

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Chile

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Sales of Meat and Wine during Chile's Independence Day

Report Categories:

Agriculture in the News

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Report Highlights:

Sales of meat and wine are expected to increase during the Chilean Independence Day. Retail stores are expecting increased sales during this year's Independence Day (Fiestas Patrias) on September 18 and 19. In some areas, the increased sales are estimated to be as high as 15 percent compared to 2010 sales.

General Information:

Chile's main national holiday is just weeks away, and the food retail industry is preparing for it with high expectations. The holiday is typically celebrated throughout Chile with meat-filled barbeques and ample quantities of wine. The month of September thus marks a yearly boom for retail stores.

One of Chile's largest supermarket chains, Lider, expects that the sale of barbeque and coal will increase by 15 percent compared to this same period in 2010. Even though Chile celebrated its bicentennial year of independence last year, retailers are optimistic to see greater sales this year since people are accounting for more disposable income. Similar to Lider, home improvement chain Sodimac also expects the sales of barbeques to spike some 10 percent compared to the rest of the year.

Meat is a major component and a must during the Independence Day celebrations. As a result, the price of meat is expected to rise during September. Many butchers have been preparing for the last two months so that they can meet the expected rise in consumption. Supermarket chain Jumbo estimated that the demand of meat alone will rise 15 percent in comparison to last year.

Wine outlet El Bodegon stated that they foresee wine sales to be three times as much during the month of September compared to the other months of the year. Wine distributors typically make 15 percent of their yearly sales during this one month.

During these festivities, retail food stores are pleased to meet increased demands of consumers for food products since it generates greater earnings. Chile has imported 15 percent more beef in 2011 than in 2010 from other countries. The U.S. alone has exported US\$ 6.3 billion in 2011, and sales are expected to increase more as trade barriers in beef reduce between U.S. and Chile.