EXPORTING FLAVORS

The World Embraces Mexican Flavors

From the Country to the Grill
The Main Mexican beef products exporter

A Drink for the Gods
An old Mexican Beverage

PRIVATE LABELS
Well-rounded Business
Coffee with a Healthy Aroma

Enjoyed with the morning paper worldwide.

A drink for the gods

An old Mexican beverage, is getting ready to make its debut to the world.

Sigma: Keeps Cool Leadership

Grown through the diversification of its products.

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Mexico is a country of young people. Within the next 30 years, the economically active population will rise to 69 million.

This is how Mexico molds competitive, highly qualified professionals, so it can attend to the needs of the different productive sectors within the country.

Advantages of Investing in Mexico:
Access to the North American market, which shares the same time zone.

Qualified personnel in English and Spanish, two of the three most spoken languages in the world.
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The Mexican automotive industry grows 11% annually, the country is one of the world's main producers of vehicles and its exports in 2008 surpassed 42 billion USD. Last year Mexico exported 80 million mobile phones worldwide and one out of every four televisions sold in the US was manufactured in the country.

IT in Mexico grew 15% last year and the country is becoming a hub for Business Process Outsourcing. There are more than 1,370 enterprises and 500,000 professionals specialized in this area.

Mexico is one of the ten most visited countries. More than 21 million visitors annually enjoy 7,000 miles of beaches, numerous colonial cities and hundreds of archaeological sites. Currently, important tourism-related infrastructure projects are being undertaken. The country remains the first choice for the establishment of second or retiree homes in North America.

In only one year, Mexican aerospace industry grew 31%, summing more than 160 companies with operations in the country. Mexico is the fifth leading provider for the European Union aerospace industry and the ninth for the United States.

Mentioned in this issue
A Surprising Country

1 out of every 5 automobiles sold in US is made in Mexico.

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People say one can know a country through its food and that its cuisine can be the best way to study its history. When it comes to Mexico, there’s no doubt that is true. The country’s history can be told through foods like corn or cocoa, drinks like tequila or dishes like mole. It is a history as rich as the diversity of its foods and as complex and fascinating as the dishes of its gastronomy.

In this edition of Negocios we want to share a part of that history, that is now being written as a business success. And that’s because the business opportunities in this sector are as diverse as the foods offered in the country.

Whether it’s fresh or processed, food produced in Mexico is recognized for its quality. Mexican products can practically be found in every market in the world, from fruits and vegetables to prepared dishes. Drinks like tequila, wine or even Mexican beers keep winning spots in the main international markets. And what can we say about Mexican cuisine, which is one of the most appreciated and well known in the world, thanks to its diversity and sophisticated flavors.

The Mexican food and beverage industry not only benefits from a natural richness that translates into abundance and a variety of products. It also takes advantage of the positive country’s business environment: a network of free trade agreements that have reduced and in many cases eliminated tariffs and barriers to food exports; infrastructure and distribution centers that are suitable for the industry; and more than anything, talent and state of the art technology for food production, processing and preservation.

With this issue of Negocios we want to take our readers on a journey of our country’s flavors and the successful business opportunities they can offer those willing to taste them.

Welcome to Mexico.

Bruno Ferrari,
ProMéxico CEO
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Smart Choice for Offshore Services

Determining the best country to host offshore IT operations is a daunting task for many organizations, according to research company Gartner, Inc. In 2008, Gartner assessed the suitability of 72 countries as offshore locations and announced its "Top 30." The analysis showed that the dynamic nature of the market finds a number of nations as reliable alternatives to the BRIC countries (Brazil, Russia, India and China).

Only seven countries from the Americas appeared in such ranking, and they are becoming an attractive option for the US, which is currently the largest offshore services buying market. Among them is Mexico, which rated "very good" on the list. Over the last few years, the country has strengthened its position against leading alternatives and is rapidly becoming first choice for IT industry and offshore services.

**If you are thinking about moving service delivery offshore, then consider Mexico for lower-cost applications, infrastructure or customer contact services.**

- Gartner Inc.

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**TOURISM**

Giant Ahoy!

Starting in 2010, Royal Caribbean's cruise ship *Oasis of the Seas* will dock in Mexican waters. This gigantic ship, which looks like a floating building, has capacity for up to 6,000 tourists and 2,800 crew members. It will stop in Cozumel, a port that last year received more than 1,000 cruise ships from the United States and Canada. Among those that stopped were three of the biggest: Freedom, Liberty and Independence, which is also part of Royal Caribbean.

**FOOD INDUSTRY**

Phillips Grows in Saltillo

Due to an increase in demand for products from its Electrical Harness Division (EHD), Phillips Industries has begun expanding its plant in Saltillo, Coahuila. The STA-DRY Modular Harness System, produced there, is the most specialized trailer electrical wiring harness device in North America today.

**ENERGY**

Green Energy

With an investment of more than 1 million USD, the construction of the first pilot plant for the production of biofuel made from *Jatropha Cactus* began last January. The plant will be settled in the southern state of Chiapas and it is expected to produce about 12,000 liters of biodiesel each day.
A Model Business

Beer is Mexico’s number one agro-alimentary export product. According to Banco de México, beer was 19% of the country’s total exports in food and beverages in 2008. This is not strange. Around the world, the taste for Mexican beer keeps on increasing.

Grupo Modelo knows this well. In the United States it has 40% of the imported beer market as a result of Crown Imports—its strategic alliance with Constellation Brands. In 2008, the company had sales of about 2.5 billion USD.

Grupo Modelo has seven plants with an installed capacity of 60 million hectoliters per year and more than 40,600 employees. In beer production, the company uses its own malt since it makes up to 340 thousand tons per year.

The company’s history started back in 1925 with the creation of Cervecería Modelo in Mexico City. Today, it is the leader in producing, distributing and selling beer in Mexico with 62.8% of the market, both national and exports.

Grupo Modelo has seven plants with an installed capacity of 60 million hectoliters per year and more than 40,600 employees. In beer production, the company uses its own malt since it makes up to 340 thousand tons per year.

The company has 12 brands, among them Corona Extra (the best selling Mexican beer in the world), Modelo Especial, Victoria, Pacifico and Negra Modelo. It exports five brands to more than 159 countries and it is the importer and exclusive distributor in Mexico of Anheuser-Busch beers. Corona and Modelo Especial are the first and third best selling import beers in the United States. As for Corona Light, it is the sixth best selling light beer in that country.

Mexican Beef in Panama

Mexican meat company Viba, whose products are certified by health agencies in the United States, Japan and South Korea, has entered Panama’s market. Viba has established a distribution center to attend the meat product needs of several Panama’s hotels and restaurants.
**AUTOMOTIVE**

**Katcon Acquires Delphi Plants**

In an effort to expand its market, Mexican auto parts company Katcon bought five plants in Poland, South Africa, China, India and Australia from Delphi. It will also acquire two IT development centers: one in Luxembourg and another one in Michigan in the United States.

www.katcon.com

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**INSURANCE**

**First Step in Central America**

Insurance company Qualitas, which insures close to 13 million vehicles in Mexico, has begun operating in El Salvador. This is the first investment the company has made abroad and it is the first step in its expansion strategy through Central America.

www.qualitas.com.mx

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**CONSTRUCTION**

**CONCRETE INVESTMENT**

With an investment of 400 million USD –half of it to be made in 2009– cement producer Holcim Apasco is building a new plant in Hermosillo, Sonora. This endeavor will allow the company to take advantage of construction projects throughout the country and will guarantee enough cement for the entire Northwest region. The plant, scheduled to start operating in 2010, will allow Holcim Apasco to increase its production capacity by 1.6 tons of cement –about 15% of its current capacity.

www.apasco.com.mx

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**ELECTRONIC**

**Avnet Moves to Nogales**

Avnet, the electronic components distributor based in Phoenix, Arizona, will close its facilities in Grapevine, Texas, in the next 18 months and transfer operations to a plant in Nogales, in the northern Mexican state of Sonora.

www.avnet.com

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**ELECTRONIC**

**Jabil Opens Fifth Plant in Mexico**

US electronics company Jabil Circuit has started operations at its new plant in the state of Jalisco. The new facility cost 120 million USD and it currently employs 3,500 people. The company now has five plants in Mexico: one in Chihuahua, two in Tamaulipas and two more in Jalisco. Jabil Circuit exports its entire production of electronic components.

www.jabil.com
A Drink for the Gods

Relegated to obscurity for many years in its own country, tazcalate, an old Mexican beverage, is getting ready to make its debut to the world.

By Jennifer Chan

Tazca...what? Really, there is no reason to be ashamed not knowing what it is. Although tazcalate is a traditional drink made from cocoa and corn that has been consumed by Mexicans for 2 thousand years, this beverage remains one of the country’s best kept secrets.

Amun, a young company from Guadalajara named after the Mayan god of corn, is trying to get tazcalate out of anonymity and into everybody’s mouths.

A Little History

During the Mayan civilization, tazcalate was considered “a drink of the gods,” reserved for the governing elite and warriors. This drink was made from toasted and ground up corn powder and cocoa, mixed with sugar and annatto—in some cases it even had small pieces of tortilla. It fell into disuse after the Spanish conquest and today it is hardly known. Only in Chiapas and other southern states is tazcalate drunk regularly.

The reddish powder can be dissolved in water or milk—cold or hot—to make an energizing drink with lots of calories and a subtle flavor.

When two astute young students from Guadalajara discovered the drink, decided to share it with the world!

The Beginning

Marco Alberto Pérez Corona, 23, found tazcalate by accident in a friend’s food pantry in Chiapas. After the discovery, he got the idea of selling this reddish powder that looked like chili but tasted like chocolate.

“I loved the flavor and thought it could be sold throughout Mexico,” said the young graduate of international business at the Universidad Panamericana. His idea won him awards at two college fairs.

Marco and his schoolmate, Elisa Michel Cano, 25, decided to establish Amun, a company dedicated to the commercialization of Mexican products, with tazcalate being the first one.

“It was all up in the air,” said Elisa. “It was a project we had to start from scratch, with research, nutritional data, history, everything that is needed to understand a product and start selling it.”

With an initial investment of 60 thousand pesos (less than 5,000 USD) and an expectation that would be recouped within six months to one year, Amun was born in August 2008, and by October, sales and promotion had started.

From Mexico to the World

Wishing to make tazcalate into a name as well known as tortilla or cocoa, Pérez and Michel planned to distribute the product

Tazcalate in Numbers

- Regional sales average 100 kilos per month.
- Sales in Germany started with small shipments of 30 to 50 kilos.
- This past January the first ton and a half was exported.
- Since February, shipments to Germany have been 2 tons per month.
- Amun sells tazcalate in two packages: a 300 gram paper bag that is easily resealable and a 3.5 kilo plastic container.
- Prices range from 28 to 35 pesos (2 to 2.5 USD) for the small package and about 250 pesos (around 18 USD) for the bigger one.
- Amun also distributes lemon tea in 70 gram bags.

Amun also distributes an organic lemon tea in a 70g presentation.

01 ANUMUN MAYA
02 THE YOUNG FOUNDERS
03 TAZCALATE is a traditional beverage from the South of Mexico.
mainly in foreign countries, but without forgetting the Mexican market.

Several coffee and gourmet spots, especially those selling organic and sustainable products, have opened their doors to tazcalate. “Our target market is gourmet and unique products stores, where customers look for new and alternative things,” Michel commented.

After selling “contrary to our own forecasts” more than 100 kilos in only one month, Amun’s founders hope to invade their local market before going to other nearby cities like Guanajuato, Morelia and Aguascalientes, where tourism could give the product a good reception.

However, the real target is the rest of the world. “We want to show that Mexico has a lot to offer and many products that people don’t know,” asserted Michel.

The first stop in the conquest of the European market is the German palate. “Since it is a product for export, it needs to have international quality. Germany’s standards require the corn not be genetically modified. We use creole corn, organic cocoa and cinnamon,” explained the company’s young founder.

After passing a variety of tests -from microbiologic to the content of heavy metals- last January, Amun made the first shipment of 1.5 tons of tazcalate for a German client who distributes it from Dresden. Since then, they have shipped 2 tons per month, making Germany the first European country invaded by the hot exotic drink from Chiapas that is considered a Mayan secret.

