



This is a map of the 6 regions in the US. The only difference is that we have added the states of Virginia and North Carolina to our Northeast region.

The top markets in the US are, essentially, the Northeast and the Border states; California, Texas and Florida! The Midwest has a handful of high-volume cities with Chicago being the largest of them. The Rocky Mountain region is large with a small population compared to the other regions. Texas is an enormous market and is growing. The West coast population is still, mostly, in California.

The 6 regions are all different and they vary in language, accents and preferences as much as European countries in the EU do. They have unique accents, different idioms and diverse economies in each area. To view the US as a single market is the greatest mistake one can make when entering the US. In fact, if we were to be more specific, we could break down the US into more individual markets. As an example, NYC and Boston are both in the Northeast but are very different in accents, some stores, brands and economies. Their preferences for flavors are different from one another, in fact. We have created distinct areas that can be viewed for the logistics and general “similarities” that are also practical.