

In-Store Promotion in Calimax Supermarket Chain
Northwest Mexico--Tijuana and surrounding area
November 15-30, 2007

Deadline: August 10th

This in-store promotion will be an excellent opportunity for companies to participate in the growing Mexican market. The promotion applies to both new to market products and to products already in the Calimax chain with different opportunities available to each group.

Suitable products include, but are not limited to: **Seasonings, Sauces, Dairy Products, Nuts, Snacks, Frozen Foods, Fresh Fruits and Vegetables, Beverages and more.**

For more information and to register, please see [Mexican In-Store Promotion](#) or contact John Sonen at the Washington State Department of Agriculture via phone at (509)457-7137 or via email at jsonen@agr.wa.gov.



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

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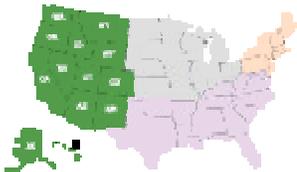
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Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Mexico In-Store Promotion

November 15-30, 2007

In-store Promotion in the Calimax Supermarket Chain
in Northwest Mexico
(Tijuana & surrounding area of Baja California)

There are three main benefits from participating in the activity:

- American products have a very high acceptance in this region of Mexico.
- Calimax Supermarkets dominate food retailing in the Tijuana area with 50 stores.
- The greater Tijuana metropolitan area is a duty-free zone and serves as a first step for entering into the greater Mexican market.

The Washington State Department of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

In-Store Promotion in the Calimax Supermarket Chain
November 15-30, 2007.

This will be an excellent opportunity for companies to participate in the growing Mexican market.

There are two ways you can participate in the promotion event:

- 1.) New to Calimax: If you would like Calimax to consider including your product in the promotion, please contact the Project Manager to see if your proposal fits the needs of Calimax by returning the attached sign-up sheet. If your product is OK'd, you will be instructed to send samples to the Calimax warehouse in San Diego for the buyers' final approval for inclusion in the promotion.
- 2.) Already in Calimax: If your product is already in Calimax, please register by means of the attached sign-up sheet.

Suitable products include, but are not limited to:

Seasonings, Sauces, Dairy Products, Nuts, Snacks, Frozen Foods, Fresh Fruits and Vegetables, Beverages and more.

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Please contact Jon Sonen at the Washington State Department of Agriculture by telephone at (509) 457-7137 or by email at jsonen@agr.wa.gov for more information.

**If you are interested in registering for this activity, please complete
and return the attached reservation form by:**

August 10, 2007



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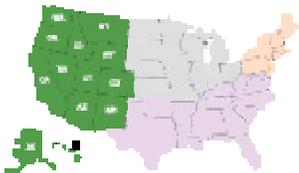
*New Mexico Dept. of
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Food*

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Wyoming Business Council



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Activity Registration Form

Mexico In-Store Promotion

November 15-30, 2007

Calimax Supermarket Chain, Greater Tijuana Metropolitan Area, Mexico

COMPANY INFORMATION:

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

E-mail: _____ Web site: _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

There is no cost to participate in this activity. If your product is new to Mexico or new to Calimax, the project manager, Jon Sonen will contact you to coordinate acceptance of product (in product category), forwarding product information and sending of samples. If your product is already in Calimax, please tell us below, who the buyer is for your product and whether you would be willing to support your product with demonstrations during the promotion period.

Please check all that apply:

My product is New to Mexico or New to Calimax

My Product is already in Calimax and the buyer for my product is _____

I would like to support product with demonstrations

No, I would not like to support my product with demonstrations

RESERVATION DEADLINE: August 10, 2007

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

Authorized Signature: _____

Printed Name: _____

Date: _____