After entering the German market on the right foot, Amun’s prospective clients this year include countries like Canada, Chile and Switzerland.
Coffee with a Healthy Aroma

Mexican organic coffee is enjoyed with the morning paper worldwide thanks to harvesting methods that are environmentally friendly and don’t use harmful chemicals.

BY MAURICIO FERRER

Mexico produces some of the world’s best coffee. And now this coffee growing nation has turned into a major organic producer globally.

Figures from the Ministry of Agriculture have organic coffee production in the country reaching 4.6 million sacks per season. Of this, 62% is exported, representing sales of about 400 million USD each year.

According to the Ministry, there are more than 683,000 hectares available for coffee cultivation. The biggest producing states are Chiapas, Colima, Guerrero, Hidalgo, Jalisco, Michoacán, Nayarit, Oaxaca, Puebla, San Luis Potosí, Tabasco and Veracruz.

Today, Mexican organic coffee is highly valued in the United States, Canada and in various countries in Europe and Asia. This is due to its quality, balanced and moderate acidity and its strong and spicy taste.

Organic coffee by the numbers

- 48,000 Mexican families make their living from harvesting organic coffee.
- 4.6 million sacks of organic coffee are produced each year in Mexico.
- 400 million USD is the annual economic benefit for Mexico from organic coffee exports.

Natural coffee beans

According to Salvador Anta Fonseca, a member of the Civil Council of Sustainable Coffee Growing in Mexico, “the international coffee pricing crises obligated various production groups to look for alternatives to obtain better income from the sale of this aromatic.”

Thus, about 15 years ago, at the peak of organic coffee production in the country, organizations like the Union of Indigenous Communities from the Isthmus Region began to produce a type of coffee that didn’t use agricultural chemicals during its cultivation.

The result: a gourmet coffee ready to satisfy the most discerning palates.

“The majority of the organic coffee harvested in Mexico is fertilized with natural compost that is manufactured by the growers themselves,” says Antonio Pérez, with the Mayavinic Cooperative of San Cristóbal de las Casas in the state of Chiapas, says: “Organic coffee is prepared with compost, a natural fertilizer. We don’t buy fertilizer nor use chemical products.”

Mayavinic is a cooperative from Chiapas made up of 400 producers from the communities of Acteal and Chenahó.

Using dead leaves, green leaves, leaves from banana plants and other natural materials, Mayavinic’s producers naturally create their compost with what they use to nourish their harvest. Each year they produce between 2 and 3 containers of organic coffee that total 17 tons and are sold primarily in the United States and Switzerland.

Healthy coffee

When you drink organic coffee, you are not only paying for a cup of coffee that has been certified as organic. With each sip, you are also paying for quality coffee produced to environmental-friendly standards and without toxic products.

Organic products are healthy. There aren’t any chemicals or toxins in the product. They are processed by natural means and are beneficial to the consumer,” said Nathalene Labour, head of new product development for the civil group Fair Trade Mexico. “They also offer a viable means of agriculture that over the long term can sustain the land being used for years to come and allow producers to pass it on to their children.”

Mexican organic coffee is thus a healthy companion for people as they read their morning paper.

Chiapas, land of coffee

Perhaps the best-known Mexican organic coffee is from Chiapas. It is a coffee from altitude, known and appreciated for its body and flavor.

Some of the main producers in Chiapas are: Unión de Ejidatarios La Selva, Unión de Ejidos San Fernando, Chiape, Unión de Ejidos Profesor Otilio Montaño, Grupo Hoffman, Unión de Ejidos y Comunidades Caféicultores, Indígenas de la Sierra Madre de Motozintla and Comon Yaj Nop Tic.

Chiapas has some of the best internationally known brands, including: Café Fértil, Café La Selva, Majumut, Mayavinic, Museo Café, Toyolwitz, Uciri and Mam.

The Flavor of Mexico

No matter how it’s prepared – espresso, cappuccino, American, Turkish, Irish – Mexican coffee is some of the best in the world. Two kinds are harvested in the country – arabica and canephora. Organic coffee is available in both varieties.

Arabica is characterized by a bean that is small, medium or large; cone-shaped; and can be compact or semi compact. It is harvested at high altitudes and produces a smooth drink with much aroma and acidity as well as a medium body, pleasant bouquet and exquisite flavor.

Canephora has a robust and rustic form. Its size is 3 to 4 times larger than the first variety. It is harvested in zones not as high as the ones for arabica. Due to its body, it is used in the production of instant coffee and in mixes for espresso.
Why go organic?
Organic goods have been harvested without fertilizers, chemicals and other products that can be toxic to the health of both its producers and consumers.

Throughout the world there are companies dedicated to certifying products as organic. They award a seal that distinguishes them from other products on the market.

Where can you buy it?
Organic coffee can be bought practically anywhere in Mexico. One of the best known brands is Café La Selva, which has locations in Mexico City, Guadalajara, Chiapas and Barcelona, Spain.

www.laselvacafe.com.mx

Another way to buy it is through the group Fair Trade Mexico, which has dedicated itself to disseminating the virtues of Mexican organic products worldwide.

www.comerciojusto.com.mx
From the Country to the Grill

Grupo Viz has joined together the entire meat production process and become the main Mexican beef products exporter.

BY JOSÉ MIGUEL TOMASENA

Just like children’s books explain how meat gets to the supermarket, Grupo Viz has built a valuable production chain that goes from fattening cows to selling it in packs of seasoned cuts. This has given the company control of all stages in the production process, allowing it to get products directly to the consumer and seek new markets in and outside of Mexico.

The company is able to process more than 500,000 head of cattle per year (41,600 per month) at its four plants in Culiacán, Sinaloa; Monterrey, Nuevo León; Mexicali, Baja California; and Michoacán. Each facility can fatten, slaughter and debone the cattle. Grupo Viz also has a network of more than 80 supply centers and 300 points of distribution of its brand Sukarne, which is sold to supermarkets and restaurants around the country.

In 2008 sales reached 1 billion USD, 14.4% more than the previous year and 48.1% more than two years earlier, according to company figures.

Standard & Poors calculates that these figures represent 15.3% of the nation’s beef market, the highest in the sector. And it estimates the company will continue growing, in spite of an increase in the cost of raw materials, which has reduced its profit margins.

Grupo Viz was born in Culiacán, Sinaloa – northeast Mexico – in 1969 as a family business. The Vizzarreta clan started selling meat and later began raising cattle. In 1997, under the direction of Jesús Vizzarreta, the company was structured into 12 subsidiary companies organized into two large divisions: cattle – Grupo Viz Pecuario – and retail – Grupo Biz Comercial.

Mexican Beef for the World
The United States, Korea and Japan have become the most attractive markets for Grupo Viz. Its export volume (mainly tenderloin, ribs and entrails) has not stopped growing in the last three years. In 2006, company exports were valued at 92 million USD; in 2007, 118 million USD; and in 2008, exports reached 129 million USD.

In the US VizCattle Corp., a subsidiary of Grupo Biz, offers traditional steak cuts like rib eye, sirloin and t-bone as well as products seasoned with a Mexican flavor like ribs and meat marinated in adobo or cuts marinated in chipotle or jalapeño.

In Japan, the company has taken advantage of the popularity of Yakiniku — a dish made with beef tongue — to earn a position in the market.

The world’s economic crisis has affected Grupo Viz — especially an increase in the cost of grain to feed cattle. But the company expects to maintain steady growth, which has allowed it to control the quality of its products and win more spots in local and international markets. From the farm to the grill, the company is confident it will continue consolidating itself as one of the main Mexican companies in the meat products world market.

Sales the last three years

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<thead>
<tr>
<th>Year</th>
<th>Amount (USD)</th>
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<tr>
<td>2006</td>
<td>643 million</td>
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<tr>
<td>2007</td>
<td>907 million</td>
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<tr>
<td>2008</td>
<td>1,05 billion</td>
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A valuable production line: 4,428 employees at the end of 2008; Grupo Viz cattle feedlots; since 1969 the business grew up into one of the largest Mexican beef exporters.
Soaring Tortilla’s Popularity

With a solid presence in America, Asia, Europe and Oceania, GRUMA is a world leader in the sale and production of corn flour and tortillas. The company has 88 plants around the world, its successful business strategy has allowed it to introduce tortillas into markets with consumer habits very different from those in Mexico.

BY PAOLA LUNA

For every culture that has seen it grown on their lands, corn has always been a treasure. The Aztecs called it “gift from the gods” and other American cultures have given it similar names. But only in Mexico does it have such importance in the daily diet—in such products as tortillas—that the Hispanic market recognizes it as authentically Mexican.

Corn is to America what rice is to Asia and when one tries to produce and sell a food of such importance, the endeavor is great—and GRUMA knows this by heart. It is the world’s biggest producer, seller and distributor of corn flour and tortillas. Just in Mexico, it produces more than 3 million tons of corn, snacks and other products as well as employing more than 17,000 people.

The company began operating in 1949 with the intention of modernizing one of the most socially and economically important industries in Mexico: corn production.

Today it has 88 plants around the world. It has a presence in the country through two subsidiaries: Grupo Industrial Maseca (GIMSA), which is in charge of selling corn flour; and Productos y Distribuidora Azteca, which sells packaged tortillas.

Internationally, the company has a strong presence in Latin America, the United States, Canada, Europe and most recently in the Asian Pacific region.

A Fusion of Traditions
Its distribution strategy hasn’t been the same in all markets. Sometimes it has helped introduce tortilla making shops. GRUMA is one of the main distributors of tortilla making machines, which sells to both supermarkets and independent shops. In certain contexts it has also sold its packaged products through supermarkets and restaurants.

What doesn’t change each time is GRUMA’s efforts to integrate tortillas in the local gastronomical environment. Perhaps this has been one of the keys to its success. More than simply a commercialization process, the sale of tortillas in other countries has been a process of acculturation.

Each market represents a distinct challenge. But with a product as versatile as the tortilla, everything is possible. Its traits make it a wild card of infinite possibilities. It is an enjoyable food that is practically neutral, allowing it to fuse with other flavors and serve as a base for an inexhaustible variety of ingredients. In addition, it is a healthy food, which has facilitated its acceptance among consumers of diverse cultures.

In Australia, for example, tortillas are used to make wraps and as a substitute for other foods like pita bread, chapatas and naan. In China, where young people generally are interested in trying new foods and incorporating them into their diets, duck tacos and burritos in plum sauce are becoming popular as well as other dishes that have incorporated tortilla as a main ingredient.

As part of its international commercial strategy, GRUMA has been helped by local chefs in its efforts to find the best way of integrating the tortilla in consumers’ diets and tastes. From this work, the company has developed new recipes it has shared with cooking schools, restaurants and hotels in order to popularize the taste for its product.

Creating an income-producing business from this has been the result of hard work from many hands. The fruits of this labor are the result of perseverance, passion and dedication that for more than half a century GRUMA has dedicated to its business source: corn.

The Americas, a Necessary Step
The American continent has been a natural part of GRUMA’s international expansion strategy.

In the 1970s, Costa Rica was the first country GRUMA operated in outside of Mexico through Gruma Central America. After that, the company continued its expansion in the region. It entered Honduras in 1978, building plants that produced corn...
The Gruma Matters

GRUMA’s industrial machinery can produce up to 1,200 tortillas per minute.

3 million tons is its annual production in Mexico including corn flour, tortillas and corn snacks, among other goods.

Annual worldwide sales of approximately 3 billion USD 69% of its net sales come from abroad.

50 countries buy the company’s products.

17,000 employees in Mexico.

11 countries where the company has operations.

88 plants worldwide: 19 in the United States. 11 in Central America. 2 in the United Kingdom. 1 in Holland. 1 in Australia. 1 in China. 1 in Italy.

flour. El Salvador and Guatemala saw the first tortillas from GRUMA in 1993.

By 1998, the company had 5 corn flour plants and another five of related products, including a bread factory and two bakeries in San Jose, Costa Rica. Currently, it is the biggest producer of corn flour in the region, with the brands MASECA, MARSARICA and TORTIMASA, and the biggest maker of packaged tortillas, with the brand TORTIRICA.

