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## Mexico

### Product Brief

# The Mexican Market for Fruit Juices and Concentrates 2001

Approved by:

**Chad R. Russell**

**U.S. Embassy**

Prepared by:

Alfredo Gayou

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**Report Highlights:** Total Mexican imports of fruit juices and concentrates increased from US \$11.7 million in 1998 to US \$18.1 million in 1999, and to US \$30.8 million in 2000. According to local distributors, the huge increase in imports from 1999 to 2000 was due to wider distribution of these products, a high preference for US products and a more stable peso. In 2000, US fruit juice exports to Mexico were valued at US \$24.7 million, for a commanding 80 percent market share of Mexico's total fruit juice and concentrate imports.

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Includes PSD changes: No  
Includes Trade Matrix: No  
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This report is for informational purposes only to assist exporters of US food and agricultural products in their sales and promotional efforts in Mexico. The data in this report were collected from local trade and government sources and are not necessarily official US Department of Agriculture (USDA) data. While every effort has been made to provide an accurate list of contacts, telephone and fax numbers change frequently in Mexico. Also, there may be other qualified firms in Mexico and the United States, and their exclusion from any lists or directories is unintentional. Neither the US Agricultural Trade Office (ATO) or the USDA endorse any firm contained herein. US exporters should take normal commercial cautions when dealing with any potential importer, including checking references.

## 1. PRODUCT DEFINITION

The products included in this report are fruit juices and concentrates. These products are included in Subchapter 20.09 of the Mexican Tariff System.

## 2. MARKET SIZE

### Production

Based on Mexican production figures, the production of fruit juices and concentrates, in dollar terms, increased from US \$225.0 million in 1998 to US \$229.5 million in 1999, and to an estimated US \$235.2 million in 2000. See table 1.

Table 1

### MEXICAN PRODUCTION OF FRUIT JUICES AND CONCENTRATES 1998-2000

(US Million Dollars)

	<b>1998</b>	<b>1999</b>	<b>2000</b>
	<b>US Dls.</b>	<b>US Dls.</b>	<b>US Dls.</b>
<b>Juices</b>	150.8	151.5	154.1
Concentrates	74.2	78.0	81.1
<b>Total</b>	<b>225.0</b>	<b>229.5</b>	<b>235.2</b>

Source: Own estimates based on data from the Camara Nacional de la Industria de Conservas Alimenticias (National Chamber of Preserved Foods Industry)

All dollar values used in reporting Mexican data were calculated according to the average exchange rate of the peso against the dollar for each year: 9.2, 9.7 and 9.5 pesos per US dollar for 1998, 1999 and 2000, respectively.

### Imports

Total Mexican imports of fruit juices and concentrates increased from US \$11.7 million in 1998 to US \$18.1 million in 1999, and to US \$30.8 million in 2000. According to local distributors, the huge increase in imports from 1999 to 2000 was due to wider distribution of these products, a high preference for US products and a more stable peso. US exporters should take note that Mexican foreign trade data for fruit juices does not necessarily correspond with US trade data. See table 2.

Table 2  
**TOTAL MEXICAN IMPORTS OF FRUIT JUICES AND  
 CONCENTRATES, 1998-2000**

(US Million Dollars)

Tariff Code Numbers and Product Descriptions	1998	1999	2000
20.09.11 Frozen orange juice	0.5	0.4	0.5
20.09.19 Other orange juice	3.9	6.1	9.3
20.09.20 Grapefruit juice	1.0	1.4	2.5
20.09.30 Lime citrus fruit juice	0.3	0.3	0.4
20.09.40 Pineapple juice	0.4	0.8	0.3
20.09.50 Tomato juice	0.2	0.1	0.3
20.09.60 Grape juice	0.2	0.2	0.5
20.09.70 Apple juice	1.8	2.4	3.4
20.09.80 Juice of other fruits or vegetables	2.5	4.0	3.4
20.09.90 Mixture of juices	1.1	2.3	10.2
<b>TOTAL</b>	<b>11.7</b>	<b>18.1</b>	<b>30.8</b>

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)

**US Exports To Mexico**

US exports to Mexico of fruit juices and concentrates increased from US\$ 9.4 million in 1998 to US\$ 24.7 million in 2000.

Table 3  
**US EXPORTS TO MEXICO OF FRUIT JUICES AND  
 CONCENTRATES, 1998-2000**

(US Million Dollars)

Tariff Code Numbers-Product Descriptions	1998	1999	2000
20.09.11 Frozen orange juice	0.5	0.4	0.5
20.09.19 Other orange juice	3.7	5.9	8.7
20.09.20 Grapefruit juice	1.0	1.4	2.5
20.09.30 Other single citrus fruit juice	0.3	0.3	0.4
20.09.40 Pineapple juice	0.3	0.3	0.1
20.09.50 Tomato juice	0.1	0.1	0.2
20.09.60 Grape juice	0.2	0.2	0.2
20.09.70 Apple juice	0.5	0.6	0.7
20.09.80 Juice of other fruits or vegetables	2.1	3.7	3.0
20.09.90 Mixture of juices	0.7	1.2	8.4
<b>TOTAL</b>	<b>9.4</b>	<b>14.1</b>	<b>24.7</b>

