

Coffee, Tea, Mate and Spices

U.S and Houston Market Overview

Provided by the Houston World Trade Center

www.houston.org

U.S. Overview

- The United States imported \$2.6 billion in coffee, tea, mate and spices (HTS Group 09) in 2003. Through the first 10 months of 2004, imports totaled \$2.37 billion, an 8.7 percent increase over the same period in 2003.
- Five countries—Colombia, Brazil, Indonesia, Guatemala and Madagascar—accounted for 49.7 percent of all U.S. coffee, tea, mate and spice imports in 2003.
- Major consumers of coffee, tea, mate and spices in the U.S. include grocery stores, food processors, restaurants, and food wholesalers. In the U.S., there are 97,166 grocery, 34,232 convenience, and 29,345 specialty food stores, 25,698 establishments involved in food processing, 38,550 grocery and related wholesalers, 198,531 full-service and 222,816 and limited-service restaurants.
- The largest food processors in the U.S. include Archer Daniels Midland, Cargill, Con-Agra, Danone, Dean Foods, Frito-Lay, General Mills, Kraft Foods, Mars, Nestlé, Tyson Foods and Unilever.
- The largest retail grocers and drug stores in the U.S. include Ahold U.S.A., Albertson's, American Stores, CVS, Delhaize America, Great Atlantic & Pacific Tea Co, Jewel Companies, Kroger Co, Pathmark Stores, Publix Super Markets, Safeway, Walgreens, Whole Foods, and Winn Dixie.
- The largest grocery wholesalers in the U.S include Acosta, Alex Lee, Alliant Exchange, CHS, Fleming Companies, McLane, Nash Finch, Roundy's Acquisition, Spartan Stores, Supervalu Holdings, SYSCO, United Western Grocers and Wake-Fern.

**U.S. Imports
Coffee, Tea, Mate & Spices**

Country	2002	2003	Change 02 - 03
	\$ 000		
Colombia	323,186	368,331	14.0%
Brazil	236,288	306,103	29.5%
Indonesia	160,150	219,485	37.0%
Guatemala	172,733	216,023	25.1%
Madagascar	115,458	179,244	55.2%
Mexico	182,846	149,450	-18.3%
Costa Rica	121,819	126,198	3.6%
Vietnam	73,002	97,876	34.1%
Canada	86,162	87,440	1.5%
Germany	67,264	85,503	27.1%
India	71,218	70,138	-1.5%
Peru	64,985	69,660	7.2%
China	55,289	68,719	24.3%
El Salvador	31,768	44,996	41.6%
Nicaragua	30,797	39,497	28.2%
Subtotal :	1,792,963	2,128,662	18.7%
All Other:	405,360	464,630	14.6%
Total	2,198,323	2,593,292	18.0%

Source: U. S. International Trade Commission

- The largest restaurant chains in the U.S. include Aramark, Brinker International Inc (Chili's Grill & Bar, Romano's Macaroni Grill, On The Border Mexican Grill & Cantina, Maggiano's Little Italy, Corner Bakery Cafe, Big Bowl Asian Kitchen and Rockfish Seafood Grill), CBRL (Cracker Barrel Old Country Store), CKE Restaurants (Carl's Jr., Hardee's, La Salsa), Darden Restaurants, Inc (Red Lobster, Olive Garden, Bahama Breeze), Dominos, Jack In The Box, McDonald's, Outback

Steakhouse, Pizza Hut, Starbucks, Taco Bell, Wendy's International and Yum Brands, Inc (Pizza Hut, Taco Bell, KFC).

Houston Overview

- The Port of Houston handled waterborne imports of coffee, tea, mate and spices valued at \$164.5 million in 2003. Houston Intercontinental Airport handled 71,999 kilograms of coffee, tea, mate and spices the same year.
- Major consumers of coffee, tea, mate and spices in the Houston area include grocery stores, food processors, restaurants, and food wholesalers. In the Houston area, there are more than 2,000 grocery, convenience and specialty food stores, 271 food processors, more than 500 establishments involved in the wholesale grocery and related product business, and more than 5,000 full-service and limited service restaurants.
- Major companies in Houston that sell, consume or distribute large quantities of spices include Earthgrains (bakery), Family Eats (restaurants), Fiesta Mart (retail grocer), Frito-Lay (food processor), Gerland's Food Fair (retail grocer), Glazer's Wholesale Distributing (wholesale grocer), Grocers Supply (wholesale grocer), H-E-B Grocery (retail grocer), Kroger (retail grocer), Landry's Seafood (restaurant), Lawler Foods (food processor), Luther's Bar-B-Q (restaurant), Ninfa's (restaurants), Pappas Restaurants (restaurants), Randalls Food Markets (retail grocer), Riviana Foods (food processor), Sellers Bros (retail grocer), SSE Manufacturing (food processor), SYSCO (grocery wholesaler), and Wal-Mart Stores (retail grocer). This list excludes fast-food franchises.

