



1

**RECHEIO**  
CASH & CARRY

2

**MARKET**  
CONTEXT

3

**DIGITAL**  
TRANSFORMATION

4

**BUSINESS**  
CHALLENGE

01



# RECHEIO

## CASH & CARRY

Acquisition of  
the first **Cash &  
Carry in Figueira  
da Foz**

**1972**

**1980's**

An expanded  
market allowed us  
to **grow through  
acquisition**

Acquisition of  
**Arminho in Braga**  
– a turning point

**1990**

**Joint-venture with Booker**  
that lasted until 1998. This  
joint-venture sets the  
investment  
in the foodservice and  
HoReCa channel

**1991**

New **area of perishable  
goods** in our stores  
– opening doors to  
the HoReCa

**1994**

Launch of the  
**Masterchef private  
brand**

**1996**

First **Foodservice  
Platform** in  
Oporto

**2000**

Recheio C&C  
**became the market  
leader**

**2004**

## KEY MILESTONES

Launch of the  
**Amanhecer**  
private brand for  
the retail market

2009

The **Amanhecer**  
**partnership** was  
born to support and  
revive traditional  
food retail

2011

The **export business**  
kicks off with exports  
to France, Belgium,  
and Luxembourg

2012

Launch of the  
**Online Store.**  
The Leiria Hub  
kicks off

2016

Recheio  
reached the  
**record number**  
**of 1B€** in sales

2019

**COVID**  
Led to a loss of 16% in  
sales, and transformation  
of our market

2020

**Amanhecer**  
**celebrated 10**  
**years** and  
exceeds 450 stores

2021

# 2022 50 ANOS



A LANDMARK  
**YEAR**

---



A YEAR OF  
**CELEBRATION**

---



A YEAR OF  
**TRANSFORMATION**



2022 **50**  
**ANOS**

**50 YEARS OF LIFE  
5 DECADES OF GREAT  
DEALS**



This is a milestone that we make a point of celebrating with all our Customers and Employees