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)

US exporters of fruit juices and concentrates have a commanding share of the Mexican import market. American producers of fruit juices/concentrates identified in the market place include the following brands/companies: Minute Maid (Minute Maid), Capri Sun (Kraft Foods Int.), Veryfine (Veryfine Inc.), Real Lemon (Eagle Family Foods Inc.), Florida's Natural (Citrus World Inc.), Cranberry Juice Cocktail (Kirkland), Country Orchard Lemon Juice (California Classic Foods), Ocean Spray Cranberry (Ocean Spray Cranberries Inc.), Sunny Delight (Procter & Gamble), V-8 Splash (Campbell Soup Co.), Chiquita (Citrus World Inc.), Clamato (Motts Inc.) etc. Most of these suppliers have only one product, and few offer a variety of flavors, presentations or brands. Some American companies with local plants and products, besides sourcing juices from local production, also import other product lines. This is the case with Treetop, Campbell Soup Co., Kraft Foods and Procter & Gamble.

### Other Foreign Competitors

Official Mexican import statistics listed 25 other countries as exporting fruit juices to Mexico during the 1998-2000 period. Export sales, by principal countries, and their respective market shares are listed below. See table 4.

Table 4

## TOTAL MEXICAN IMPORTS OF FRUIT JUICES AND CONCENTRATES, BY COUNTRY, 1998-2000

(US Million Dollars and Percentage)

COUNTRIES	1998	1999	2000
<b>United States</b>	<b>9.4</b>	<b>14.1</b>	<b>24.7</b>
<b>Percentage Market Share</b>	<b>80.3</b>	<b>77.9</b>	<b>80.2</b>
Spain	0.4	0.9	1.7
Percentage Market Share	3.4	5.0	5.5
Chile	0.9	1.2	1.2
Percentage Market Share	7.7	6.6	3.9
Brazil	0.4	0.7	1.0
Percentage Market Share	3.4	3.9	3.3
Other Countries	0.6	1.2	2.2
Percentage Market Share	5.2	6.6	7.1
<b>Total</b>	<b>11.7</b>	<b>18.1</b>	<b>30.8</b>

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)

### Domestic Consumption

Mexican consumption of fruit juices increased from US \$92.1 million in 1998 to US \$155.9 million in 2000. Local production is the main source of supply for national consumption, although imports during this period visibly increased their presence in the market, rising from 12.7 percent of domestic consumption in 1998, to 19.8 percent in 2000. See table 5.

Table 5

## MEXICAN CONSUMPTION OF FRUIT JUICES AND CONCENTRATES, 1998-2000

(US Million Dollars)			
	<b>1998</b>	<b>1999</b>	<b>2000</b>
Production (1)	225.0	229.5	235.2
<b>Imports (2)</b>	<b>11.7</b>	<b>18.1</b>	<b>30.8</b>
Exports (2)	144.6	110.2	110.1
<b>Consumption</b>	<b>92.1</b>	<b>137.4</b>	<b>155.9</b>
Imports as a percent of consumption	12.7	13.2	19.8

Sources: (1)- Own estimates based on data from National Chamber of Preserved Foods Industry

(2)- Banco Nacional de Comercio Exterior-BANCOMEXT

(3)- Banco Nacional de Comercio Exterior-BANCOMEXT

### 3. DOMESTIC COMPETITION

The Mexican economy and the Mexican foods, beverage and tobacco sector registered positive growth rates during the last three years. In 2001, the Mexican economy is expected to register positive growth rates between four and five percent. See table six.

Table 6

#### **GROWTH IN MEXICAN ECONOMY, INDUSTRY AND FOOD PROCESSING SECTORS, 1998-2000**

(Percentages)

	<b>1998</b>	<b>1999</b>	<b>2000</b>
<b>Mexican Economy</b>	<b>4.8</b>	<b>3.7</b>	<b>7.5</b>
<b>Total Mexican Industry</b>	<b>7.4</b>	<b>4.1</b>	<b>8.0</b>
<b>Foods, Beverages &amp; Tobacco Sectors</b>	<b>0.5</b>	<b>5.1</b>	<b>4.5</b>

Source: INEGI

Mexico's fruit juice industry is considered to be the largest in Latin America. There are about 250 local producers of juices, nectars and concentrates. With its abundant domestic fruit production, Mexico processes a great variety of juices and concentrates, year round. However, according to local juice producers, harvests are not always sufficient, nor do they always meet the quality specifications that processors need. The leading Mexican producers in the market are Jumex, with approximately 31 percent of the market; Del Valle (24 percent); Boing/Pascual (10 percent); Lala (5 percent); Florida 7 (4 percent); Valle Redondo (2.4 percent) and other brands (with 17.2 percent).

