

BRAZILIAN DISTRIBUTION CO COMPANHIA BRASILEIRA DE DISTR CBD

Form 6-K

August 16, 2007

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of August, 2007

Brazilian Distribution Company

(Translation of Registrant's Name Into English)

Av. Brigadeiro Luiz Antonio,
3126 São Paulo, SP 01402-901

Brazil

(Address of Principal Executive Offices)

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F)

Form 20-F Form 40-F

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b) (1)):

Yes No

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b) (7)):

Yes No

(Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes No

July/07

Total gross sales came to R\$1,363.3 million in July

São Paulo, Brazil, August 16, 2007. Grupo Pão de Açúcar [NYSE: CBD; BOVESPA: PCAR4 (PN)] announces its sales performance for July 2007 (unaudited preliminary figures). The information presented below was calculated based on consolidated figures and in Reais, in accordance with the Brazilian Corporate Law.

Gross sales reached R\$1,363.3 million in the period, up by 3.6% over the same month in the previous year. Net sales totaled R\$1,152.9 million, up by 4.3% compared to July 2006. The Company's performance in July 2007 was affected by the calendar effect (with one fewer Saturday than in the previous year), reducing sales by near 150 basis points.

Same-store sales moved up by 1.0% in gross terms and 1.7% in net terms. Food products grew by 3.7% while non-food sales dropped by 6.7%. This performance is a result of the strong comparison base (up by 18.9% in July 2006 due to the World Cup effect) and the strong deflation in the period, affecting mainly sales of electronic items.

Although July's performance was slightly below expectations, August's performance so far has been in line with the previous months.

Gross Sales Performance (nominal terms)

Note: Same-store sales include stores with at least 12 months of operation

* Average growth of 4.5% in March/April

Statements included in this report regarding the Company's business prospects, the outlook for operating and financial results, and referring to the Company's growth potential are merely projections and were based on Management's expectations regarding the Company's future.

GRUPO PÃO DE AÇÚCAR

Daniela Sabbag
Investor Relations

Those projections are highly dependent on market changes, on the Brazilian general economic performance, on the industry and on international markets and are, therefore, subject to change.

Tel: (11) 3886-0421

Fax: (11) 3884-2677

e-mail:

gpa.ri@grupopaodeacucar.com.br

website: www.gpa-ri.com.br

SIGNATURES

Pursuant to the requirement of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

COMPANHIA BRASILEIRA DE DISTRIBUIÇÃO

Date: August 16, 2007

By: /s/ Enéas César Pestana Neto
Name: Enéas César Pestana Neto
Title: Administrative Director

By: /s/ Daniela Sabbag
Name: Daniela Sabbag
Title: Investor Relations Officer

FORWARD-LOOKING STATEMENTS

This press release may contain forward-looking statements. These statements are statements that are not historical facts, and are based on management's current view and estimates of future economic circumstances, industry conditions, company performance and financial results. The words "anticipates", "believes", "estimates", "expects", "plans" and similar expressions, as they relate to the company, are intended to identify forward-looking statements. Statements regarding the declaration or payment of dividends, the implementation of principal operating and financing strategies and capital expenditure plans, the direction of future operations and the factors or trends affecting financial condition, liquidity or results of operations are examples of forward-looking statements. Such statements reflect the current views of management and are subject to a number of risks and uncertainties. There is no guarantee that the expected events, trends or results will actually occur. The statements are based on many assumptions and factors, including general economic and market conditions, industry conditions, and operating factors. Any changes in such assumptions or factors could cause actual results to differ materially from current expectations.
