

CUSTOMER SUCCESS STORY

Northgate Market sources authentic Mexican brands through Andina Foods

CUSTOMER Northgate González Market	INDUSTRY Hispanic-focused supermarket chain (United States)
REGION Southern California	RELATIONSHIP WITH ANDINA Cross-border sourcing — authentic Mexican packaged and branded goods

The challenge

Northgate Market's shoppers come for the real thing — the Mexican brands and products they grew up with. Delivering that authentically means sourcing from Mexico, which adds a layer most domestic supply doesn't have: distance, paperwork, and the coordination that comes with moving product across the border.

Northgate's buyers were managing cross-border orders where a small slip had outsized consequences. A mis-keyed quantity or a SKU that didn't match cleanly meant longer delays than a local short — product that's a border crossing away can't be re-sent same-day. Keeping authentic Mexican lines reliably on the shelf required tighter coordination than a typical domestic vendor relationship.

What they needed

- Reliable sourcing of authentic Mexican brands
- Accurate orders, because cross-border mistakes cost more time
- Clear coordination and status across the border
- A supply partner who understands the Mexican product catalog

Working with Andina

Andina brought clarity to the cross-border order flow. Orders are captured accurately and confirmed, with SKU and product matching handled carefully so what Northgate orders is what clears and ships. Because Andina knows the Mexican catalog and naming conventions firsthand, the matching that trips up generic suppliers gets handled cleanly.

Status is visible rather than a mystery in transit, and genuine issues get flagged early — when there's still time to adjust. For Northgate, that means authentic Mexican brands stay on the shelf for the shoppers who came looking for them.

The results

- **Reliable supply**
Of authentic Mexican brands
- **Accurate cross-border orders**
With careful SKU matching
- **Clear coordination and status**
Across the border
- **Authentic product consistently available**
For Northgate's shoppers

Our customers trust us to carry the brands they love, and a lot of those come from Mexico. Andina makes cross-border sourcing dependable — orders are accurate, the product matching is right, and we know where things stand. That's what keeps authentic Mexican products on our shelves.

Category Buyer
Northgate González Market