After Central America, it reached the United States, where it entered in 1977 as a pioneer in tortilla production. A decade later, it began operating its first corn flour production plant in Irving, Texas, and it set up Gruma Corporation with two subsidiaries: Mission Foods, which is in charge of producing tortillas and tortilla chips, and Aztec Milling Co., in charge of making corn flour.

In 1994, it entered the Venezuela market through Molinos Nacionales C.A. (MONACA) and Derivados de Maíz Seleccionado S.A. (DEMASECA). Currently, it is the second biggest producer of corn and wheat flour in the country. Its several plants - 8 corn mills, 5 wheat mills, 3 rice plants, 1 pasta plant, 1 oats plant and 1 spice plant. It has about 20% of the corn flour market and 25% of the wheat flour market in the country.

Conquering Europe

Gruma Corporation was the platform used to enter the European market, where at present it has four plants: two in the United Kingdom, one in Holland and one in Italy.

To serve the US and European markets, Mission Foods annually produces around 1.1 million tons of corn and flour tortillas and tortilla chips. This represents 60% of Gruma Corporation’s total sales volume. The other 40% comes from Aztec Milling Co., which produces approximately 930,000 tons of flour each year.

Exploring New Markets

The expansion into Oceania and Asia began in January 2006 with the purchase of tortilla maker Rositas, in Australia.

In September of that year, the company invested 100 million USD in China for the construction of the first tortilla plant on the Asian continent. The plant has the capacity to annually produce 15,000 tons of wheat tortillas, 7,000 tons of corn tortillas and 6,000 tons of chips.

The value of the tortilla market in this region is estimated to be about 500 million USD. The main ways this market will continue to grow include such things as fast food chains, which represent an important sales point for tortillas and tortilla chips.
Sigma: Keeps Cool Leadership

Sigma Alimentos, the food division of Grupo Alfa, has grown through the diversification of its products and today leads Mexico’s cold cuts and cheese market and is second with yogurt. The company started recently an aggressive expansion strategy in Central and South America, the Caribbean and the United States.

BY RENÉ VALENCIA

It is often said that a cool head is ideal when making a decision, especially a business-related one. And Sigma Alimentos can attest to that.

In the beginning, there were its products—a variety of cold cut brands which marketing required an infrastructure for specialized distribution. This led to the consolidation of a refrigerated units fleet to transport the merchandise to tens of thousands of stores and supermarkets throughout the country.

From there, someone suggested taking advantage of such infrastructure to deliver other perishable products in the same locations, including: yogurt, cheese and frozen dinners.

The result was the creation of Sigma Alimentos, Grupo Alfa’s food division, the undisputed leader in the Mexican market and a growing competitor in Central and South America, the Caribbean and the Hispanic market in the United States. In 2007 alone, the company reported sales of more than 2 billion USD.

The Birth of a Giant

For many years, Sigma Alimentos was synonymous with cold cuts and these were the first products it became known for. Finos, Únicos, y Deliciosos (Fine, Unique and Delicious), known today as FUD was the name of the company Grupo Alfa bought from the Brener family in 1980 to create its food division. FUD was the head of a list of various cold cuts like San Rafael, Iberomex, Chimex and Viva.

In 1987, Alfa’s food division was given the name Salumi and starting in 1992 it was baptized as Sigma Alimentos. At first, its distribution infrastructure wasn’t as impressively wide as it is today. Nevertheless, it was sufficiently big to cover an ample market. Each truck was equipped with a refrigeration unit that allowed for the transportation of cold cuts in perfect condition until the point of sale. Today, its sales force is an army.

Thus, with a distribution network on track and an established portfolio of clients, came the idea of incorporating other products on this route.
“Basically, we decided to branch off into other refrigerated foods because they presented significant synergies” commented Luis Ochoa Reyes, Sigma Alimentos’ planning manager.

That is how the company was able to strongly cover the dairy market. “We saw great opportunities in the cheese market because it was highly fragmented and in the yogurt market due to its large potential for growth” Ochoa recalls.

In 1993, Sigma created Chalet and La Villita two cheese brands that quickly gained acceptance and currently are in high demand by consumers.

The yogurt market was the next step. In 1994, thanks to a strategic alliance with the French firm Sodima, Sigma began producing and distributing the brand Yoplait.

In 1995, Sigma entered the frozen foods market with the brands Sugerencias del Chef (The Chef’s Picks) and El Cazo Mexicano (The Mexican Saucepan). This was how the company’s three divisions—cold cuts, dairy, and prepared meals—came to be.

Crossing Borders
After becoming leaders in Mexico’s cold cuts and cheese market and holding the No. 2 spot in yogurt, expansion abroad was the next logical decision.

“We decided to expand into other countries by acquiring established companies and brands that had a prominent presence in their markets” said Ochoa.

The first step was in Central America. “The Central American market was chosen because of its affinity for the Mexican market. It was a natural extension” Ochoa asserted.

In 2002, Sigma bought two companies in Costa Rica: Embutidos Zar, a leader in cold cuts, and Inlatec, an important cheese producer. Its expansion in the region continued with the 2003 acquisition of Productos Carnicos in El Salvador.

Also in 2003, it began its presence in the Caribbean with the purchase of Productos Checo, one of the most important cold cuts companies in the Dominican Republic. A year later, it strengthened its presence with the purchase of Sosua, another Dominican company that sold cold cuts and cheeses.

One of the most important motivations for Sigma’s expansion abroad was its interest in the Hispanic market in the United States. In 2002, the company began exporting cold cuts and cheeses to the country. The popularity of its products in many Latin American countries served as a strong introductory letter to the Hispanic population.

In response to such acceptance, in 2007, Sigma bought Mexican Cheese Producers in Wisconsin and in 2008 it established a cold cuts plant in Seminole, Oklahoma.

Also in 2008, it opened its first door into the South American market. Sigma Alimentos bought Braedt, a producer of cold cuts in Lima, Peru after considering the potential of the Peruvian market, which has around 28 million consumers.

The company’s growth the last few years contradicts the idea that one needs to warm up the engine to have a good race. There are those, like Sigma, who crank it up in the cold.

Sigma Milestones

1980 Grupo Alfa buys Finos, Únicos y Deliciosos (FUD) to create its food division.
1987 Grupo Alfa’s food division is given the commercial name Salumi.
1992 Salumi changes its name to Sigma Alimentos.
1993 Sigma enters the cheese market with the brands Chalet and La Villita and also begins distributing Oscar Mayer products.
1994 Enters the yogurt market with the production and distribution of Yoplait in Mexico.
1995 Launches the frozen dinner brands Sugerencias del Chef and El Cazo Mexicano.
1997 Buys the cold cuts company San Antonio.
1999 Buys the cold cuts company Tangamanga.
2001 Becomes associated with ConAgra Foods to increase its participation in the frozen dinner market.
2002 Buys Embutidos Zar in Costa Rica.
2003 Buys Productos Checo in the Dominican Republic and Productos Carnicos in El Salvador. Enter the dairy drink and dessert market with Café Ole.
2004 Launches Chepina Peralta, a line of prepared meals and begins a relationship with Grupo Chen, which later buys. Purchases the Dominican company Sosua, which produces cold cuts and cheeses.
2005 Buys New Zealand Milk Mexico.
2006 Buys the company Nayar, Bernina and Industrias Alimentarias del Sureste, it also acquires the rights to produce and distribute Yoplait in Central America.
2007 Buys Mexican Cheese Producers in the US.
2008 Establishes a cold cuts plants in Seminole, Oklahoma and buys Braedt, a company that produces cold cuts in Lima, Peru.

Sigma Numbers

- 30 plants.
- 87% of its sales are in Mexico.
- 136 distribution centers.
- 300 meat products.
- Approximately 1,000 brands registered in different countries.
- 1,500 producers supply milk.
- 5,000 vehicles in their fleet.
- 360,000 points of sale in all the countries.
- 708,000 tons of products annually.
- 2.1 billion USD in sales.

Source: Sigma Alimentos 2007 annual report. *Based on a value of 11 pesos per dollar in December 2007*
Tequila!

Tequila was born in secret during the 16th century. Nowadays the whole world has acquired a taste for this national drink and its popularity continues to grow each year.

BY ANA ISABEL ENRIQUEZ

Mexico’s best known drink is, like the country’s history, a combination of two worlds. Agave—a raw material native to Mexico—and distillation—a European process—gave birth to the mezcal wine of tequila which today is known around simply as tequila.

According to historian José María Muriá, the first tequila was made in the 16th century. The new invention was not accepted by colonial authorities that prohibited the production of American liquors in favor of importing European spirits.

Thus from the shadows was born one of the most representative industries of Mexico. Nevertheless it didn’t take long for this new business to show how lucrative it was. In the 17th century, authorities that were surprised by this new drink’s success and its production growth, allowed it to be made and charged taxes on it. According to historians, the taxes collected on this liquor paid for the introduction of potable water in the city of Guadalajara and financed the construction of the state of Jalisco’s main government building.

Since then, tequila has given Mexico a privileged place in the world. For many, the drink is intrinsically tied to the concept of being Mexican. For others, this liquor is part of any good cellar. What is true is that it has become a fundamental player of the country’s economy.

The drink became popular thanks to an accident of geography. The region that gave it its name, located in the state of Jalisco, was located on the road between Guadalajara and the port of San Blas, one of the main centers that distributed goods to the north of the country. That is how the first shipments of tequila left Jalisco. However, its international commercialization didn’t begin until the following century. During the middle of World War II in the 1940s, the United States began buying large quantities of the Mexican liquor as a substitute for the whisky that wasn’t arriving from Europe.

Currently, tequila is one of Mexico’s main exports. According to the Tequila Regulatory Council, this industry has sustained growth of 9% in the last 12 years. Of the total production in 2007–more than 284 million liters—about 48% or 135 million liters was exported. In 2008, production grew 10% to 322 million liters, of which 137 million were exported. Despite the current worldwide financial situation, it’s estimated that exports will grow 2% in 2009.

Types of Tequila

Besides taking care of compliance with the DOT, NOM-TEQUILA separates tequila into two categories and five different classes.

Categories refer to the type of sugar used in the creation of the drink. “Tequila 100% of Agave” only used sugars from agave, while “Tequila” can have a combination of 51% sugars from agave and the rest can be other types.

Classes refer to the aging of the drink. “White or Silver” tequila is immediately bottled after being made. “Reposado” is kept at least two months in oak barrels before it’s bottled. “Añejo” is aged at least one year while “Extra Añejo” is aged at least three years. “Young” or “Gold” tequila is obtained by combining white tequilas with “Reposado” or “Añejo.”
Main Tequila Exports by countries in 2007

Exports totaling 135 million liters of 40% Alcohol by Volume

United States - 74.67%
Germany - 4.22%
Spain - 3.96%
Switzerland - 2.20%
France - 1.92%
Canada - 0.94%
UK - 0.91%
Japan - 0.85%
Greece - 0.78%
Russia - 0.76%
Portugal - 0.68%
South Africa - 0.60%
Panama - 0.59%
Singapore - 0.49%
Italy - 0.48%
Others - 5.96%

Source: Tequila Regulatory Council
Diversifying the Tequila Market

Tequila La Cofradía has achieved success not only by selling the popular spirituous drink but also by diversifying its business through tourism, a boutique hotel and a blown glass factory.

BY SANDRA ROBLAGUI

Patient, tenacious and creative are some of the qualifications that describe La Cofradía’s history. Under Carlos Alfonso Hernández Ramos direction, the company has recently come of age, but has shown maturity in the export business, tourism and even crafts production. And all of it around the most popular Mexican beverage: Tequila.

One of La Cofradía’s keys to success its ability to adapt to all kinds of changes. Another key has been being attentive to its market. The company produces tequila and recently liquors targeting different customer profiles. Eight out of every 10 liters produced by the company are exported to 23 countries.

La Cofradía has its own factory for bottling and producing artisanal labels. It has 18 stores throughout three tourist ports in the country: Los Cabos, Puerto Vallarta and the Mayan Riviera.

