

Leading the Import Race

Corona Extra sells nearly twice as fast as next imported brand

Drink Up. Corona Extra is the best selling imported beer at more than 100 million cases and is now outselling the nearest import competitor by almost 50 million cases, reports Constellation Brands.

Meanwhile, Corona Light is the best selling imported light beer at more than 13.5 million cases.

Web Deals. Pier 1 Imports e-commerce business reached 4 percent of total sales for the year in fiscal 2014 and expects its total online SKU to increase 30 percent from 8,500 to 11,000 by the end of fiscal 2015. The average ticket on in-home delivery is in excess of \$1,000.

Cheap Eats. The majority of the new products that Ruby Tuesday's has recently introduced, including pretzel burgers, flatbreads, chicken tenders, as well as some of the promotions, such as 20 Under 10 or the Garden Bar, have largely emphasized the bottom third to bottom 40 percent of the price range on its menu.



Larissa Faw
The Business Roundup

Rite Care. Rite-Aid has acquired RediClinic, a leading operator of retail clinics since they “play a critical role in today’s healthcare delivery system, and will play an important role in Rite Aid’s overall health and wellness strategy heading forward,” says Rite-Aid’s John Standley. Today, RediClinic operates 30 clinics in the greater Houston, Austin, and San Antonio areas, and will continue to open additional Texas shops in

2014. “In the near future, we will begin to leverage the company’s expertise to deliver convenient healthcare and wellness programs to Rite Aid’s customers in select Rite Aid markets,” says Standley.

Clothes Mix. Today China produces 70 percent of the polyester of the world.

V8 Competitor. Lifeway Foods is launching Lifeway Veggie Kefir, which uses vegetable juices in Kefir to deliver one full serving of vegetables as well as the full nutritional value of kefir in eight ounces. The product line’s flavors include tomato, cucumber and beet, each offered without any added sugar or salt. “I believe that Lifeway has the opportunity to become a global brand. I think, if you think about Hershey’s Chocolate, Tropicana Orange Juice, these are brands when you dominate the market and then have a market share like we do and at the level that we have that Lifeway synonymous Kefir and that is a global

story,” says Lifeway’s Julie Smolyankysy.

Government Support. Mobile security provider WidePoint is syncing up the U.S. government. WidePoint won a \$600 million contract over five years that covers all DHS component agencies and organizations; Transportation Security, Customs and Border Protection, Immigration and naturalization, the U.S. Coast Guard, FEMA and the secret service amongst others. The deal mandates that all DHS component entities use WidePoint for mobile managed telecommunication services.

Expert Care. Concord Medical Services believes China has no qualified medical institutions that can provide a differentiated international-friendly cancer treatment services. As a result, it is constructing a select number of high-end cancer hospitals to meet rising patient demand. It signed a deal with GE Healthcare and Shanghai New Hongqiao International Medical

Center to build China’s first independent high-end medical imaging diagnostic center located within the New Hongqiao Medical Center.

Forever Jewels. The best-selling jewelry sizes are “always” the 6.5 millimeter one caret and the 8 millimeter two caret round stones, says jewelry designer Charles and Colvard. Still, it’s tough to be in the jewelry business these days. “The margins, especially in the mall-based stores, the margins are so thin today on diamonds and there is a host of reasons as that’s happening that by the time they pay the overhead and pay the sales people, they simply can’t make money and they are having to realign their whole model,” says Charles and Colvard’s Randy McCullough.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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