Other companies in the market include Grupo Prolesa, Nestle, Alimentos Giaja, S.A. de C.V., Alimentos y Bebidas de Orizaba, Frutas Frescas, S.A. de C.V., Herdez, S.A. de C.V., Parmalat, Mundet, Campbell, Alimentos La Concordia, S.A. de C.V., Industrias Talayeros, S.A. de C.V., Zano Alimentos, Concentrados Sandy's, etc. The top 500 companies in Mexico includes five juice producers: Nestle (26), Grupo Lala (55), Grupo Prolesa (74), Grupo Herdez (97) and Jugos del Valle (117).

Jugos del Valle is one of the most aggressive local producers, with eight plants in Mexico plus one in Puerto Rico, another in Brazil, and plans to soon open one in Argentina in a joint venture with Sancor, the large dairy products manufacturer. Jugos del Valle is also very active in the export market, selling to 26 countries.

Some of these companies also produce private brands for the large retailers. The sector's representative trade chamber is the Coordinating Council of Food and Beverage Industries of the National Chamber of the Manufacturing Industries (CANACINTRA). See Section 8 for contact information.

#### 4. IMPORT REQUIREMENTS

##### Tariffs

Mexican import duties are classified according to the Standard International Harmonized System, as established under the provisions of the North America Free Trade Agreement (NAFTA). Sub-Chapter 20.09 of the Mexican Tariff System contains the tariffs for fruit juices. In total, there are 15 specific tariff codes related to this product category

As part of the NAFTA agreement, the products which have already reached zero tariffs and are no longer subject to import duties are the following:

<b>Tariff Code</b>	<b>Fruit Juices and Concentrates</b>
20.09.11.01	Frozen Orange Juice
20.09.19.01	Other Orange Juice
20.09.19.99	Other Orange Juices
20.09.20.01	Grapefruit Juice
20.09.30.01	Lime Citrus Fruit Juice
20.09.40.01	Pineapple Juice
20.09.40.99	Other Pineapple Juices
20.09.50.01	Tomato Juice
20.09.60.01	Grape Juice
20.09.70.01	Apple Juice
20.09.80.01	Juice of Other Fruits or Vegetables
20.09.90.01	Mixture of Juices
20.09.90.99	Other Juice Mixtures

The following product is levied with a four percent duty in 2001, which will drop to two percent in 2002 and zero in 2003:

20.09.30.02	Other Lime Juices Without Concentrates
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For the following item, the applicable tariff rate will be the lower of the 20 percent ad valorem tariff or 5.3 US cents, per kilo:

20.09.30.99	Other Lime Juices
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Mexico also has a fifteen percent value-added tax (VAT, or IVA in Spanish). Mexican Customs collect the VAT on foreign transactions upon entry of the merchandise into the country. As of July 1999, Mexican Customs used to charge a nominal customs processing fee of 0.08 percent, which has been eliminated as

part of NAFTA. The following example illustrates how these duties are calculated as compared to a locally produced item.

	<b><u>Imported Products</u></b>	<b><u>Domestic Products</u></b>
F.O.B. Invoice value	\$100.00	\$100.00
Ad-Valorem duty (6 percent)	- <u>6.00</u>	<u>N.A.</u>
Sub-total	\$106.00	\$100.00
Value-added tax (15 percent)	<u>15.90</u>	<u>15.00</u>
<b>Total</b>	<b><u>\$121.90</u></b>	<b><u>\$115.00</u></b>

Customs brokers use this total figure to calculate their fees, which usually are 0.5 percent, on average, plus any storage and handling fees.

The basic Mexican import document is the Pedimento de Importacion (customs entry document), which should be presented to Mexican Customs together with the commercial invoice in Spanish, a bill of lading and the Sanitary Import Notice. Products qualifying as "North American" must use the NAFTA certificate of origin to receive preferential treatment. This form is available from the US Customs Service, freight forwarders, local US chambers or state departments of agriculture and does not have to be validated or formalized. Mexican Customs law is very strict regarding proper submission and preparation of customs documentation. Errors in paperwork can result in fines and even confiscation of merchandise as contraband. Exporters are advised to employ competent, reputable Mexican importers or custom brokers.

### **Sanitary Requirements**

Under NAFTA, Mexican imports of fruit juices do not require import permits. However, imports of fruit juices, in general, are subject to several official Mexican standards (NOM's). There are two kind of NOMS: the first kind details what requirements products must comply with; the second kind actually requires action on the part of the producer to show that they are in compliance with the NOM. Mexico's current regulatory process is based on its "Federal Law of Metrology and Standardization," originally published in Mexico's Diario Oficial (Federal Register) on July 1, 1992. Before introducing imported goods into Mexico, the importer/distributor has to prove that the products comply with the corresponding NOM. The NOM's that imported juices have to comply with are: NOM-002-SSA1-1994 "Environmental Health, Goods and Services. "Sealing Specifications for Metallic Food and Beverage Containers," and NOM-130-SSA1-1995 "Goods and Services. Sanitary Provisions and Specifications for Food Packaged in Hermetically Sealed containers and Subject to Heat Treatment."