If making and exporting tequila were not enough, La Cofradía offers tours around its factory in Tequila, Jalisco –the birthplace of this drink. Right there, in its distillery, the company opened a museum and a boutique hotel where all the guests participate in the making tequila process.

For those who are in for a quick visit to Tequila, a town of 38,500 people, the traditional cantina El Legado de Don Carlos serves the house brands.

“We noticed many people wanted to take back a piece of Mexico through our blown glass bottles” Carlos Alfonso recalls. The adventure started 60 years ago, when Carlos Alfonso Hernández’ father started bottling his own brand: Viva Villa. Finally consolidated in the early 90s, they started selling tequila in handcrafted bottles of blown glass.

“We noticed many people wanted to take back a piece of Mexico through our blown glass bottles” Carlos Alfonso recalls. Even better, many people came back to look for different bottles. To satisfy the demand, La Cofradía acquired its own blown glass factory that now has 230 bottle designs for 16 brands from its boutique line. Some of these include Luna, Aguascalientes, Pepe Vinoria and Artillero.

It was only the beginning. The tequila company decided to produce drinks for other markets. It targeted the younger crowd with brands like Los Donados, Cava del Villano and Sevilla, La Villa, and for those with exquisite tastes, it created brands like Cofradía and Casa Noble. In 2008, La Cofradía produced 3.8 million liters of tequila.

Five years ago Hernández Ramos started taking advantage of his own agave and mango plantations surrounding his distillery. He used them to start his tourism business and he has achieved that with giant steps.

In 2004, about 12,000 people toured the distillery. In 2007, La Cofradía had 62,500 visitors and 2008 ended with 92,000 guests.

Those passing through can tour the factory, the museum and do tequila tasting while riding a tram. They can also enjoy a cantina tour on a moving bottle. For the most passionate tequila fans, a new adventure started last year: Mayahuel, Casa Noble are some of the 24 rooms that have opened at their Boutique Hotel: “The first hotel within a factory and with no barriers” as Carlos Alonso describes it. One night’s stay rates 230 USD and the amenities include guests being able to work shifts in six tequila-making processes: from the agave harvest (known as jima) to fermentation.

One would think that La Cofradía has little left to do.

- Is there pending work?
  “Of course. We have to conquer Asia and we will consolidate in Russia, Japan, Malaysia, Singapore. That will take us four or five years.”

- How?
  With patience and tenacity. This takes years, not days. And we need to know what things we can do on our own. The most important thing is to diversify the business without getting out of one sector: Tequila.”
Who’s Who in Tequila Industry

Its acceptance and worldwide recognition as 100% Mexican a product have turned tequila into a powerful business. In addition, factors such as eliminating both the exports tax and the import tariffs in various countries like Japan (which in 2004 got rid of its 15.24% tariff) have made it easier for the Mexican drink to reach markets around the world.

In this important industry, there are some players who are recognized as being part of the drink’s history and who today have an important role in national and international markets. They include brands such as José Cuervo, Casa Herradura, Tequila Sauza and Grupo Cazadores, companies whose sales in the United States have grow from 5% to 10% each year, according to the Distilled Spirits Council of the United States.

Cuervo, a Pioneer
Grupo José Cuervo is one of the oldest tequila companies. It was founded in 1795 by José María Guadalupe Cuervo and in 1873 it became the top exporter of the drink to the United States. It owns more than 28,000 hectares of agave in the states of Jalisco, Nayarit and Michoacán. Its production is concentrated in two distilleries in the state of Jalisco – La Rojena in the town of Tequila and Los Camichines, in Zapotlanejo. Each year it produces around 61 million liters of tequila, exporting more than 65% of it to 90 countries.

Herradura, Preserving Origins
Another favorite is Casa Herradura, founded in 1870 in the village of Amatitán, Jalisco. Compared to other tequila companies that export in bulk, Herradura only exports bottled tequila. Its brands Jimador and Herradura are sold in 48 countries and its plant has a capacity to produce more than 25 million liters of tequila annually. In the last few years, it has entered new markets with its New-Mix products, canned drinks made with a base of Tequila Jimador.

Sauza, Among the Favorites
Tequila Sauza was founded more than 135 years ago by Cenobio Sauza in the village of Tequila. Since then, its brands have been among the most preferred nationally and abroad. According to the Tequila Regulatory Council, the company exports 65% of its production and it’s one of the main exporters to Japan. To ensure its production, Sauza buys agave from 600 producers with more than 20,000 cultivated hectares.

Cazadores, Young and Intrepid
In the town of Arandas, Jalisco, Grupo Cazadores produces its only brand: Tequila Cazadores. This company, founded in 1973 by Félix Bañuelos, produces 18 million liters of tequila each year and it has annual sales of about 17 million usd. It exports close to 25% of its production, primarily to the United States, where its subsidiary Tequila Cazadores USA is in charge of its distribution.

Tequila Diamonds?
Scientists at the Universidad Nacional Autónoma de México discovered a process to create synthetic diamonds from Tequila. These crystals are so small they can only been seen through an electron microscope. They can’t be used as jewelry due to their size, but they have some interesting industrial uses. For example, they could be used as silicon substitutes in the manufacture of computer chips or as a scalpel for medical procedures. The advantage is it would be economically feasible to create fine or thin layers of these diamonds. This is another potential market for tequila.

Source: Grub Morsbach, “Tequila Diamonds” BBC World, Nov. 13, 2008
Reserva de los Gonzalez Builds on Tequila Family Legacy

For more than a century, the Gonzalez family has created a storied and rich legacy in the world of tequila. And now its distillery and new, marvelous ultra-premium tequila, Reserva de los Gonzalez, are helping it build on that history. It’s a tradition with no shortcuts in production and one in which quality is the mandate.

Tequila Reserva de los Gonzalez is a landmark spirit that honors the legacy, flavor, and the land of the family.

It all begins with the finest estate grown 100% Weber Blue Agave, cultivated at our plantations in Los Altos (Highlands) de Jalisco region, home to the world’s finest agaves. The soil is the richest in this area and the higher altitude produces a fruit that is full of flavor and perfectly sweet.

Tequila Casa de los Gonzalez distillery opened in 2003. It extends over 10 scenic acres. It was built to fuse the best of tradition and innovation, to craft tequilas that provide the purest, most elegant agave flavor in the world.

Generation after generation has worked to refine and purify the making of tequila, and now the Gonzalez family has succeeded in crafting the most pristine and elegant 100% blue agave tequilas in the world. They are placed in elegantly designed bottles that convey the most sensual and luxurious experience.

The distillery is a key part of the local community. It was created to integrate the drink’s history, craft and culture into the regional landscape. It is designed with both a functional and visual purpose using leading edge technology, which ensures the most pristine tequilas on Earth. But the facility also achieves feats of complex engineering that allow the Gonzalez family to plan each step in the drink’s creation and follow a more meticulous process than any other ultra-premium tequila.

Although the distillery’s interior is a stainless steel marvel, its exterior is integrated into the architectural style of the surrounding towns. A mix of local stone, bricks and mortar combine with the red soil of the ranch to blend the buildings with the surrounding landscape. The arches and majestic doorways contribute to the magnificence of the buildings whereas the stained glass windows were made by an artist that is a fourth generation craftsman. The distillation and fermentation area consists of a 28 meter (84 feet) dome that is 17 meters (51 feet) tall at its highest point. The building is surrounded by the family’s agave fields, as well as fruit orchards and gardens used for hosting several events throughout the year.
Quality from the origin

For some, quality comes from origin. Grupo Tequilero Mexico is one of the fortunate ones. Its brands Arandense, Casa Real, Casa Vieja, Tierra Brava and Ranchero have won an important place in the preferences of tequila drinkers around the world thanks to its quality.

The company has exported the brands Casa Vieja and Tierra Brava to 10 countries since 2004. With Casa Vieja, a 100% agave tequila, it has won over the toughest customers. The brand received two gold medals in 2006 and 2007 for its reposado tequila and a silver one for its white tequila at Prodexpo, an expo of wines and spirits in Moscow. With its Tierra Brava brand, it has positioned itself in the youth market.

Grupo Tequilero Mexico –headquartered in Arandas, Jalisco- has shown that the quality of its products is the result of a combination of the best agaves, traditional processes, carefully selected barrels and the trajectory and experience of its personnel. During the fermentation process of its drink, the company plays classical music “to achieve stability and the best results in flavor and quality.”

792,695.10 liters exported in 2008 to:

- Germany
- Australia
- Belgium
- Colombia
- Spain
- France
- Israel
- Letonia
- Latvia
- New Zealand
- Russia

50 people participate in the process to create the company’s tequilas.
10 IMPORTANT POINTS
you should know about tequila

Type

Tequila is classified based on its composition, ingredients and aging time.

White or Silver
It lacks aging. After distillation, it is homogenized and bottled.

Young or Gold
Although not exactly a tequila for educated palates, it is a suitable introduction to the world of tequila for someone not used to strong flavors. It is a mix of white and reposado tequila and some caramel is added to give it a light sweet flavor and an amber color.

Reposado
A tequila aged between two and 12 months before being bottled.

Aged
It is aged one to three years in 600-liter barrels before being bottled.

Reserve or Extra Aged
Although not an official classification as it has not been in the market too long, it is used to name those tequilas that have been aged for more than three years (some are aged as much as eight years) in American or French white oak barrels. Its style makes it closer in taste and price to great cognacs.

Flavor

Tequila has a strong taste that burns the palate. But to recognize a good tequila, one needs to look for some specific notes of flavor based on the type of tequila.

White
Herbaceous and fruity tones.

Young
Soft, fruity sweet tones and soft woody tints.

Reposado
Aromatic vanilla tones and smoked oak.

Aged
Aromatic vanilla tones and smoked oak.

Color

White
Platinum clear.

Young
Amber.

Reposado
Amber.

Aged
Gold amber with some reddish tones.

Reserve
Deep gold, almost copper brown with orange and amber highlights.

Aroma
Although younger ones are expected to have a stronger aroma than more mature ones, tequila in general offers a soft, sweet and spicy bouquet under a tone that is initially ethyllic, with a recognizable burnt wood smell.

Denomination of Origen and Nomenclature

Mexican
Tequila has an origin of denomination and it should come from Mexico. If it doesn’t every other parameter is irrelevant.

Mixed
It is prepared with 51% agave and 49% sugar cane. It’s a less expensive tequila that makes it a favorite of bars since it can be mixed without remorse for its flavor or price. However, the mix of sugar cane and agave can cause hangovers.

100% agave or 100% pure agave
This is the inscription that one wants to find on any good quality tequila bottle. It guarantees the tequila came from only one plant and that its flavor is refined.

100% blue agave
Blue agave is a slow growth variety—between 10 years—that has a particular aroma and flavor. If the bottle has this inscription, it is most likely an excellent tequila.
A tequila for educated palates, it is a suitable introduction to been in the market too long, homogenized and bottled. In 600-liter barrels before two and 12 months before classification as it has not some caramel is added to give it a light sweet flavor aged for more than three years that has a stronger flavor. It is used to name those tequilas that have been on its composition, although not an official type of tequila. A tequila aged between eight years) in extra added to some specific notes of ingredients and classified based on its aging time. White or Silver After distillation, it is a mix of white and a barrique. Young or Gold It lacks aging. Its style makes it closer to great cognacs. Reposado Aromatic vanilla tones and soft, fruity sweet tones and herbaceous and fruity tones. Extra Aged Aged at least one year, at least two years, at least three years. Reserve or Aromatic vanilla tones and soft, fruity sweet tones and herbaceous and fruity tones. Aged Aged at least one year, at least two years, at least three years. Reserve Aromatic vanilla tones and soft, fruity sweet tones and herbaceous and fruity tones.

**Region Of Cultivation**

High altitude lands are better than lower ones as humidity and climate are much more favorable for obtaining a good agave. Higher lands are: Atotonilco el Alto, Arandas, Tepatitlan and Jesus Maria. However, some lower regions produce some excellent tequila.

Some of these are: Tequila, Amatitán, Arenal and Magdalena.