Coffee, Tea, Mate and Spices

U.S and Houston Market Overview

Provided by the Houston World Trade Center

www.houston.org

Distribution Opportunities

- Houston is the gateway to Texas, the U.S. Gulf Coast, and U.S. Midwest. Approximately, xx people live within 100 miles of Houston (two hours by truck) xx live within 500 miles of Houston (eight hours by truck) and xx live within 1,000 miles of Houston (two days by truck).
- Within 100 miles of Houston, importers will find xx households with yy in total purchasing power, within 500 miles xx households with yy in purchasing power, and within 1000 miles xx households with yy in purchasing power.
- Houston is a major port of entry for goods entering the United States. In 2003, the Port of Houston led all U.S. ports in volume of foreign shipments, ranking first in imports and third in exports. Imports accounted for 95.8 million short tons valued at \$28.4 billion in 2003.
- Nearly 100 steamship lines provide service between Houston and more than 1,000 ports over 200 countries worldwide. More than 6,300 ships call on Houston each year.
- Houston is the international air gateway to the Southwest, providing nonstop service to 184 destinations — second in the U.S. only to Atlanta. This includes 65 destinations in Europe, Asia, North America and Latin America.
- Scheduled domestic and international all-cargo service from IAH is offered by Air France Cargo, BAX Global, British Airways World Cargo, Cargolux, DHL, FedEx, Kitty Hawk Cargo, LANChile Cargo, Martinair Holland, Menlo Worldwide (Emery), Saudi Arabian Airlines Cargo and UPS. Air cargo through the Houston Airport System totaled 336.6 million kilos in 2003.

- Houston's location in the South Central United States places it equidistant from the nation's major population centers — New York (2,680 kilometers) and Los Angeles (2,490 kilometers).
- Houston is a major distribution hub for imports into the U.S. There are more than 1,000 trucking and 125 warehousing and storage firms in Houston.
- Companies such as Wal-Mart, Home Depot, Toyota, SYSCO and Kroger have significant distribution operations in Houston.

International Houston

- Houston is a major international city. Eighty-two nations have consular offices in the city, ranking Houston's consular corps as the nation's third largest.
- The Greater Houston Partnership estimates that foreign-owned firms and domestic firms with significant international operations directly or indirectly supported nearly 38% of Houston CMSA jobs in 2001.
- Of the world's 100 largest non-U.S.-based corporations, at least 51 have operations in Houston.
- A center for international finance, Houston leads the Southwest with 19 foreign banks from 10 nations. The Houston operations of these banks account for 13 of Texas' 17 foreign bank representative offices and six of Texas' eight foreign bank agencies.
- At least 31 foreign governments maintain trade and commercial offices here, and the city has 36 active foreign chambers of commerce and trade associations.
- Houston has 16 sister-city relationships promoting business opportunities across six continents: Africa (1), Asia (6); 1 in the Middle East), Australia (1), Europe (6), North America (1) and South America (1).

- The 2004/2005 *International Houston* lists 3,574 Houston area firms, foreign government offices and nonprofit organizations involved in international business; 574 Houston area companies having offices in 123 countries; 596 firms in Houston report foreign ownership; 92 countries with business offices or government representation in Houston.
- According to Texas Economic Development, the Houston CMSA in 2000 was home to 49.9% of Texas companies with operations abroad (1,558 of 3,123) and had 46.6% of foreign firms with operations in Texas (704 of 1,512).
- More than 1 million Houstonians — over one in five — are foreign-born. The CMSA ranks fifth nationally in number of Hispanics and 10th in number of Asians.

Long-Term Economic Outlook

- Houston's long-term prospects for growth are excellent. The Perryman Group—the leading regional economic forecasting firm in Texas—sees Houston outperforming the U.S. to 2030, averaging annual growth of 1.94 percent for employment, 1.54 percent for population, and 3.86 percent in real (i.e., net of inflation) Gross Area Product.

Sources: County Business Patterns, U.S. Census Bureau; *FORTUNE* Magazine, Greater Houston Partnership databases, Hoover's On-line; Houston Airport System; *Houston Facts 2005*; Houston International Protocol Alliance; *2004/2005 International Houston*; Rand McNally; United States International Trade Commission; Port of Houston Authority.

The World Trade Association—Houston is a division of the Greater Houston Partnership. The Partnership is the primary advocate of the Houston's Business Community and is dedicated to building economic prosperity in the region.