

**Company Description:** For 100 years, H-E-B has been an innovative retailer. Known for its fresh food, quality products and convenient services, H-E-B strives to provide the best customer experience at the lowest prices.



1920s

**Operations:** Headquartered in San Antonio, H-E-B operates more than 300 retail stores in more than 155 communities throughout Texas and Mexico.



1940s

**Financial Status:** H-E-B's 2003 annual sales exceeded \$11 billion, making it the 10<sup>th</sup> largest privately held company in the country (according to *Forbes*, November 2003) and 16<sup>th</sup> largest grocer/retailer in the country (according to *Supermarket News*, January 2004).



1960s

**Key Innovations:** Central Market; H-E-B Plus; and H-E-B Own Brand and self-manufactured product lines such as Creamy Creations ice cream, Fully Cooked meats, Just Cut flowers, Fresher Lasting prepared produce

**Community Focus:** Major contributions are focused on hunger relief and prevention, education, diversity, health and wellness, the environment and the arts. In this spirit, the company annually contributes five percent of its pre-tax earnings to charitable programs and activities.



1980s

**Partners (employees):** Approximately 56,000

**CEO:** Charles Butt



**For More Information:** [www.heb.com](http://www.heb.com)



1990s

2000s

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