



## PRESS RELEASE

### **The CFAO "Club of Brands" expands in sub-Saharan Africa to include "La Boucherie" restaurants with an exclusive new distribution format.**

Sèvres, 5 July 2017: La Boucherie restaurants, the number-four name in the French "meat" segment, has unveiled an ambitious new expansion strategy in sub-Saharan Africa. Since 27 June, the brand has been part of the food court at PlaYce Marcory, the first of two shopping centres operated by CFAO in the economic Ivorian capital.

La Boucherie is the latest addition to the Group's "Club of Brands", a network of international companies that have entrusted CFAO to grow their business in Africa. The agreement means La Boucherie will benefit from CFAO's reach to expand its presence and cater to an emerging new class of consumers on the African continent.

For the first time in its history, La Boucherie has established a foothold in sub-Saharan Africa with a new distribution model: the food court. La Boucherie restaurants have successfully adapted to the new format and have made Côte d'Ivoire cuisine a cornerstone of their approach by adding specially prepared local beef stews to their menu with four different sauces: okra, palm kernel, tomato and aubergine. There is also a range of red meats, patties, burgers, à la carte dishes and sauces that have become a fixture in other La Boucherie restaurants.

Xavier Desjobert, CFAO Retail Chief Executive Officer: "Bringing La Boucherie restaurants into the Club of Brands expands our products and services in PlaYce food courts, which are the perfect place for people to get together and wind down. It also reflects our work with the brand to adapt the products and recipes available to Ivorian consumers. This is the key to successful international business development for our partners."

Through the Club of Brands, La Boucherie plans to open food court restaurants in shopping centres in eight countries in sub-Saharan Africa: Côte d'Ivoire, Cameroon, Senegal, Congo, Gabon, Ghana, Nigeria and DR Congo.

#### **About CFAO**

CFAO is a key player in specialised distribution in Africa and in French overseas territories, and a partner of choice for major international brands. The Group is a market leader in automotive and pharmaceutical distribution, and continues to grow in consumer goods and new technologies. CFAO has a direct presence in 36 African countries and provides a gateway to 53 of the 54 countries that make up the African continent. The Group is also active in seven French overseas territories and in Asia. CFAO employs 15,200 people. In 2017, CFAO generated consolidated revenue of €4,228 million. CFAO is a subsidiary of the TTC Group (Japan).

[www.cfaogroup.com](http://www.cfaogroup.com)

[www.cfao-retail.com](http://www.cfao-retail.com)

**About the CFAO Club of Brands**

**Fashion:** Vib's (Bonobo and Cache-Cache), Jules, Kaporal, La Halle (shoes and clothing), Morgan, and San Marina

**Beauty:** Beauty Success and L'Occitane en Provence

**Toys & Games:** La Grande Récré

**Food Court:** Baïla Pizza, Brioche Dorée, El Rancho, Jeff de Bruges, and La Boucherie

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