**Ideal Uses and Ways to Enjoy It**

Even with white tequila, drinkers must abandon the idea of salt, lime and a shot. Tequila should be enjoyed like any other good wine or liquor, starting with a small sip to appreciate its characteristics, followed by longer sips.

**White**

Good for cocktails like margaritas. Its strong flavor is absorbed by the mixture but also gives it a taste of alcohol without fighting the flavors of whatever it is being combined with.

**Young**

Used as aperitif or to make soft cocktails.

**Reposado**

It can be drunk by itself in order to appreciate its flavor. In cocktails it brings out subtleties more than white tequila and it gives drinks its characteristic tones.

**Aged**

Definitely by itself in a special glass. It is more suitable to drink as a digestive because of its complexity.

**Reserve**

As with aged tequila, it is better to enjoy it as a digestive or as an afternoon drink.

**“I promise to drink only the good tequila that I encounter on my travels and never allow tequila to drink me.”**

Promise of the expert tequila taster.
For yellow-fin tuna, businessmen created a local market that is now valued at 550 million USD. As for blue-fin tuna, they started a prominent industry of fattening and entered the world’s main market: Japan.

Today, national exports of tuna reach 100 million USD a year, according to the Mexican Council for the Promotion of Fish and Aquaculture Products (Comepesca) and the Mexico Association of Mariculturists. This industry, which promises to grow and fortify itself in the next few years, creates more than 8,500 direct jobs and about 34,000 indirect jobs in packing plants and fishing fleets.

It all started as a response among those already in the business: taking advantage of opportunity niches that the country offers along its 11,000 kilometers of coastline.

According to the Ministry of Agriculture, Ranching, Rural Development, Fisheries and Food Supply (SAGARPA) since 1989, the Mexican tuna fleet captures an average of 144,000 tons per year. About 115,000 of this is canned and sold in Mexico, asserted Concepción Enciso, head of the ministry’s Aquaculture department. The remaining tons are exported.

The yellowfin (thunnus albacares) represents 85% of all tuna fishing each year, followed by skipjack tuna (katsuwonus pelamis) with about 10%. The remaining 5% is bluefin tuna (thunnus thynnus orientalis) and bigeye tuna (thunnus obesus).

These volumes manifest a prosperous industry that has consolidated its course of action, from capture to processing and sales.

In the 1980s, Mexican tuna fishermen looked for new markets in Europe, Libya and Iran, but they also focused on taking advantage of a gold mine in their own country.

In the 1990s, most tuna ships moved from Ensenada to other ports like Mazatlán, Sinaloa in northern Mexico and Madero, Chiapas in the southeast. The idea was to give the local market a boost. Tuna companies started to diversify their markets with products like tuna in water, tuna salad and tuna in chipotle or mayonnaise.

“Because of its Omega properties, the product started to be associated with a healthy life, aside from being cheap and yielding enough for a family meal,” asserts Carlos de Alba, an environmental, fishing consultant and oceanologist.

Mexico is now the world’s fifth biggest consumer of yellowfin tuna, with an average annual consumption of 850 grams per capita.

According to Comepesca, two companies headquartered in Mazatlán have 75% of the national canned tuna market: Pescados Industrializados owns 50% of the market with its brands Mazatún, Dolores y El Dorado, while Grupo Mar with its brand Tuni holds 25%.

From Puerto Madero, Chiapas, Grupo Herdez -the internationally known company of salsas and canned vegetables- controls 15% of the market with Herdez canned tuna.

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**Species captured by the Mexican tuna fleet**

- **Yellowfin tuna** (Thunnus albacares) 85%
- **Skipjack** (Katsuwonus pelamis) 10%
- **Bluefin** (Thunnus thynnus orientalis) and **bigeye** (Thunnus obesus) 5%

*Percentage from the annual tonnage
Source: Sagarpa and Tuna-Dolphin National Program*
Another factor that has benefited the development of the industry is that live tuna is fed with sardines captured in the same waters, which lowers costs and helps control potential diseases.

A live business
In the early 1990s, a few fishing companies in different countries started an innovative project to cultivate fish. They established marine ranches, which are dedicated to capturing and fattening up sea species in spaces surrounded by nets next to the coast.

In 1997, the industry of fattening up bluefin tuna was born in Ensenada. It is a migratory species that had been canned without knowledge that its value was rising in Japan’s demanding market.

Back then, a ton of canned bluefin tuna cost about $1,500 USD; However, if the fish was on a farm and fed with sardines, a ton’s value could reach $20,000 USD in the Japanese market, where the species is highly appreciated and used in traditional dishes, said Jerónimo Ramos Saenz, president of the National Association of Mariculturists and general manager of Maricultura del Norte, the most important firm involved in the fattening up of bluefin and which has farms with a capacity of 1,500 tons.

Every year in Mexico, 4,000 to 5,000 tons of bluefin are captured and exported to Tokyo, said Ramos Saenz, a business that generates 80 to 100 million USD annually.

Mariculture dedicated to the fattening up of bluefin is concentrated in Ensenada, where 11 of the 12 licensees in the country operate.

Óscar Sosa Nishizaki, a researcher with the department of Biological Oceanography at the Center for Scientific Research and Higher Education at Ensenada (CICESE), explains that bluefin tuna is a migratory species that swims in cold waters. It comes from Japan to the Pacific along Baja California at a young age and stays there for two years. It weighs an average of 20 kilos when it’s captured alive and sent to farms.

The industry’s success is due to entrepreneurs taking advantage of this natural phenomena with specialized infrastructure that the port has had since the 1980s when the main tuna fishing fleet was located there.

“It was an added value to a natural resource in this fishing region, where there is specialized labor – fishing technicians, tuna ships, scuba divers and academic institutions dedicated to marine research. This has allowed for capturing tuna alive, transporting them and then fattening them up” said Ramos Saenz.

Another factor that has benefited the development of the industry is that live tuna is fed with sardines captured in the same waters, which lowers costs and helps control potential diseases.

On those farms that are now part of the picturesque landscape of Ensenada’s coasts, bluefin tuna stay there 4 to 6 months and grow from 20 to 80 or 100 kilos. The fish is then sacrificed with Japanese technology and 72 hours later the meat is in Tokyo to be auctioned.

While the export of bluefin has been centered on Japan, the United States market and even the Mexican market are growing. “We’re confident that as people get to know our product, consumption will grow” Ramos commented.

The industry’s future is promising. According to experts like Sosa Nishizaki, its success depends greatly on the rational explosion of the species and the environmental care that is taken with it. The current reality is that investment and business opportunities in this flourishing industry are growing at the same rate as its local and international markets.
**Volume Tuna Fish Production**

Tons, 1980-2005

<table>
<thead>
<tr>
<th>Year</th>
<th>Tons</th>
</tr>
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<tbody>
<tr>
<td>1980</td>
<td>35,820</td>
</tr>
<tr>
<td>1985</td>
<td>94,399</td>
</tr>
<tr>
<td>1990</td>
<td>134,425</td>
</tr>
<tr>
<td>2005</td>
<td>155,804</td>
</tr>
</tbody>
</table>

**Main Coasts and Ports for tuna fish capturing**

- Ensenada
- Mazatlán
- La Paz
- Veracruz
- Tamaulipas
- Puerto Madero

**SPECIES CAPTURED by the Mexican tuna fleet**

Percentage from the annual tonnage

- **85%** Yellowfin tuna
- **10%** Skipjack
- **5%** Bluefin and bigeye

*Source: Sagarpa and Tuna-Dolphin National Program*
PRIVATE LABELS, WELL-ROUNDED BUSINESS

Private labels, or store brands, have an important share of global markets and they continue to grow. It is not only a matter of cost, although the recent rise of prices has definitely contributed to the enlargement of this market. It is also about consumer habits: more and more consumers recognize the quality of private label products.

According to an ACNielsen report, between 2007 and 2008, retail sales of private label products in the United States grew 9% and reached 50 billion USD—about 17.3% of total retail sales.

The Private Label Yearbook, by the Private Label Manufacturers Association (PMLA), also by ACNielsen, states that private labels are experiencing significant growth in Europe. In Great Britain, Germany, Belgium and Switzerland, private labels had a market share of 40%, while in France, Spain and Portugal it was more than 30%.

It is also reported that they have a strong presence in the food and beverage sector. According to ACNielsen, private label foods and beverages rank the top spots in sales in retail shops in the United States. In 2005, for example, ready to eat frozen foods were the best sellers among private labels in the United States.

Mexico has a lot to offer in this sector. Aside from the great variety of foods produced in the country, there is a solid processed and preserved foods industry that is at the forefront of technology and operates under strict quality standards that comply with international regulations. According to the National Chamber of the Preserved Foods Industry, the sector exports 20% of its production.

The development and production of national private labels in takes advantage of the country’s business climate. Mexico has one of the largest networks of free trade agreements, which in the food and beverage industry has translated into a progressive lowering of tariffs and duties. Most trade agreements signed by our country include the elimination of import taxes for processed foods.

In a market with great growth potential, like that of private label processed foods, Mexico can be a strategic partner. If interested in finding a business partner in Mexico, visit www.promexico.gob.mx.

Networking
There are several fairs and expos in Mexico that have truly become business centers for the food and beverage industry. Some of these events, where it’s possible to make contacts with potential partners, include:

**AgroBaja**
March 12-14
Campo INIFAP
Mexicali, Baja California
WWW.AGROBAJA.COM

**Alimentaria México**
June 2 - 4
Centro Banamex

**Confitexpo**
August 4 - 7
Expo Guadalajara
Guadalajara
WWW.CONFITEXPO.COM

This expo brings together candy suppliers, producers and importers. Aside from finished products, there are also: raw materials, machinery, bottling and labeling machines and other services related to the industry.

**Expo ANTAD 2010**
March 2010
Expo Guadalajara
Guadalajara
WWW.ANTAD.NET

ANTAD is an apex organization of retail services providers formed by 14034 shops all across Mexico: 2244 super markets, 957 departmental stores and 10833 specialized stores. Every year ANTAD organizes Expo ANTAD with attendance of buyers from major supermarket and retail chains, importers and distributors.

Mexico City
WWW.ALIMENTARIA-MEXICO.COM

It’s the biggest food and beverage expo in the country. It exhibits dairy products, candies, breads and pastries, fruits and vegetables, meats and cold cuts, fish and shellfish, preserved and frozen products, non-alcoholic beverages, liquors and wines. The expo also has a special section for organic products and a pavilion for food preparation, conservation and presentation.
Mexico has been a beneficiary of diverse natural factors. Its climate and soil have given rise to a variety of fruits and vegetables worthy of the gods. But also thanks to the evolution of cultivation techniques, harvesting and transportation, they occupy a privileged place in the taste buds of consumers from all over the world. The national products most in demand abroad include:

**Avocado**

The avocado, without a doubt, is the fruit of Mexican origin most preferred by palates in many regions. Currently, it has found a regular place in the diets of Asians, Europeans and North Americans. It’s not just the simple enjoyment of its creamy pulp but it’s also about its nutritional quality. Moreover, health officials in countries like Korea and France have underlined the high sanitary standards involved in the cultivation of avocados in Michoacán, the country’s main producer, harvesting an area of more than 86,000 hectares.

According to the Ministry of Agriculture (SAGARPA), each year Mexico exports nearly 6 million tons of avocados to 20 countries, including the United States, China, Spain, Honduras, Panama, Ukraine and Japan.
Papaya
It is a soft fruit of great size and bold color varying from orange, salmon and yellow hue. Mexico is the world’s second biggest producer of papaya and it is one of its top exporters. Its cultivation is done in an area totaling 19,000 hectares, which produce around 720,000 tons each year. Veracruz is the main producing state but it is also cultivated in Chiapas, Tabasco, Oaxaca, Michoacán, Jalisco, Guerrero, Yucatán and Nayarit. Mexican papaya is exported mainly to the United States, Canada, Guatemala, Italy, Belize, the United Kingdom, Germany, Spain, China, Belgium and The Netherlands.