2022 **50**  
**ANOS**

**A NEW STORE  
CONCEPT**



New Cascais store  
completely focused in  
the HoReCa channel











02

# MARKET CONTEXT



# 01 HORECA



**Segments:**  
commercial  
and social



**Sustainable  
Future**

# 02 RETAIL



**Traditional &  
Wholesalers**



**A legacy  
to defend**

# 01 HORECA



**Segments:**  
commercial  
and social



**Sustainable  
Future**

## To have a relevant approach

### Traditional and Social



Focus on the Price  
Competitiveness

Fresh Products  
Store and  
Distribution

### Modern



Focus on Service  
Quality  
Consistency  
Specialisation  
Distribution

# 01 HORECA



**Segments:**  
commercial  
and social



**Sustainable  
Future**

# 02 RETAIL



**Traditional &  
Wholesalers**



**A legacy  
to defend**



To be competitive | **Traditional Retail**



> Focus on Price  
Competitiveness  
Fresh Products  
Store and Distribution

## 02 RETAIL



**Traditional &  
Wholesalers**

> **A legacy  
to defend**

## 2 segments

## Different needs

## & channels

**01** HORECA



Segments:  
commercial and social

> Sustainable  
Future



Focus on Service  
Quality  
Consistency  
Specialisation  
Distribution



**STORES**

**02** RETAIL



Traditional &  
Wholesalers

> A legacy  
to defend



Focus on Price  
Competitiveness  
Fresh Products

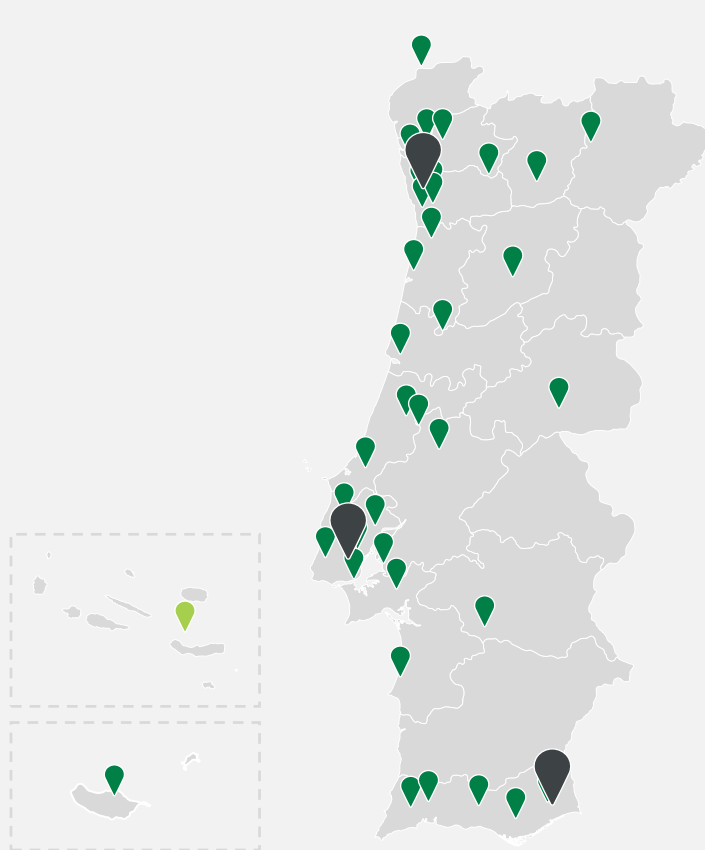


**DELIVERY**



## Delivery – 2 main challenges

### LOGISTICS



### CUSTOMER



> Knowledge  
Relationship  
Service – Order entry

03

# DIGITAL TRANSFORMATION

# HOW TO IMPROVE OUR BUSINESS USING DIGITAL?

1

CUSTOMER



2

TEAM



3

BUSINESS



## BUILDING BLOCKS OF OUR DIGITAL TRANSFORMATION

1

**CUSTOMER &  
INTERNAL TEAM**



WHY?

2

**ADJUST OUR  
BUSINESS  
PROPOSITION**



WHAT?

3

**ENHANCE WITH  
DIGITAL**

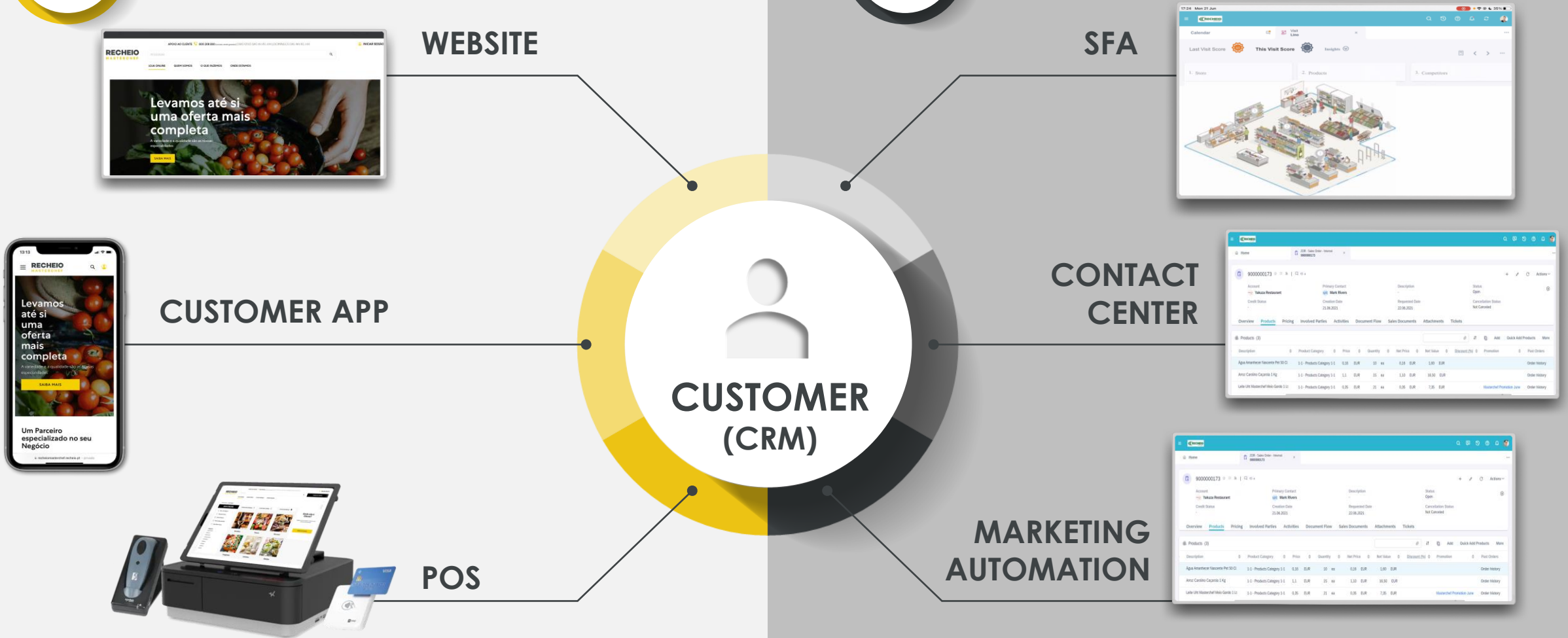


HOW?



