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Fiesta Mart grocery chain to be sold

Dallas Business Journal - August 25, 2004 by [Sandra Zaragoza](#) Staff writer

A Houston-based wholesale grocery distributor, The Grocers Supply Co. Inc., is planning to acquire Houston-based Fiesta Mart Inc., which has more than 50 stores in Texas, according to sources close to the deal.

Locally, Fiesta Mart has 14 locations throughout Dallas, Fort Worth, Irving, Garland, Plano and Arlington.

Privately-owned Grocers Supply Co. distributes food and various products to more than 650 grocery stores, 1,200 stores and 200 schools in Houston and surrounding areas. The company employs 2,000 and generated \$1.5 billion in sales in 2003, according to Hoover's an online business information service. Additionally, the company's Grocers Supply International division sends supplies to commercial and government customers worldwide.

Fiesta was founded by Donald Bonham and O.C. Mendenhall in the Houston area in 1972 and later expanded into Austin with one store and the Dallas-Fort Worth area. Fiesta primarily serves the Hispanic community with an ethnic food format. The company also owns 16 Beverage Mart liquor stores.

The grocer generated \$1 billion in annual sales in 2003 rising from \$900 million in 2002 and \$770 million in 2001, according to Hoover's.

In the Dallas market, Fiesta had 25.4% of the Latino market share, followed by Carnival with 14.7% and Albertson's with 10.4%, according to Rincon & Associates' DFW Latino Trendline 2004.

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