US exporters should be familiar with these NOMs, and identify which one of these NOM's applies to their products.

### **Health Certificates and Non-Tariff Requirements**

Fruit juice and concentrate exports to Mexico require a written sanitary import notice (Aviso Sanitario de Importacion). This is a free-style letter, written in Spanish, that must contain the following information: name of product; trade brand; specific quantity; name and address of producer; name and address of importer; port of entry and import tariffs numbers. This document, written in the company's letterhead, should be addressed to the Secretaria de Salud; Direccion General de Calidad Sanitaria de Bienes y Servicios and

presented at the port of entry. Additionally, the invoice, airway bill and a sanitary statement (Constancia Sanitaria) are required. The sanitary statement must come from the exporting country's respective sanitary authorities, or a FDA-certified laboratory declaring that the products, identified by production lot, are safe and fit for human consumption; indicating their physical-chemical analysis; microbiological analysis; and, if applicable, specific analysis; country of origin and expiration date.

**Labeling**

Labeling of fruit juices and concentrates is also subject to a NOM requirement. The principal NOM for labeling is NOM-051-SCFI-1994, published in the Diario Oficial (Official Gazette) on January 24, 1996. This Mexican standard applies to pre-packaged fruit juices, both from local production and foreign sources. The general requirements of this NOM specify that labels must contain the following information in Spanish: name of product, list of ingredients clearly specified, net content; name and fiscal address of importer; country of origin; production lot and expiration date. Information on nutritional values is voluntary and only becomes obligatory when these values are enhanced either in a quantitative or qualitative form.

For additional NOM information on labeling, interested exporters can review NOMS: 002-SCFI (Prepackaged Products; Net Content; Tolerances and Verification Methods); 008-SCFI (General System of Measurement Units) and 030-SCFI (Commercial Information-Quantity Statements and Specifications on Labels). The Mexican government has issued 900 NOMS in total since their conception in 1992, of which 76 are for food products.

To obtain a NOM certification, the Mexican manufacturer/importer must send samples to a Mexico-based test laboratory accredited by the General Office of Standards of SECOFI. See Section 8 for contact information. The Mexican Health Ministry has an address in the Internet [Http://ww.ssa.gob.mx/nom/index.html](http://ww.ssa.gob.mx/nom/index.html) where information on these NOMs can be obtained. Also, current information, in English, can be secured from the NAFTA Office Tel: 800-USATRADE (800-872-8723).

**Cargo Unloading, Transportation and Storage Fees**

Cargo unloading fees vary depending on the weight, number of pieces, type of merchandise and location. These fees are usually charged according to pre-established tables. However, whenever possible, shippers should compare prices between service providers. In general, cargo-unloading fees in Mexico are slightly higher than those in the United States for comparable services.

In Mexico, trucks are the most reliable method of delivery for fruit juices and concentrate products, accounting for approximately 60 percent of cargo volume. Rail and maritime shipping is more widely used for bulk commodities, and airfreight is only used for highly perishable items. Trucking companies cannot bring merchandise directly from the United States to Mexico. A US trucking company drives the shipment to the border and transfers its trailer to a Mexican rig. The best way to ship by truck is to use an internationally bonded carrier that has relationships with Mexican carriers. Mexican trucking companies generally determine their fees by mileage or distance, weight and type of merchandise. Practically all transport companies and freight forwarders offer a basic insurance plan, which covers transport and handling of cargo. When selecting a transporter, it is recommended to check their claim history and any complaints they might have received. While shippers will find that truck transportation is more expensive than "Container in Flat Car" (COFC) or "Trailer Flat Car" (TOFC), in general, transport fees are lower



in Mexico by as much as 10 percent. The ability to ship by truck to Mexico gives the United States an advantage in shipping costs over third-country competitors. The main Mexican highways run north to south.

Warehousing costs vary depending on the space required and any specific product needs, such as refrigeration. Warehousing fees follow general market trends of supply and demand; however, it is advisable to compare prices, facilities and reputation, and negotiate before contracting. The three most important industrial centers are located in Mexico City, where average warehouse rental fees are around US \$3.90, per m2, per month; US \$3.00 per m2, per month in the Guadalajara area, and approximately US \$5.80, per m2, in Monterrey and surrounding areas. The Mexico City Metropolitan Area has six major industrial corridors (Iztacalco/Iztapalapa; Los Reyes/Tlahuac/Tlalpan; Naucalpan; Tlanepantla; Toluca/Lerma and Vallejo); Guadalajara has five (Guadalajara; El Salto; Periferico; Old Industrial and Belenes/San Juan Ocotlan) and Monterrey has five (Apodaca/Miguel Aleman; Santa Catarina; San Nicolas; Guadalupe/La Silla and Escobedo). In other locations, average rental fees per m2, per month are: Tijuana, US \$5.90; Puebla, US \$3.90; Queretaro, US \$3.40 and The State of Mexico, US \$2.70. In-bond storage facilities are a popular storage method used by exporters, at which duties are not paid on the items stored until they are released from the facility for distribution in the market. NOTE: Any merchandise placed in a warehouse should be insured. A basic insurance policy can be secured from the warehouse administrator or a more comprehensive policy from a private insurance company.