Tomatoes
New technologies and the improvement of irrigation and cultivation systems have contributed to more prolific tomato production in Mexico. According to the Organization of United Nations for Agriculture and Nutrition (FAO), Mexico is one of the world’s main exporters of tomatoes, along with China, Turkey, Italy, Egypt and India. Whether it is its red ( jitomate) or green variety (tomatillo) the most important exports of this fresh product are directed to the United States, Japan and El Salvador. Health authorities, in accordance with SAGARPA have certified that tomatoes produced in such states as Nayarit, Sinaloa, Baja California and Michoacán are bacteria-free. In the country, tomatoes are cultivated annually in an area of about 78,000 hectares, producing more than 900,000 tons for export.

Chayote
This vegetable is abundant in Mexico and records indicate it was popular within the Mayan and Aztec civilizations. It can be found both cultivated and in the wild in Mexico’s central and southern states. Chayote is also known throughout the world as sayote, chayote, chocho, chow-chow, christophine and merliton. Even though it has a rude-looking appearance because it’s covered in thorns, it is tender and juicy. The main producers are Chiapas, Oaxaca and Veracruz. Currently, only 10% of the nation’s production is exported, mainly to the United States.

Chill peppers
There’s an increasing devotion for provocative, spicy tastes worldwide. National chili production reaches an estimated figure of 1.8 billion tons each year, with a value of 774 million USD. According to FAO, Mexico finds itself among the top producers, along with India, Indonesia and Thailand. The country generates 8.22% of the world’s production of fresh chili and it is the third largest exporter. The biggest producing states in the country are Zacatecas, Chihuahua, Sinalou, Aguascalientes, San Luis Potosí and Guanajuato. Mexico exports more than 416,000 tons of its distinct varieties of chili to several nations, including Canada, United States, Uruguay, Paraguay, Argentina, Malaysia, Indonesia, the Polynesian Islands, Finland and many other countries in Europe.

Guava
The production of this seedy, yellow, aromatic fruit generates more than 48,800 direct jobs in Mexico. It is cultivated in an area of 23,327 hectares in 22 states of the country, mainly in Michoacán and Zacatecas. It has an annual production of around 300,000 tons. This delicious source of vitamin C is exported to Germany, Belgium, Canada, Chile, Korea, Spain, the United States, England, Japan and Russia.

Jamaica
This reddish, perfumed flower—a Hibiscus flower variety—has caused fascination among tea lovers. Its acidic taste is obtained by infusing dried flowers in boiling water. In Mexico it is also used to make agua fresca (fresh cool drinks made with fruits, seeds or flowers). According to SAGARPA, the main producer state is Guerrero, with 73.58% of the country’s total. It is followed by Puebla, Nayarit, Michoacán, Campeche, Colima and Oaxaca. The Hibiscus flower is sold primarily in a dehydrated form. In the last few years, the liquor of this flower has won an important place among international taste buds. Jamaica is exported to Germany, Belgium, Canada, Chile, Korea, Spain, the United States, England, Japan and Russia.

Choco
Some of the world’s best cocoa comes from southern Mexico, in the states of Tabasco and Chiapas. It is exported to Spain, France, United States, Germany, and Australia where it is used as the main ingredient in the creation of chocolate. In fact, the finest chocolates—from Switzerland and France—use
as their main ingredient Real Cocoa from Xocolot, a region in Chiapas. According to figures from FAO, Mexico is ninth biggest producer of cocoa with nearly 1 percent of the world’s production and exports of about 1,200 tons a year.

**Sweet Potato**
Sweet potato is a root with a flavor that is somewhat sugary, reminiscent of the potato. In Mexico, it is regularly eaten as a dessert, boiled with *piloncillo* which is brown or moist sugar, or cooked and sliced with lime, salt and chili. It is produced in nearly all the country, but cultivated mainly in the states of Chiapas, Tabasco, Michoacán and Zacatecas. This product has the advantage of being very resistant, which allows for it to be exported fresh, dried, refrigerated or frozen. The Mexican sweet potato is consumed in countries like Chile, Venezuela, Spain, Switzerland, Belgium and the United Kingdom.

**Prickly Pear/ Nopal**
At the risk of starting a dispute with China and Italy over first place in the production and exportation of prickly pears and nopales (the leaves of a prickly pear cactus), this cactus and its fruits represent one of Mexico’s strongest icons. The nopal and the prickly pear are mentioned in Aztec history as a strong cultural reference and not only as edible product. It is a fundamental ingredient in Mexican gastronomy. The most popular way the nopal is presented is in stalks sliced lengthwise into strips, mixed with onion and raw tomato. Prickly pears are sliced to remove the tiny thorns and served raw or with lime and salt.

The main producers of prickly pears and nopales are the states of Chihuahua, Hidalgo, Jalisco, Oaxaca, Puebla, Morelos, Zacatecas, Guanajuato, San Luis Potosí, Tamaulipas, Tlaxcala and the Distrito Federal. According to SAGARPA, Mexico has an area of 57,440 hectares that cultivate nopal/prickly pears, producing 350,000 tons of prickly pears and 415,000 of nopal. Mexican nopales and prickly pears have broken through borders to arrive in the United States, Canada, Japan, Belgium, Switzerland, France, Spain, Holland and Germany.

**Pitahaya**
This mythical delicacy known as “dragon fruit” in Asia and “moon flower” in Europe is the fruit of a cactus species native to Mexico, Central and South America. Covered by a shell, it has a creamy pulp and intense colors such as red, pink, purple, white and yellow. Depending on the variety, it can be acidic or very aromatic, with a scent similar to watermelon. SAGARPA asserts Oaxaca is the most important producer of pitahaya, but is also cultivated in Puebla, Guerrero, Michoacán and Quintana Roo covering 145 hectares in total. Its main export destinations are the United States and Japan.

**Exported delights**
According to SAGARPA, Mexico is the world’s number one producer of blackberries and raspberries.

Mexican producers have successfully taken advantage of the growing worldwide demand for berries (raspberries, blackberries, strawberries, red currants and blueberries), exporting products that comply with the highest standards of quality.

Today, Michoacán is the main supplier of berries contributing 96% of the national harvest of blackberries; 27% of raspberries and 43% of strawberries. It is also beginning to plant on a smaller scale blueberries and red currants.
**COCOA**
- Tabasco
- Chiapas

**PAPAYA**
- Veracruz
- Chiapas
- Tabasco
- Oaxaca
- Michoacán
- Jalisco
- Guerrero
- Yucatán
- Nayarit

**PITAHAYA**
- United States
- Canada
- Guatemala
- Italy
- United Kingdom
- Belgium
- Germany
- Spain
- China

**TOMATOES**
- Nayarit
- Sinaloa
- Baja California
- Michoacán

**PRICKLY PEAR**
- Chihuahua
- Hidalgo
- Jalisco
- Oaxaca
- Puebla
- Morelos
- Zacatecas
- Guanajuato
- San Luis Potosí
- Tamaulipas
- Tlaxcala
- Distrito Federal

**SWEET POTATO**
- Chiapas
- Tabasco
- Michoacan
- Zacatecas

Source: SARGAPA
### Mexico’s main alimentary exports (in millions USD)

<table>
<thead>
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<td></td>
<td>881</td>
<td>1121.8</td>
<td>1309.9</td>
<td>1822.7</td>
<td>1788.9</td>
<td>1534.2</td>
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<td>Tomatoe</td>
<td>494.7</td>
<td>699.4</td>
<td>909.4</td>
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<td>1068.6</td>
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<td>Tequila and mezcal</td>
<td>439.9</td>
<td>478.1</td>
<td>519.6</td>
<td>674.7</td>
<td>740</td>
<td>606.4</td>
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<td>Bell Chile</td>
<td>360.6</td>
<td>351.4</td>
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<td>102.6</td>
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<td>329.3</td>
<td>601.2</td>
<td>554.9</td>
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<td>205.7</td>
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<td>306</td>
<td>399.1</td>
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<td>Onion</td>
<td>178.9</td>
<td>159.3</td>
<td>214.1</td>
<td>222.8</td>
<td>240.8</td>
<td>301.8</td>
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<td>Pork meat</td>
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<td>174.9</td>
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<td>194</td>
<td>236.8</td>
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<tr>
<td>Lemon and lime</td>
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<td>61.3</td>
<td>164.8</td>
<td>192.7</td>
<td>344.9</td>
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<td>Watermelon</td>
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<td>151.7</td>
<td>215.7</td>
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<td>Strawberry</td>
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<td>89.3</td>
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<td>176.7</td>
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<td>Cattle beef</td>
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<td>13.7</td>
<td>54.7</td>
<td>132.1</td>
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<td>53.3</td>
<td>140.1</td>
<td>115.2</td>
<td>121.8</td>
<td>110.6</td>
<td>119.00</td>
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<td>27.8</td>
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<td>59.2</td>
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<td>Eggplant</td>
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<td>35.8</td>
<td>33.6</td>
<td>45.8</td>
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<td>Cucumber and broccoli</td>
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<td>35.8</td>
<td>33.6</td>
<td>45.8</td>
<td>47.2</td>
<td>48.4</td>
<td>33.33</td>
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<td>Others</td>
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<td>59.8</td>
<td>50.7</td>
<td>77.6</td>
<td>95</td>
<td>109.6</td>
<td>35.32</td>
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Sources: SAGARPA with figures from the Ministry of the Economy and UNCOMTRADE Database.

### Destination markets for Mexico’s alimentary exports

**Mexico is one of the main exporters in the fruit and vegetable sector:**

Destination countries are in order based on the value of what is exported to them.

**We are the principal exporter of:**

**Avocado**
- US, Japan, Canada, El Salvador, France, Costa Rica, Honduras, Guatemala, Netherland, Spain, China, Korea, Belgium, Panama and Ukraine.

**Raspberry**
- US, UK, Netherlands, Italy, Canada, Spain, France, Russia, Germany, Belgium, Japan, Ireland, Bulgaria, Switzerland and China.

**Legumes**
- US, Canada, France, Spain, UK, Netherland and Belgium.

**Papaya**
- US, Canada, Guatemala, Italy, Belize, UK, Germany, Netherland, Spain, and China.

**Tomatoe**
- US, Canada, El Salvador.

**Lime**
- US, Canada, Netherland, Japan, Belgium, France, Germany, UK, Italy, Switzerland, Spain, Guatemala, United Arab Emirates and Hong Kong.

**Mango**
- US, Canada, Japan, Netherland, France, Germany, Switzerland, UK, Spain, Australia, Guatemala, Panama, Italy and Hong Kong.

The lifestyle

Kilos Helping in Fight Against Malnutrition

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Mexican with Mexican, the Best Pairing

For most sommeliers, Mexican wines accompany our nation’s dishes the best. They meet the needs of the fundamental flavors of traditional or contemporary Mexican cuisine—complementing their acidity, spiciness, chili strength and the special qualities of fruits and vegetables like avocado or quelites (a dish made with spinach and beans).

“The best pairing for Mexican wine is Mexican food, the best pairing for Spanish food is Spanish wine. We should get rid of that taboo that Mexican cuisine goes exclusively with beer and tequila. It’s a lie. Mexican cuisine can go with any wine. It can be French, Italian, Chilean, anything, but Mexican wine is the best one to pair it with,” asserted Víctor Absalón, former president of the Mexican Association of Sommeliers and a consultant to a wine distribution company.

The Mexican Association of Winemakers proposes a series of dishes of Mexican origin for the more than 30 varieties of grapes that are cultivated in Mexico. A cochinita pibil then goes well with Chasselas grapes; Aztec soup with Sauvignon Blanc; green chilaquiles with Riesling; and pork loin in plum sauce pairs well with Pinot Noir.

Chef Enrique Olvera, founder of restaurant Pujol, a venue that has taken Mexican cuisine to the extremes of experimentation, is not married to the idea of pairing up Mexican wine with national cuisine. For him, Mexican reds are too strong to be combined with the acidity of national cuisine. But the chef does not look down on a glass of good white wine with any local dish.

“For me there are two ways of pairing: one is harmony as you try to replicate the intensity of the flavors found in the wine with a dish. It is easier when you go to a restaurant to first order the wine, then the dish because the dish can be modified, while the wine cannot. There is a classic technique of combining wine with what you are cooking, in case you used that wine in the cooking process.”