## 1 CUSTOMERS

## 2 TEAM



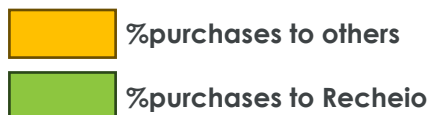
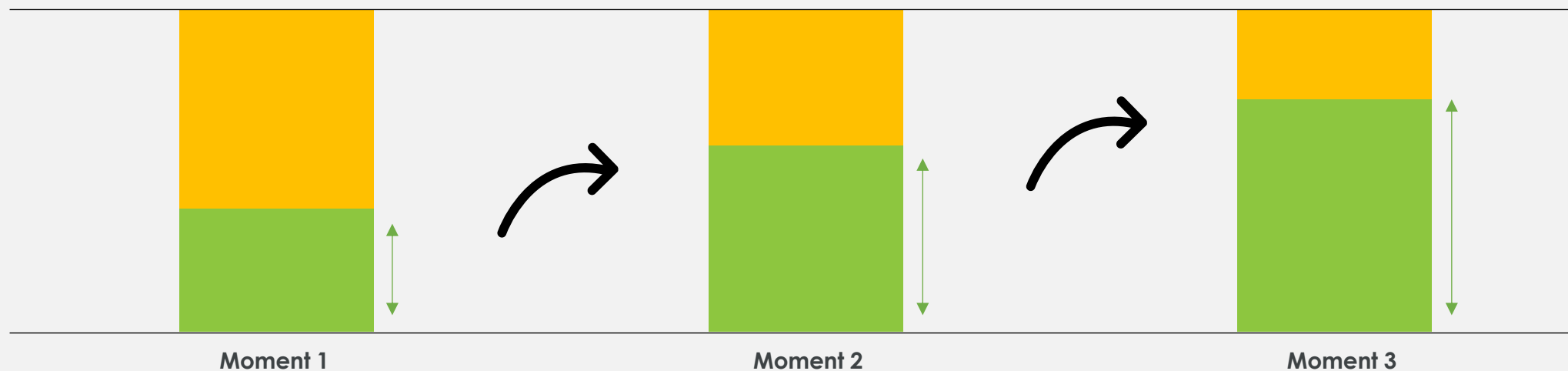
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# BUSINESS CHALLENGE

## INCREASE RECHEIO WEIGHT IN TOTAL PURCHASES



100% client purchases through time



USE OUR DATA TO GENERATE RECOMENDATIONS



**CHALLENGES:**

**1.** HOW CAN WE **ENRICH OUR CUSTOMER DATA SET WITH RELEVANT INFORMATION** TO PERFORM BETTER RECOMENDATIONS?

**2.** HOW CAN WE **PROVIDE RELEVANT RECOMENDATIONS TO OUR CUSTOMERS**, BASED ON THE CHANNELS WE HAVE?

**3 DIFFERENT DATA SETS****1. CLIENTS**

Client ID	ZIP Code	ID Client Type
4442	2725	217
7472	2705	201
7140	2790	209
8230	2635	203
4579	2605	202
7342	2710	209
6601	1300	201
7501	1200	222
8703	1449	201
7462	1200	220
4701	1300	203
8206	1070	214
7041	1400	201
6694	2765	201
6850	2750	211
7443	2775	206
6374	2750	201
7735	2645	214

**2. PRODUCTS**

ID Product	Product Description	ID Product Category
291708	COUVE FLOR MCHEF 2,5KG	CONGELADOS
291726	ESPINAFRES FOLHAS CONG MASTERCHEF 2,5	CONGELADOS
291756	BROCULOS MCHEF CONG 2,5KG	CONGELADOS
293029	GRELOS AMANH CG 1KG	CONGELADOS
293330	GEL.CAT.GOURMES BAUNILHA 4,5LT	CONGELADOS
293349	SORVETE GOURMES TANGERINA 2,5L	CONGELADOS
294002	GELO EM CUBOS MCHEF 2KG	CONGELADOS
296313	MIOLO DE AMEJOA UN - 800GR CONG	CONGELADOS
296706	MIOLO MEXILHÃO UN 800GR CX CONG	CONGELADOS
291707	FEIJAO VERDE CONG. MCHEFE 2,5 KG	CONGELADOS
291759	MILHO DOCE CONG MCHEF 2,5KG	CONGELADOS
292015	FRUTOS VERMELHOS MCHEF 1KG	CONGELADOS
291603	BAT. PAL. 10/10 MCHEF CONG 2,5KG	CONGELADOS
293331	GEL.CAT.GOURMES NATA 4,5LT	CONGELADOS
293332	GEL.CAT.GOURMES MORANGO 4,5LT	CONGELADOS
293333	GEL.CAT.GOURMES CHOC.4,5LT	CONGELADOS
295984	SALMAO FUMADO UBAGO PRECORT CG1200/1500G	CONGELADOS
290544	FRANGO 'CHICKEN WINGS'BUFFALO FW 1KG CON	CONGELADOS

**3. TRANSACTIONS**

Date	Client ID	ID Product
3/1/2019	4442	291708
3/1/2019	4442	291726
3/1/2019	4442	291756
3/1/2019	4442	293029
3/1/2019	4442	293330
3/1/2019	4442	293349
3/1/2019	4442	294002
3/1/2019	4442	296313
3/1/2019	4442	296706
3/1/2019	7472	291707
3/1/2019	7472	291708
3/1/2019	7472	291726
3/1/2019	7472	291756
3/1/2019	7472	291759
3/1/2019	7140	292015
3/1/2019	7140	294002
3/1/2019	8230	291603
3/1/2019	8230	293330

# Q&A?



[WWW.RECHEIO.PT](http://WWW.RECHEIO.PT)