## 5. WHO BUYS IMPORTED PRODUCTS IN MEXICO

The most important Mexican buyer of imported fruit juices and concentrates is the retail sector.

### **Retail Sector**

The Mexican retail sector is the most significant buyer of fruit juices in Mexico. Roughly 50-60 percent of all fruit juice sales are made through major retail chains; 35 percent are sold through public/street markets and the Central de Abasto, and the balance (five percent) through mom/pop (abarrotes) stores. The organized part of this sector is represented by the large retail chains and convenience stores which, for the most part, are well organized, use modern retailing and marketing techniques and face fierce domestic competition, and represent around 50 to 60 of total retail sales in Mexico. The leading retail companies are members of the Asociacion Nacional de Tiendas de Autoservicio y Departamentales-ANTAD (National Association of Retail and Department Stores). The other part of this sector is comprised of public markets, street markets and "mom and pop stores" which, in total, represent approximately 40 to 50 percent of total retail sales.

ANTAD represents the top 100 chains in the sector, of which 45 are in the retail business, 23 are department stores and 32 are classified as specialty stores (sports, gifts, etc.). In total, ANTAD has 4,466 members, of which 1,077 are in the retail business and represent the leading firms in terms of sales and product coverage.

During 2000, retail sales (same number of stores) grew 10.0 percent over the same period in 1999. The breakdown of this growth rate was 6.8 percent for food products; 6.8 percent for clothing and 14.1

percent for general merchandises. Promotions and price discounts continue to be the sector's main strategy, which is compensated by more efficient operations, better distribution methods and costs savings, in general.

At the national level, Walmex, Comercial Mexicana and Gigante are the most important retail chains. At the regional level, Organización Soriana, Grupo Chedraui, Casa Ley and Extra (formerly 12 x 12) are the leading organizations.

Table 7  
**MEXICAN RETAIL SECTOR BY PRINCIPAL UNITS-2000**  
(Companies and Number of Units)

<b>ORGANIZATION NAME</b>	<b>NUMBER OF UNITS</b>
<b>(National Coverage)</b>	
<b>Gigante</b>	<b><u>184</u></b>
Tiendas Gigante	117
Bodegas Gigante	40
Super G	26
<b>Grupo Walmex</b>	<b><u>204</u></b>
Bodegas	69
Sam`s	34
Wal-Mart	27
Aurrera	36
Superama	38
<b>Comercial Mexicana</b>	<b><u>154</u></b>
Comercial Mexicana	81
Bodegas	26
Megas	14
Price	16
<b>Carrefour</b>	<b><u>17</u></b>
<b>Government stores</b>	<b><u>226</u></b>
<b>Northern Mexico</b>	
<b>Casa Ley (State of Sinaloa)</b>	<b><u>100</u></b>
<b>Soriana (City of Monterrey)</b>	<b><u>100</u></b>
<b>Gulf States</b>	
<b>Chedraui (State of Veracruz, Tamaulipas, Quintana Roo)</b>	<b><u>47</u></b>
<b>Mexico City</b>	
<b>Sumesa - (Comercial Mexicana)</b>	<b><u>17</u></b>
<b>Retail Stores – SUBTOTAL</b>	<b><u>726</u></b>
<b>Convenience Stores</b>	
<b>Cadena Comercial OXXO</b>	<b><u>1,300</u></b>

<b>Seven Eleven</b>	<b>237</b>
<b>Extra</b>	<b>200</b>
<b>Convenience Stores SUBTOTAL</b>	<b><u>1,737</u></b>
<b>GRAND TOTAL</b>	<b>2,463</b>

Source: ANTAD; and own estimates

## 6. DISTRIBUTION OF PRODUCT IN MEXICO

US firms wishing to penetrate the Mexican market must have a locally based distributor/representative in order to operate and to establish a successful business relationship with domestic buyers. For the majority of small and mediums sized US food companies, it is probably best to tap into a preexisting distribution network, either that of a distribution company or a Mexican food processor.

The distribution of fruit juices in Mexico follows traditional methods. There are several importer/distributor/brokers that specialize in a product or series of products, and who sell to other distributors and major processors and occasionally to packers and food processors. In the case of fruit juices, distributors/importers are the key to success since not all major retailers and foodservice chains import directly, but instead are serviced by these suppliers. There are only a few of these importer/distributor/brokers which really have national coverage, as well as adequate installations to properly store and deliver these goods.

Apart from sales via the major retail outlets, fruit juices reach the end consumer through small corner grocers known as "abarrotes or verdulerias." There are over 400,000 of these types of stores in Mexico. They serve their immediate neighborhood and carry a limited range of goods. In some cases, imported items are found in these outlets and represent an important potential sales point. 22,000 wholesalers, known as "mayoristas" or "medio-mayoristas," service these abarrotes. They supply dry goods, refrigerated and frozen goods, baked goods, tobacco, snacks, dairy products and grains, among other items. However, convenience store chains are increasingly replacing these small corner stores and outlets, as they often have better facilities, offer a wider variety of products and also employ promotions and discounts.

