000*

Sales projection for two week Passaporto Italia (May 2014):
\$3,900,000*

2013 actual sales Passport Brazil promotion:
\$2,500,000

**Majority of items added to permanent assortment*

Cooking Classes/Demos

Greek Chefs

- Example (Diane Kochylas)
- Suggested proposals by Central Market

Greek Chefs (US based)

- Example (Michael Psilakis)
- Other proposals suggested by Central Market

Feature Events May 2015

- Grand Opening Tented Celebration - Fort Worth
- Grand Opening Tented Event – Houston – Local Chef Focus
- Kimball Museum Tented Event - Fort Worth – Chefs & Art
- Austin North Lamar Grand Opening Event – Music & Food
- San Antonio “Discover Greece” Event
- Grand Opening Stroll Around Held at all stores

Marketing

Direct Mail

- Postcard promoting Greek Cooking School classes, and wine and cheese maker visits
- Flyer promotion – direct-mailed to approximately 1,000,000 circulation.

Advertising

- Radio, Newspaper
- TEXAS MONTHLY insert

In-Store Promotion

- Poster promotions

Interactive and Online

- Weekly social media blast
- Blog mentions and write ups.
- Classes listed on the Cooking School page at centralmarket.com

Public Relations and Media

Media Outreach

- National and local media will be solicited Feb 2015
- PR Team in each market of Texas
- Detailed media kits and a DVD outlining the event

Media Events

- Kickoff lunch scheduled for April 2015
- Products and goodie bags distributed at events and mailed to media. Packaged by Central Market gift basket department.

Central Market is regularly featured in the city's leading newspapers, glossy magazines, on television/radio and online.



Reference Past Passport Events

To view videos of our past promotions please click on the link below:

<https://vimeo.com/album/2707065>

Password = central

(password is case sensitive - needs to be all lower)



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