

Prunelax enters Supervalu

Prunelax continues to grow in the United States and now enters USA's second largest supermarket chain.

After the introduction of the Chilean brand into Walmart, Walgreens, CVS and Rite Aid, another 11 brands operated by Supervalu will add to the list as from today, considering its almost 2.500 points of sale.

In January this year, Garden House Laboratories announced the entry of Ciruelax (sold as Prunelax in the US) into Rite Aid, the third largest pharmacy chain in the country, with which it gained total coverage in the major drugstore chains in America. Today, just a few months after this news, comes the confirmation of the entry of its star product into Supervalu –the second largest supermarket chain in the US, which counts with 2.450 stores, with annual incomes above 44.5 billion dollars.

For those who travel frequently to the United States, it's not hard to come across one of these 11 brands through which Supervalu operates: Albertson's, Biggs, Club Food, Farm Fresh Food & Pharmacy, Hornbacher's, Jewel Osco, Shaw/Star Market, Shop'n Save, Shoppers Food & Pharmacy, Save a Lot, Save On.

Different to what Walmart does, most Supervalu stores don't count with an in-house pharmacy, but rather include a select area of OTC (Over-the-Counter) medicines on sale which only include products of high demand and preferred by consumers. This incorporation then confirms the position that Prunelax has achieved in the market.

Ever since Ciruelax entered the American market, it has had one success story after another, strengthening its position in distribution channels and growing in consumer preference.

The first step in this endeavor was its consolidation among the Hispanic public of the United States, a goal that was reached by the end of last year.



The second step, is the development of the English speaking community, where the brand now reaches a distribution coverage above sixty percent. For the implementation of this phase of the strategy, the appropriate coverage is a fundamental issue, and this is exactly what Supervalu offers Prunelax for this stage of its development.

Cities such as Philadelphia, Boston, Washington, Cincinnati, Chicago, Los Angeles and southern California are dominated by Supervalu supermarkets, and in just a few days their public will find Prunelax available on its shelves.

With this incorporation, Prunelax will exceed 32.000 points of sale throughout the United States. No doubt an unprecedented achievement for any Latin American brand in the USA.