## 7. TRADE EVENTS AND SPECIALIZED PUBLICATIONS

### Trade Events

The leading events for the retail sector and fruit/juices produce are:

"ANTAD," exhibition which is scheduled annually in March at Guadalajara. This event is organized by the National Association of Retail and Department Stores (Asociacion Nacional de Tiendas de Autoservicio y Departamentales, A.C.-ANTAD), which can be contacted at Tel: (011)(52) 5580-1772; Fax: (011)(52) 5395-2610. The ATO in Mexico organizes a US pavilion at ANTAD promoting business contacts with local distributors and buyers. American firms interested in participation should contact the ATO at: Tel: (011)(52) 5280-5291; Fax: (011) (52) 5281-6093.

### Specialized trade publications

There are few trade magazines that are distributed among food-beverage companies and food

stores/distributors. These publications can be an effective tool to reach potential clients/agents/distributors or to conduct direct mail campaigns. The leading publications are:

"Bebidas Nacionales," published bimonthly by Alfa Editores Tecnicos, S.A. de C.V. phone: (011)(52) 5579-3333;

"Bebidas," published by the Asociacion de Productores de Refrescos y Aguas Carbonatadas, A.C. (Association of Softdrinks and Carbonated Waters), phone: (011)(52) 5281-2496.

The principal trade publication for the foodservice sector is "Servialimentos," which is published bi-monthly with national coverage, and "Abarrotes y Mas", is for the retail business and is also published bimonthly with national coverage. These last two magazines are published by Servialimentos Publishing, S. de R.L. de C.V. Tel: (011)(52) 5514-8010 Fax: (011)(52) 5208-7864. The leading buyer's guide for food products is "Guia de la Industria Alimentaria," published by Informatica Cosmos, Tel: (011)(52) 5677-6043; Fax: (011)(52) 5679-3575; e-mail:online@cosmos.co.mx. Another trade magazine for the retail sector is "Cadenas", a bimonthly published by ANTAD. The leading publication for the hotel industry is Alta Hotelaria, published by Alta Hotelaria, S.A. de C.V. Tel: (011)(52) 5611-0898. The leading buyer's guide for this sector is Abastomatic, published by M.E. Publicidad & Publicaciones, Tel: (011) (52) 5522-2207; Fax: (011)(52) 5542-7367.

Some of the leading general business publications in Mexico are:

"Business Mexico," published monthly in English by the American Chamber of Commerce of Mexico-Tel: 011(52)5724-3800 ext. 3335; Fax: (011)(52)5703-2911, contact: Ms. Diane Hemelberg de Hernandez, Editor or Ms. Cristina Bustos, Advertising Dept.;

"MB," published monthly in English by Hemisphere Publishers Group Inc., contact: Ms. Lorena Jimenez, Advertising Director, Tel: (011)(52) 5540-7977 and Fax: (011)(52) 5202-8478.

## **8. KEY TRADE CONTACTS**

The primary mission of the US Agricultural Trade Office (ATO) in Mexico City is to assist in the market development and promotion of US food and agricultural products in the Mexican market. There are a wide variety of activities and services that the ATO, along with other private sector representatives called "cooperators," make available to help develop US agricultural interests in Mexico.

## **GOVERNMENT, ASSOCIATIONS AND CHAMBERS**

### **US Embassy-Agricultural Trade Office-ATO, USDA**

Jaime Balmes 8-201; Col. Los Morales Polanco

Mexico 11510 Mexico

Tel: (011)(52) 5280-5291, 5280-5277, 5281-6586; Fax: (011)(52)5281-6093

Email: ato@supernet.com.mx

Contact: Chad R. Russell, Director

Office of the US Department of Agriculture which assist U.S. firms in the promotion and market development of their agricultural, fishery and forestry products in Mexico.

**Secretaria de Salud** (Health Secretariat)

Sanitary Qualification Office

Donceles 39-PB

Mexico 06010, D.F.; Mexico

<http://www.ssa.gob.mx/nom/index.html>

Contact: Dr. Jose Meljem Moctezuma, General Director for Goods and Services

Tel: (011)(52)5521-3050, 5525-9134; Fax: (011)(52)5521-3290

Contact: Berta Hernandez, Sanitary information Director;

Tel: (011)(52) 5518-2692; Fax: (011)(52)5521-3290

Contact: Georgina Cassini, Sanitary procedures Assistant Director,

Tel: (011)(52) 5518-2692; Fax: (011)(52) 5521-3290

Office of the Health Secretariat that regulates specific NOMS on health related issues.

