

Heineken buys Femsa unit...

(Continued from page 8)

"This looks like a very clever deal from Heineken's point of view," said Nomura International analyst Ian Shackleton told *Business Week*. "It potentially opens the door for the whole of the Americas, a door which appeared to have closed."

Analysts had expected that SABMiller would snap up Femsa, but according to media reports the London-based brewer viewed the price as too high.

"This was a must-have deal for Heineken, more so than for SAB," Andrew Holland, an analyst at Evolution in London, said in an interview with *Business Week*. "They needed a bold move, and this shows a greater degree of confidence at the company."

"This deal rebalances our portfolio of businesses more towards emerging markets and that was needed," CEO van Boxmeer said in an interview. "Femsa has a fantastic distribution machine and we will use that to build the Heineken brand there."

As part of the deal, Heineken signed an exclusivity agreement with Femsa for the company's Oxxo chain to distribute Mexican and Heineken brands in Mexico, van Boxmeer said.

Heineken beer will also be produced in the Cuahthemoc Moctezuma breweries, van Boxmeer noted, although he did not indicate whether the Mexican-brewed Heineken might be exported to the United States market.

Mr. Van Boxmeer said Femsa's Dos Equis and Sol brands have strong potential in Europe and the U.K., but noted that the company's position in Brazil is weak.

Heineken would seek to push up pricing in Mexico by introducing brand segmentation, Van Boxmeer added, while in Brazil the company will "play a value game, rather than a volume game."

Mr. Van Boxmeer also said the deal will strengthen Heineken's business in the U.S. "In the U.S., if we have 100% of the value chain we'll be better motivated to continue to push the brands we operate," he said. "The success of Dos Equis is overwhelming, that is going really strong; and a brand like Tecate is specifically soft in part of the United States has still a future ahead of it, so we are very bullish about the opportunities to continue to develop the brands in the United States."

Item #	Name	Rate	On Hand	Target	Order	Price	Ext Price
10000	Coors Light Bottles	21	7	24	17	\$10.99	\$186.83
10001	Coors Banquet Cans	14	3	20	17	\$11.99	\$203.83

OrderPad Beverage Distributor software suite available

Orderpad Software Inc. has announced the release of *Orderpad Enterprise: the Beverage Distributor Edition* of its software suite. The company says this edition is "specially formulated for the needs of beverage distributors from including automatic stock rotation reminders for each client location to allowing field representatives to record what is currently on tap at each business visit and how much the client is selling it for." This is in addition to the standard features of the OrderPad suite.

"When beverage distributors are out in the field, they need instant access to the most accurate information available on the locations and people they visit," said Adam Perlow, Vice President of OrderPad Software Inc. "OrderPad not only provides that information to the sales representatives when they need it, but also allows that representative to update and change that information on the spot. This cuts down the time needed for paperwork and increases the time spent with customers."

Mr. Perlow says it is the first software of its kind optimized for Tablet PCs, and includes features specifically for the beverage industry. These features include:

- Digital ink and ink-to-text recognition. "This creates an interface akin to using pen and paper but without losing the benefits of a laptop computer," Perlow says.
- Route Management With Mapping – to optimize routes between customers.
- Customer Catalog – A searchable directory of all customer information.
- Customer Sales History – Detailed sales history displayed at the product level in graph and table formats.
- Tap Surveys – Record and track what is on tap during each sales visit.
- Price Surveys – Record and track customer selling prices for your product and competitors.

In addition, Mr. Perlow says the system provides "Instant access to product information including images, descriptions, inventory levels, and related items."

The system also facilitates POS Ordering and provides Case Rotation Reminders.

OrderPad Software began designing mobile sales force automation solutions in 1999, and in 2002, designed OrderPad Enterprise mobile sales force automation software.