

Case Study: Chedraui Meat Department

Boosting Margins, Reducing Shrink, and Elevating the Shopping Experience

Chedraui, one of Mexico's leading supermarket chains, needed to elevate its meat departments. The challenge was keeping meat fresh and abundant while reducing shrink and making operations easier for staff. Traditional displays weren't working—products sat out too long during non-peak hours, driving waste and hurting presentation, while outdated fixtures made cleaning and upkeep a constant burden.

To solve this, Chedraui partnered with Alco Designs to install new displays in three pilot stores: Cancún Villas del Mar, Querétaro Candiles, and Guadalajara Colón. These displays allowed teams to present meat attractively with less product, adjust merchandising during peak and off-peak hours, and clean fixtures with ease.

Results at a Glance

Cancún Villas del Mar

- Sales Growth (Jan–Aug 2025): **+10.99%**
- Margin: **15.34%**
- Shrink: **-7.77%**

Querétaro Candiles (irregular rotation but strong shrink improvement)

- Sales Growth: **+1.67%**
- Margin: **10.18%**
- Shrink: **-12.00%**

Guadalajara Colón

- Sales Growth: **+8.35%**
- Margin: **13.84%**
- Shrink: **-7.15%**

Across all three locations, margins improved, shrink dropped, and overall performance outpaced inflation, a major win in a highly competitive category.

Operational Impact & Customer Experience

For store teams, the change was just as impactful. Managers noted how much easier it became to keep displays clean and fresh-looking, even with limited stock on hand. The ability to reduce displays during off-peak hours meant less product waste, and the department as a whole looked better maintained. Customers noticed, too. They described the departments as clean, organized, and fresh. The new setups created the impression of abundance and quality, drawing more shoppers in and encouraging them to buy.

Business Impact

The new displays gave Chedraui a clear competitive edge over rivals like Bodega Aurrerá, where meat presentation was seen as weak. Store managers praised the practicality of Alco's solutions and credited Francisco Torres' support as key to a smooth rollout. With results exceeding expectations, Chedraui plans to expand Alco displays to more stores.

Conclusion

The partnership with Alco went beyond fixtures. The new displays not only improved presentation but also gave staff the tools to better manage freshness and keep departments operating at a higher standard. The results were clear: higher margins, lower shrink, easier operations, and stronger customer appeal. Chedraui's success shows that the right display design doesn't just change how a department looks—it transforms how it performs.



Before



After