**Secretaria de Economia (formerly the Secretaria de Comercio y Fomento Industrial-SECOFI)**

**Direccion de Normas**

(Secretariat of Economy; Formerly the Secretariat of Commerce and Industrial Promotion, Norms Office)

Puente de Tecamachalco 6; Lomas de Tecamachalco

Edo. Mexico 53950; Mexico

Tel: (011)(52)5729-9475 & 5729-9476; Fax: (011)(52)5729-9484 <http://www.secofi.gob.mx>

Contact: Lic. Carmen Quintanilla, Direccion de Normas.

The Secretariat of Economy is charged with a wide range of duties including: registration of all licensing agreements; granting import licenses and controlling foreign trade; general investment incentive policies; authorization for plant construction; regulating consumer product labeling and advertising; and official review for granting patents and trademarks. This office issues the norms on quality and labeling.

**Secretaria de Economia (formerly the Secretariat of Comercio y Fomento Industrial-SECOFI)**

**Informacion Comercio Internacional**

(Secretariat of Economy, formerly the Secretariat of Commerce and Industrial Promotion, Foreign Trade Information)

Alfonso Reyes 30-PB; Col. Hipodromo Condesa,

Mexico 06710, D.F.

Mexico

Tel: (011)(52)5229-6100-X3395 & 4949; <http://www.secofi.gob.mx>

Contact: Rocio Ruiz Chavez, Director

Office of SECOFI that provides general information related to NAFTA.

**Asociacion Nacional de Tiendas de Autoservicio y Departamentales-ANTAD** (National Association of Retail and Department Stores)

Horacio 1855-6; Col. Polanco

Mexico D.F. 11560

Mexico

Tel: (011)(52)5580-1772, 5580-0641; Fax (011)(52)5395-2610

[www.antad.org.mx](http://www.antad.org.mx)

Contact: Efren Casas

**Camara Nacional de la Industria de la Transformacion-CANACINTRA**

(National Chamber for the Manufacturing Industries)

**Consejo Coordinador de la Industria de Alimentos y Bebidas**

(Coordinating Council of Food and Beverage Industries)

San Antonio 256

Mexico, D.F. 03849; Mexico

Tel: (011)(52) 5598-6988 & 5563-3400; Fax: (011)(52) 5598-8044

Contact: Lic. Hector Alvarez de la Cadena, Director

**American Chamber of Commerce-AMCHAM**

Lucerna 78 – 4

Mexico 06600

Mexico

Tel: (011)(52)5724-3800; Fax: (011)(52) 5703-2911

e-mail: chawkins@amchammex.com.mx

Contact: Christine Hawkins, Director, International Trade and Investment Consulting

A trade chamber that groups the leading American companies in Mexico and assists them in their business activities in Mexico.

**Embassy of Mexico (in Washington D.C.)**

Agricultural Counselor's Office

1911 Pennsylvania Ave., NW

Washington D.C. 20006

U.S.A.

Tel: (202) 7281-729; Fax: (202)728-1728

**Retail Sector:**

**Auchan S.A. de C.V.**

Miguel Angel de Quevedo No. 443; Col. Romero de Terreros

04310 Mexico, D.F.; Mexico

Tel: (011)(52) 5422-0301; 5484-1900; Fax: (011)(52)5422-0345

Contact: Daniel Gutierrez, Purchasing Manager for Juices

**Aurrera, S.A. de C.V.**

Av. Universidad 936-A

Mexico, D.F. 03310, México

Tel: (011)(52)5420-0200; Fax: (011)(52) 5420-0209

Contact: Edmundo Delgado, Purchasing Manager for Fruit Juices

**Bodegas Aurrera, S.A. de C.V.**

Av. Universidad 936-A  
Mexico, D.F. 03310, México  
Tel: (011)(52)5420-0200; Fax: (011)(52) 5420-0209  
Contact: Edmundo Delgado, Purchasing Manager for Fruit Juices

**Bodegas Comercial Mexicana**

Av. Lopez Mateos 201; Col. Sta Cruz Acatlan, Naucalpan  
53140 Edo. de Mexico; Mexico  
Tel: (011)(52)5371-7674, 5729-7400; Fax: (011)(52)5723-7574, 5723-7495  
[www.comercialmexicana.com.mex](http://www.comercialmexicana.com.mex)  
Contact: Leonardo Garza, Fruit Juices Buyer

**Bodegas Gigante**

Av. Ejercito Nacional 769-A  
11520, Mexico D.F.; Mexico  
Tel: (011)(52) 5269-8000; 5255-9998; Fax: (011)(52)5269-8381  
[http: www.telbip.com.mex](http://www.telbip.com.mex)  
Contact: Antonio Gonzalez, Purchasing Manager for Fruit Juices

**Cadena Comercial OXXO, S.A. de C.V.**

Edison 1253 Norte; Col. Talleres  
64480 Monterrey, N.L, Mexico  
Tel: (011)(52)8333-7030; 8389-2121 x3502; Fax: (011)(52)8333-7030  
Contact: Sergio Estrada, Purchasing Director  
Srita. Regina Martinez, Fruits Juices Buyer

