

## Ciruelax enters TARGET and covers over 70% across most of USA.

Aside from the incorporation of the Chilean brand into Walmart, Walgreens, CVS, RiteAid, and Supervalu, today the prestigious chain Target also adds to the list with its more than 1.680 points of sale.

A few days ago, Garden House Laboratories received confirmation that its product Ciruelax (Prunelax in the USA) had been accepted by Target headquarters. The chain's promise "expect more, pay less" was coherent with what Prunelax has to offer. This chain -which has a return of US\$65 billion a year and counts with 1.685 stores (close to 750 million square meters of floor space) - stands out from its competitors due to its product variety and quality offer. Founded in 1965, it's opened 114 new stores only in the last year, and plans to open another 75 during the course of the next.

This news arrives less than a year after Garden House announced its entry to Supervalu, the second largest supermarket chain in the United States, which at present counts with 2.450 points of sale and returns of over 44.5 billion dollars a year.

Entering Target was an important objective in the distribution strategy of Prunelax, since in addition to adding a great number of points of sale to the list, it also consolidates its position within the Mass Market Retailers segment (Department Stores) now with presence in both market leaders, Wal-Mart and Target.

Another important factor for the Chilean laboratory, is that the well known chain is considered a relevant player in the offer of OTC medicines, health and beauty. Only in prescription meds it concentrates close to 10% of its total sales, which turns it into a popular destination for this sort of consumers, therefore turning Target into a point of purchase where Prunelax had to be available.

The challenge of Garden House in the United States began 5 years ago. Since then it hasn't stopped gathering success stories, strengthening its position within distribution channels and among consumers. Having begun its introduction in the market through the Spanish speaking community, its current challenge is to gain a position among English speaking consumers. With presence of over 70% in several states, and as an undisputed leader within the Hispanic segment, Prunelax is now

being launched throughout the American market, taking advantage of the nationwide presence that the main pharmacy and supermarket chains have all across the country.

Marketing wise, Garden House focuses its strategy on differentiation, with a product that stands out from its competitors due to its natural formula based on prunes. Additionally, it positions itself as a bilingual product, an argument which is highly valued by buyers from pharmacy chains who seek products which satisfy the growing Hispanic demand.

Nevertheless, these arguments are not enough when struggling for a position in the already highly saturated OTC shelves, a product must also be supported by consistent actions which ensure the chain will have a high sales volume. To achieve this, Ciruelax has constant TV presence both in CBS and NBC for the Anglo segment, as in Telemundo and Univision to impact the Spanish speaking audience. This has allowed the product to permanently grow in market share.

This new incorporation into Target, means that Ciruelax now exceeds 24.000 points of sale in the United States. With no doubt this represents an unprecedented presence for any Latin American brand introduced in the United States.



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