Pujol’s wine menu has about 80 Mexican labels (about 20% of the total list). But there are brands from New Zealand, Argentina, France, the United States, Chile and Canada. Practically any country has a wine that’s good enough to accompany Olvera’s dishes. In the past, he used to include on the menu the wines that best went with every dish, but he now recognizes it is more a matter of the customer’s taste.

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Not only elaborate dishes like mole, cochinita pibil or contemporary ones that mix ingredients from different regions or countries deserve a good wine. Even street food or home cooked dishes have the perfect wine.

In his book, “Crónicas de vino y pipirín,” gourmand Alejandro Zárate includes stories of his experience pairing wines—mostly Mexican— with Mexican food, including pambazos (a potato sandwich covered with chile sauce) and tlayudas (gigantic tortillas from Oaxaca, with beans, cheese or meat). Even simple tacos have an ideal glass of wine,
as long as the amount of chili used is moderated to prevent the killing of flavors.

Homemade *albóndigas* can also go with a good light red wine, sommelier Absalón recommends. And of course, desserts.

“A wine should be sweeter than a dessert. If the dessert is sweeter, the wine will seem tasteless, and it will have no personality, like drinking water. If the wine is sweeter, then it will go well. Or the wine can be the dessert by itself,” he said.

**Merry Marriage**
The story of sommelier Víctor Absalón is an example of how the wine and food pairing culture has grown in Mexico. When he started—as a hobby and thanks to a family interest in wine and a good book that he found—there was no place to study the subject. He decided to do it on his own, with literature, trips and experience in different restaurants like *Fouquet’s* in Paris, Restaurante del Lago and the Ambassador in Mexico City. To learn how a restaurant works, he studied the grill, the sauces, the warehouse, the bar, and the tables.

In 1993 he finally joined the group that founded the Mexican Association of Sommeliers and started to make his job a profession.

“Someone doesn’t become a sommelier in a year or two. One has to do it over time; each day new designations, verification and aging processes are known. We have to be constantly training ourselves. Today, Mexican sommeliers are better trained and accepted,” affirmed Absalón.

**What is the most difficult challenge for a sommelier?**
Discipline. One has to be disciplined because we live surrounded by alcohol. We can drink everyday, we can get drunk every day for free. Another difficult thing is the sensitive appreciation of wine. History and geography can be learned in books but a sensitivity or feeling for wine is something you have to create for yourself.

**Is talent developed or is that something you just have?**
You can be born with it. Some have it more
developed than others. People who have no talent or sensitivity can develop it. It is a learning process based on practice to create more sensitivity class by class.

How developed is the taste for wine and the ability to pair in Mexican people?
Fifteen or 18 years ago there was no consumption of Mexican wine. There was, but it was cheap Mexican wine – Oppenheimer, Liebfraumilch, very sweet wines, or wines like Chianti, Valpolichela, Bardolinos that weren’t very good. The country has transformed in terms of wine consumption and wine culture. Fifteen years ago annual wine consumption was 200 milliliters per person, today it is about 450. And we think it will triple in less than five years.

What kind of wines are the most appreciated in Mexico?
Red wine is the trend. In Mexico people don’t drink white wine. Ninety out of every 100 bottles are red wine. Fifteen years ago in Mexico people drank Spanish, French, German and Chilean wines, in that order. These days, Chilean wine is number one, followed by Spanish, Mexican and Argentinian wines.

Can a glass of wine spoil a piece of meat?
Of course, definitely. Harmony between the dish and wine is like a marriage. It should be harmonious, can be contrasting, balanced, whatever you want to call it. But they should never crash against each other because then you destroy the dish or the wine or even both.

What is the quality of Mexican wine?
It has great quality. It’s winning a lot of awards. I have been in the business of designing wine menus for many years and before no one asked for Mexican wine; today it is the first one customers ask for. It is among the top four being consumed.
Gastronomic Fusion into Mexico’s Kitchens

Through the achievements of internationally distinguished young Mexican chefs, the national fine cuisine redefines its delicious flavors.

BY MAURICIO ZABALGOITIA

Much can be said about Mexican gastronomy, from the times when colonial syncretism created a grand variety of recipes including traditional dishes such as mole or chiles en nogada; to this century when a then 23-year-old chef named Enrique Olvera opened what is perhaps one of the best restaurants in the Mexican capital, “Pujol” in the neighborhood of Polanco.

Olvera’s outstanding participation -shaping up to become the best Mexican chef of the new millennium- in the recent edition of Madrid Fusión 09 enabled him to show fellow chefs from all over the world new secrets into Mexican dish creation.

Madrid Fusión is one of the main international events dedicated to contemporary culinary arts and high cuisine. This year Mexico was honored guest at the event and the Mexican Ministry of Agriculture (SAgArpA), livestock, rural arts and high cuisine. this year Mexico was honored guest at such event. He was awarded for his torta (a Mexican sandwich) called “Red Hot Tuna Peppers” which is made with fine crust bread with and soft crumbs, filled with tataki tuna, caramelized peppers, goat cheese and balsamic oil.

Today, there are many more success stories we can attribute to the use and reinterpretation of a gastronomy that is highly regarded for its variety and richness.

The Mexican Chilean

The color and proper flavor of what is Mexican is also reflected in the culinary art of Matías Pa-lomo. He is another youthful Mexican creator who in his brief but intense career has worked with such personalities as Iñaki Aguirre and Arzak -in his well known restaurant in San Sebastián, Spain. He has also worked with Ferran Adrià, in what many say is one of the best restaurants in Europe: “El Bulli” located in Roses, a small Catalonian coastal town.

The current state of Mexican high cuisine is mobile, multicultural and far away from the traditional dishes known around the world. Mexican cuisine today is creating its history through intrepid creators like Palomo, who was named “Chef of the Year” in 2007 by a circle of gastronomic writers innumerable guides and international publications. It is a category he plans to use to return to Mexico and teach what he has learned in Asia: Oriental fusion cuisine that for him is just as valid as pork tamales with chili peppers.

Another motive to return is without a doubt having “my own kitchen” as he asserts.

The Researcher

The journey that a contemporary chef should follow is similar to those taken by explorers returning to their countries with new spices and exotic flavors. Just as important as going away is coming back home, a sentiment shared by Cesar Reynoso. He is a chef from Jalisco who traveled the entire country with new spices and local ingredients like wild mushrooms, oc-topus, shrimps, crab or fish. Japanese vanguard cuisine that Camacho creates has given him the status the world’s most indispensable chef according to nume-rous guides and international publications. It is a category he plans to use to return to Mexico and teach what he has learned in Asia: Oriental fusion cuisine that for him is just as valid as pork tamales with chili peppers.

Another motive to return is without a doubt having “my own kitchen” as he asserts.

A Mexican Chef in Japan

Hugo Adrián Camacho applies similar principles in the trendy and popular Blowfish, the newest creation by the prestigious Japanese group Yakarta. His Asian creations, seasoned with a Mexican touch, derive in dishes made with local ingredients like wild mushrooms, oc-topus, shrimps, crab or fish. Japanese vanguard cuisine that Camacho creates has given him the status the world’s most indispensable chef according to nume-rous guides and international publications. It is a category he plans to use to return to Mexico and teach what he has learned in Asia: Oriental fusion cuisine that for him is just as valid as pork tamales with chili peppers.

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The Torra Chef

Armando Saldaña is another chef who demonstrated why Mexico was the honored guest at such event. He was awarded for his torta (a Mexican sandwich) called “Red Hot Tuna Peppers” which is made with fine crust bread with and soft crumbs, filled with tataki tuna, caramelized peppers, goat cheese and balsamic oil.

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Another motive to return is without a doubt having “my own kitchen” as he asserts.
A Mexican Cook in Search of a Lost Time

Mexico’s participation in Madrid Fusión 09 caused a stir. Corn, chayote, huitlacoche and other delicacies utilized in spicy culinary creations resulted in much to talk about and captivated gastronomy professionals from all over the world.

Patricia Quintana, Mónica Patiño, Ricardo Muñoz, Enrique Olvera and Bricio Domínguez were in charge of demonstrating to the world what Mexico has in the oven when talking about “high cuisine.”

Chef Patricia Quintana, originally from Mexico City and one of the most veteran entrepreneurs of contemporary Mexican gastronomy, shares the most important aspects of her career and her participation in Madrid Fusión 09.

How did you get started in the world of gastronomy?

I started when I was little. My great-grandmother, my grandmothers and my mother had a great influence. From a young age, I would visit a ranch in the northern part of Veracruz. There I learned to work corn dough and make tortillas. I would see them cook and ask them how they made these dishes. What also helped was that in my house there was a great interest in knowing dishes from all parts of Mexico. Gastronomy came to me naturally and empirically.

That is how I began my “studies,” creating recipes with my family. With the help of my mother, there came a moment in which I came up with a recipe book. Afterward, I began to document what I was doing and I initiated my proper “experiments,” searches and combinations in the traditions of French, Italian, Chinese and Hindu cuisines. But it was always done with a great passion and respect for the cooking of my country.

In the 1970s, I continued with my enthusiasm for French tendencies and the following decade I went to study at Le Notre, where I made a stage with Michel Guérard. Afterward, came a rich period of learning when I took classes with Trías Gros and Mr. Bocuse in the United States.

By the time of the publication of my second book, “The Flavor of Mexico,” my first best seller, I had studied with different chefs around the world and my vision had expanded.

My career has always been focused on the search for new paths but without abandoning the mystical soul of Mexican towns and their food.

What have been the most significant moments or accomplishments in your career?

There have been many. But being invited twice to Madrid Fusión, the first time seven years ago, has been unforgettable and enriching. Also traveling around the country, thoroughly learning its customs and diverse ways of preparing recipes from their origin, In addition, having represented Mexico in Hong Kong and Singapore has been a source of pride. Being honored with the “Silver Spoon” award from Food Arts magazine has also filled me with satisfaction.

What was your experience like at Madrid Fusión 09?

It was fantastic. These are your most important professional moments, which permit you to observe the latest techniques and proposals from people around the world. In this context, the most important thing for us was to offer with each communication, each participation a small window into the greatness of Mexican cooking.

To a great extent, our presence in Spain contributed to the promotion of such products as chayote, jícama, avocado, guava and chilies. These are all ingredients from our country that have taken root in our gastronomy for a millennium.
What was your opinion about Mexico’s participation in Madrid Fusión 09?
I believe that as one of the invited countries, we did a good job. Each one of us was able to demonstrate a way cooking, creating and conceiving Mexican cuisine, from the contemporary to the traditional.

Bricio Domínguez was the rescuer of pre-Hispanic secrets he touched on the theme of the nopal and the guava. Ricardo Muñoz Zurita presented an excellent encyclopedia of Mexican cooking with its regional soups. For his part, Enrique Olvera interpreted the modern kitchen through the popular esquites, what Mexicans know well from street vendors. Mónica Patiño talked about Mexico’s moles and demonstrated the ancient technique for making black mole from the state of Oaxaca.

For my part, I talked about corn and how this grain has become the ingredient of the main staple of the Mexican diet: the tortilla. This is the vehicle that supports beef, a slice of cheese and can also transform into a spoon to enjoy, for example, mole. And from the tortilla came tlacoyos, sopes and all the other sophisticated forms of preparing and combining corn dough with diverse meats, salsas and chiles.

My themes were: “A Mexican Cook in Search of a Lost Time” and “Tortillas, from Street Food to Stylized Dishes.”

Why do you think Mexican cooking is prominent throughout the world?
While recognized throughout the entire world, the origins and background of Mexican cooking is still unknown to many. This allows us as creators to present it from diverse perspectives, forms and ingredients and thus we never stop making an impression.

Mexico has given to international gastronomy an enormous variety of techniques; exclusive ingredients like cocoa, corn, various spices and chilies that are grilled, toasted and burned, giving textures, colors and flavors that are very Mexican.

What should a good restaurant offer?
Flavor, balance, presentation and a good experience.

