

FORT LAUDERDALE, FL, September 23, 2013 /**24-7PressRelease**/ -- The first Dutyfreefood.com customer pickup point has opened today in Fort Lauderdale, Florida. "This new way of shopping for groceries is unique and proven in European markets," says Sylvie Grattagliano, founder and owner of Dutyfreefood.com. "It provides a level of convenience and savings to the consumer that is not possible at a conventional supermarket."

## **The concept**

In Europe, we have stores called "auchan drive and leader drive" where you can buy your groceries on-line and pick them up the following day.

In Europe, grocery prices are generally the same at any "supermarket drive" as in any other supermarket. However Dutyfreefood.com will be different in the United States. We will not have pick up fees and food costs will be about 30% less than supermarket prices. Further, due to the vendors we have selected, the beef and produce available to customers will be of superior quality and also never sales tax on fresh uncooked food, produce, vegetable and fruits as allowed by law nationwide.

## **Why can we offer lower prices, more convenience and better quality?**

Dutyfreefood.com does not have the overhead that is required with a supermarket. There is no big-box supermarket that requires a lot of rent.

There are no cashiers or large staffs to stock shelves. Dutyfreefood.com requires minimal customer service staff to provide a high level of customer satisfaction.

Therefore Dutyfreefood.com is able to deliver excellent food products at 1/2 the mark-up of a supermarket.

As a mother and a business owner, I know how important it is to want top quality food for the family, and to save money. My concept is simple: you order your groceries and household items on-line and pick them up the following day at a convenient location in your neighborhood. Based

upon national consumer shopping trends, shoppers will save at least \$100 dollars per month at Dutyfreefood.com. Consumers will be able to choose from meats that are USDA choice and Angus beef. This is the same quality found in the finest restaurants, far better than what is available at your local supermarkets. At Dutyfreefood.com produce, meats, fruits and vegetables are delivered daily, so never does the consumer have to search for what is fresh.

Over \$500 k has been invested to open the first Dutyfreefood.com store. We have built a customer interactive web site and develop a vendor network that enables us to deliver grocery and household products at a significant savings to the consumer. Our business expansion plan is to open 200 locations by the end of 2014.

## **The way it works**

Dutyfreefood.com has built a strong network with key food vendors. They serve the finest restaurants and specialty markets with milk, eggs, cheese, vegetables, meats, dry goods and a variety of organic foods. If our customers order on-line by 5pm, their groceries and household items may be picked up any time the following day. All Dutyfreefood.com locations will be equipped with an EDI system from SAP Technologies which enables us to transmit customer orders in by 5 pm to our vendors, and have the orders filled by 9:00 am the next morning. Customers groceries ready to be loaded in their car within 2 minutes of arriving at a Dutyfreefood.com location.

Dutyfreefood stores are 100% empty every night. The freezers, refrigerators and shelves are stocked with customers fresh food orders by 9:00 am the following morning. Therefore, we guarantee daily fresh quality to customers because the groceries remain only a few hours in the store.

## **The secret**

The Dutyfreefood.com business model provides consumer convenience, value and savings. It saves the consumer time and delivers a superior grocery product in a significant savings of time. In these financially difficult times, consumers want to have more money in their pocket, while providing their family with good food.

Dutyfreefood.com will also have a platform for an affiliate participation program for existing retailers that would like to increase their customer traffic by becoming a "satellite" Dutyfreefood.com pick-up point. Due to the tremendous response we have experienced from interested retailers wanting to be Dutyfreefood.com satellite locations; we will be able to expand quickly into markets utilizing the existing retail infrastructure that has been established for the first store. The satellite program will change the life of thousands of small store owners giving them access to a free grocery inventory, extra income and drive traffic to their store and get paid for it.

Dutyfreefood.com is committed to hiring minorities as much as possible. We expect to create 1000 new jobs by the end of 2014.

## **The concept**

There is no membership fee to pay or price club to join. Order online at Dutyfreefood.com. Drive to a Dutyfreefood.com pick-up store, and your groceries are delivered to your car. You don't need to get out of your car. As you arrive in the parking lot, Dutyfreefood.com staff have been alerted to your arrival and your groceries have been packaged and are waiting for you.

Simultaneously, a video of what was placed in your basket will be sent to your e-mail account or cell phone confirming the delivery of your products.

We offer the same name brands that supermarkets sell as well as superior quality meats and produce that you may find only in 5-star restaurants.

Customers choose from cut Angus beef, imported lamb and ethnic or European food, organic food selections and of course it is the best food money can buy. Food that is made in the USA.

I am a small French woman (5.2 foot). If I can help minorities and have millions of consumers to save on groceries in this country, my challenge will be accomplished.

Duty Free Food Inc 195 North Federal Hwy Fort Lauderdale FL 33301

[www.dutyfreefood.com](http://www.dutyfreefood.com) Tel +1 (954) 306 2982 [management@dutyfreefood.com](mailto:management@dutyfreefood.com)