**Carrefour-Grandes Superficies de Mexico, S.A. de C.V.**

Av. Pte. Mazarik 219-2; Col. Polanco  
Mexico D.F. 11579; Mexico  
Tel: (011)(52) 5283-2900 ext. 2760; Fax: (011)(52)5283-2926, [xavierlannes@carrefour.com.mx](mailto:xavierlannes@carrefour.com.mx)  
Contact: Srita. Katia Gallardo, Imports Purchasing Manager

**Casa Ley, S.A. de C.V.**

Carr. Int. Nte. Deportiva Km. 1434  
Humaya  
80020 Culiacan, Sinaloa; Mexico  
Tel: (011)(52) 659-1000; Fax: (011)(56)750-5010 (Culiacán)  
(011)(52) 5202-0256; Fax: (011)(52) 5202-0501 (México City)  
Contact: Alvaro Ley, Purchasing Director  
Francisco Bejarano, Fruit Juices Buyer

**Club Aurrera, S.A. de C.V. (Sam's Club)**

Av. Universidad 936-A  
Mexico, D.F. 03310, México

Tel: (011)(52)5420-0200; Fax: (011)(52) 5420-0209  
Contact: Edmundo Delgado, Purchasing Manager for Fruit Juices

**Gigante, S.A. de C.V.**

Av. Ejercito Nacional 769-A  
11520, Mexico D.F.; Mexico  
Tel: (011)(52) 5269-8000; 5255-9998; Fax: (011)(52)5269-8381  
<http://www.telbip.com.mex>  
Contact: Andres Luccini, Purchasing Manager for Fruit Juices

**Nueva Wal Mart, S.A. de C.V.**

Av. Universidad 936-A  
Mexico, D.F. 03310; México  
Tel: (011)(52)5420-0200; Fax: (011)(52) 5420-0209  
Contact: Edmundo Delgado, Purchasing Manager for Fruit Juices

**Operadora de Comercial Mexicana**

Av. Lopez Mateos 201; Col. Sta Cruz Acatlan, Naucalpan  
53140 Edo. de Mexico; Mexico  
Tel: (011)(52)5371-7674, 5729-7400; Fax: (011)(52)5723-7574, 5723-7495  
[www.comercialmexicana.com.mex](http://www.comercialmexicana.com.mex)  
Contact: Ruben Saldaña, Fruit Juices Buyer

**Organización Soriana, S.A. de C.V.**

Alejandro de Rodas 3102-A; Cumbres Sector 8  
64610 Monterrey, N.L., Mexico  
Tel: (011)(52)8329-9000; Fax: (011)(52)8329-9180,  
Contact: Armando Ortega, Fruit Juices Buyer

**Seven-Eleven Mexico, S. A. de C.V.**

Av. Munich 195-B; Col. Cuauhtemoc  
66450 San. Nicolas de los Garza, Monterrey, N.L.; Mexico  
Tel: (011)(52)8372-1572; Fax: (011)(52)8376-2171  
Contact: Lic. Francisco Mendoza, Purchasing Director  
Lic. Martha Gabriela Bonilla, Purchasing Manager

**Superama**

Av. Universidad 936-A  
Mexico, D.F. 03310; México  
Tel: (011)(52)5420-0200; Fax: (011)(52) 5420-0209  
Contact: Edmundo Delgado, Purchasing Manager for Fruit Juices

**Tiendas Chedraui, S.A. de C.V.**

Priv. Antonio Chedraui Caram S/N; Encinal



91180 Xalapa, Veracruz; Mexico  
Tel: (011)(52) 814-4700; Fax: (011)(52)814-4806 (Xalapa)  
(011)(52) 5624-8000 X 8038; Fax: (011)(52)5624-8000 (with tone)  
(Mexico City);  
Contact: Sr. Primo Alvarez, Purchasing Director  
Sr. Patricio Joo Gonzalez, Purchaser

**Comextra, S.A. de C.V. (Extra)**  
Av. Cuihtlahuac 116; Col. Lorenzo Bouturini  
Mexico, D.F.15820  
Mexico  
Tel: (011)(52) 5768-5050 x 104; Fax: (011)(52) 5764-4103  
Contact: Lic. Anton Martinez, Purchasing Director  
Srita. Pilar Corrales, Purchasing Manager

## **DISTRIBUTORS OF FRUIT JUICES AND CONCENTRATES**

**Kraft Foods de Mexico, S.A. de C.V.**  
Poniente 116-553  
Mexico D.F. 02300; Mexico  
Tel: (011)(52) 5327-7979; Fax: (011)(52) 5325-0999

**Tecnologias Narciso, S.A. de C.V.**  
Tamaulipas 150-20  
Mexico, D.F. 06700, Mexico  
Tel: (011)(52) 5211-2200; 5272-5931; 5272-5965; Fax: (011)(52)5272-6435

**Costco de Mexico, S.A. de C.V.**  
Blvd. Magnocentro 4  
Huixquilucan, Edo. Mex 52765, Mexico  
Tel: (011)(52) 56734243; 56730345; 5283-4000;