Tell us a little bit about your most recent work
Recently, I published a book about moles that is called, “The Book of Muli,” in which I give a summary of salsas and then talk about the most complex and soft moles, from marinated to adobos. I am also finishing a series of theme books about soups, chiles, meats, natural food, poultry, fish, desserts and vegetarian food. With this series, I am looking to demonstrate that the simplicity of dishes is not in conflict with its enjoyment.
AUTOMOTIVE

A Sports Car with Mexican Flair

Technology firm Tecnóideas will begin producing the new Mastretta MXT this year. This is the first sports car designed totally by Mexican talent and created to compete with such vehicles as the Lotus Elise, the BMW Z4 coupe and the Porsche Cayman. The new car will be manufactured in a Mexican plant that will require an investment of 25 million USD and will have a capacity to produce between 150 and 200 units each year.

WWW.MASTRETTACARS.COM

TOURISM

A new paradise in the Mayan Riviera

In November 2008, Grand Velas opened the doors of its second hotel with the same luxury of its resort in the Nayarita Riviera. Grand Velas All Suites & Spa Resort Riviera Maya is only a few minutes away from Playa del Carmen and 40 minutes from Cancun’s International Airport. Its spa promises hours of relaxation in an atmosphere exquisitely decorated with Indian motifs. To complete the seductive experience, all rooms offer private check in, concierge service with a butler, jacuzzi, an iPod and wireless Internet.

WWW.GRANDVELAS.COM
Capellas’ Two New Stars

The ultra luxurious hotel chain Capella is opening two exclusive resorts in Mexico this March: Capella Pedregal in Cabo San Lucas and Capella Bahía Maroma in the Mayan Riviera. This follows the late 2008 opening of its Hotel Capella Ixtapa on the coast of Guerrero (along the Gulf of Mexico).

Situated on a mountain top with a splendid view of the Pacific Ocean and the Sea of Cortes, Capella Pedregal has 66 rooms, 11 private villas, one mansion and a yacht club. Capella Bahía Maroma is surrounded by mangrove swamps and more than a kilometer of Mexican Caribbean beaches. It has 86 rooms, 130 residences, a spa and a magnificent beach club.

www.capellahotels.com

Tequila Number One

Based on its report “Mexico’s Best Brands” Millward Brown and HSM awarded Don Julio—in all its varieties—the prize of Mexico’s Best Tequila.

Sweet Michoacán

Besides unique scenery and traditions that capture the most profound aspects of the country’s cultural history, like the Day of the Dead celebration in Patzcuaro, the state of Michoacán counts on its important gastronomic traditions.

From this state’s kitchens have come some of Mexico’s most representative dishes and a great variety of sweets. Many date back from the pre-Hispanic period and others were created in the cloisters that existed during the colonial age. For centuries, sweets from Michoacán have served as exquisite desserts to accompany Mexican food.

On Morelia’s ancient pink stone streets of its Centro Histórico, one can find a great variety of sweet temptations. These include fruits; jamoncillos—a sweet made with burnt milk; morelianas—a caramel sweet covered with a wafer; jellies; palanquetas—a peanut bar with caramel; guava rolls; alegrias—sweets made with amaranth or pumpkin seeds; and even caramelized rose petals.

For those interested in learning the history of the sweets they are eating, the Museo del Dulce on Calle Real de los Dulces Morelianos opens its door in downtown Morelia to show the evolution, history and techniques used to make some of the country’s most delicious treats.

www.donjulio.com

www.visitmorelia.com

www.michoacan.gob.mx
More Swiss Chocolate for The Americas

Swiss chocolate maker Barry Callebaut is betting its new plant in Mexico will help it increase its market share in the United States and Central and South America. The new plant, in Ciudad Escobedo, Nuevo León, will cost 40 million USD and will be able to produce around 100,000 tons of chocolate each year.

WWW.BARRY-CALLEBAUT.COM

Salsa!

Salsa is more than a Latin American dance style. There is another type of salsa, the edible one that has a part of every Mexican home’s dinner table and spices up meals and snacks.

Soup, chips, fruit, beans anything you can think of goes with salsa. And whenever a foreigner tries out delicious Mexican salsas, they adopt and include them in their diets. Many bottle salsas are now being exported and others will be a great investment in countries where the taste for hot and spicy flavors is shared. This is an example of bottled salsas from Mexico.

WWW.SALSAVALENTINA.COM
WWW.TAJIN.COM
WWW.SANU.COM.MX
WWW.LAPAIASANAMEXICANA.COM
WWW.LAEXTRA.COM.MX
WWW.SALSAENCINOUSA.COM
Mexican letters - **travel to Paris**

Mexico is the special guest at the Salon du livre de Paris, the French publishing industry’s most important event. From March 12-19, about 400 bookstores will dedicate space for an ample variety of titles from Mexican literature that have been translated in French. In addition, the country will have a special pavilion for conferences, exhibitions and book sales.

Mexico’s presence at the Paris literature festival will include a Mexican film series, lectures, expositions, talks and conferences given by well known figures from Mexican literature like Carlos Fuentes.

**The great names in Mexican literature have woven very close with France and its writers.**

WWW.SALONDULIVREPARIS.COM
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Mexican Cuisine Abroad

Mexican entrepreneurs are exporting their country’s culinary flavor through highly successful restaurants in the United States, Canada and Europe winning both customers and international awards.

BY MARTHA LETICIA CRUZ

Mexican gastronomy, a fusion between pre-Hispanic traditions and European influence, has transcended even internationally due to its incomparable versatility and originality. Demonstrating their innate creativity, Mexican entrepreneurs have opened new restaurants in the worldwide culinary market, captivating their audience with original ideas and portraying the exquisiteness of the national cuisine. Due to its succulence, complexity, variety of flavors and attractive presentation, Mexican gastronomy occupies an exceptional place in contemporary, classic and gourmet cuisine.

In major cities throughout the United States, restaurants that proudly represent Mexican culinary traditions have been very successful. In the early 1970s, Eduardo Lalo Castañeda opened a restaurant known as Lalos in the Pilsen area of Chicago to offer authentic Mexican dishes. Today, Castañeda owns more than 12 restaurants located throughout the city and its suburbs. Castañeda’s success has been written about in numerous culinary magazines as well as local newspapers such as the Chicago Sun-Times.

In New York, chef and entrepreneur Juan Medina offers guests of his restaurant Toloache menus of classic recipes prepared with superior gourmet techniques. The menu at Toloache includes an astonishing multitude of guacamoles, from tart and fruity to hot and spicy. The ceviches are inviting and the cheeses are uniquely exquisite. This has made the restaurant one of the most visited in the area. In 2005, New York magazine named Toloache as one of the best restaurants in New York City’s Times Square.

In 1985, José Rodríguez and his wife Aurora opened their restaurant La Serenata de Garibaldi in Los Angeles’ financial district, acquiring a very particular fame for its unique combination of Tex-Mex attitude and classic Mexican cuisine. Due to its quality and welcoming atmosphere, in a very short period the restaurant has become one of the best in the area. The Rodríguez family has since opened other restaurants in the city, providing the same welcoming atmosphere.

In Spain, the restaurant Entre Suspiro y Suspiro has obtained culinary success through its combination of Mexican and European cuisine since opening its doors in 1993. The Castañeda family prides itself on having in its restaurant the most extensive collection of tequilas in Europe and a vast selection of wines from both the area and imports from America.

The secret of Entre Suspiro y Suspiro’s success lies not only in its dishes, which are both pleasing and innovative, but also in the emphasis that management places on offering high quality service to its guests, making it very unique in the industry.

The concept behind Milagro in Toronto was conceived in 1998 by the restaurant’s owners, Andrés and Arturo Anhalt, who wanted to offer original Mexican dishes. The two entrepreneurs and brothers brought the project to life themselves: from the planning and construction of the site to the careful elaboration of the menu handed to guests. Milagro was chosen as one of the best restaurants in the city by Toronto Life in 2005 and its fame and prestige continues today.

Without a doubt, the success behind these businesses lies in the determination of the Mexican entrepreneurs who have been committed to conquering the world market by exporting their country’s culinary richness. The United States, Canada, Europe and many countries have proven to be markets willing to continue supporting the success of this line of business.
Touring Wahaca

In many countries, good Mexican restaurants are a treasure. Wahaca is a London restaurant and shop inspired by the love for food found in Mexican markets. The word Wahaca is the phonetic pronunciation of Oaxaca, a Mexican State along the Pacific Ocean. With flavors from the streets and ingredients of the highest quality, Wahaca’s dishes mix traditional foods like chiles, huitlacoche (corn fungus) and squash blossom. Its specialties are cochinita pibil tacos and agua de jamaica (a drink made from hibiscus flower). The venue also has a bar that serves cocktails with the best quality tequila.

Food and Fiesta

There might not be another country in the world with as many festivals, fairs and feast days as Mexico. Ferias (Spanish for fairs) are regional celebrations usually featuring music, fireworks, games, rides and food booths offering local specialties. You can find a reason for a fair almost every day of the calendar. Food is always a big component of all national and religious holidays.

Traditional Mayan Food Fiesta

Dzula, Quintana Roo
March 11

Everyone is invited to enjoy the tasty specialties of the Mayan culture in Dzula, Quintana Roo, a small village in the Yucatán peninsula, 184 miles from Felipe Carillo Puerto (54 miles south of Tulum).

Feria de San Marcos - Wine Festival
Aguascalientes, Aguascalientes
April 15-30

Dedicated to Saint Marcus, this is one of the largest fairs in Mexico. It features local food and beverages, as well as cockfights, concerts, bullfights and an elaborately decorated plaza.

Festival de Nopales - Nopal Festival
Tlaxcalancingo, Puebla
April 29-30

This village is just a few miles from downtown Puebla and is set against a backdrop of snow-covered volcanos and fields of nopal or prickly pear cactus. The town celebrates the harvest of this vegetable with a food fair featuring nopal salads, stews, stuffed nopales and even nopal ice cream, as well as other delicious regional specialties like barbecue.
The City of Angelic Candy

Few things and places are as sweet as Puebla: a city with a street called Calle de los Dulces (Candy Street) where delicious traditional treats, created by nuns in the 16th century can be enjoyed. These sugary delicacies are a mixture of European and American ingredients dating from the colonial period.

BY SANDRA ROBLAGUI

Puebla de los Ángeles is not the place to visit while on a diet. This city in central Mexico—a 1.5 million inhabitants town—was declared by UNESCO Patrimony of the Humanity and it should be visited to satisfy the senses of taste and sight.

The city is considered one that has best preserved its vice regal architecture, which in most cases is linked to Catholicism. For those with exquisite tastes, Puebla is also a must route for Mexican gastronomy. Its mestizo cuisine is full of complex dishes and delicious desserts.

Many of its dishes and desserts were created by nuns in the convents of Santa Rosa and Santa Clara—the latter is next to today’s Calle de los Dulces (Candy Street) in Puebla’s historic downtown.

During the 16th and 17th centuries, the religious sisters competed against each other in the creation and improvement of new dishes. And if there was anything during this period that was in abundance in Puebla, it was convents and monasteries.

For many of the gastronomic creations of that time, sweet was a basic ingredient, even for main dishes.

Legend says that mole poblano—a sweet and thick sauce prepared with different peppers, chocolate and seeds—came about in the 17th century from divine inspiration by Sister Adela de la Asunción in the Santa Rosa cloister.
All paths take you to Puebla de los Ángeles. The capital is easily accessible through the México-Puebla highway. Everyday more than 90 buses arrive at Puebla from different parts of the country. And of course, it is also accessible by plane.
Adriana Guerrero, author of La dulcería de Puebla says that around the same time another nun aspirer Angelina to create canotes cristalizados (crystalized sweet potatoes) as a way to please Bishop Manuel Fernández de Santa Cruz.

It is said that chiles en nogada –stuffed peppers covered in a sauce with a sweet touch– originated in the kitchen of the Santa Clara nuns, who also created the exquisite tortitas –pastry– which were baptized with the name of the convent.

Founded in 1606, the Santa Mónica convent is one of the jewels of vice regal architecture of the city of angels, as Puebla is known. At first, the convent was used to keep the chastity of widows and women with absent husbands. It is not hard to imagine that among those ladies, recipes and new creations came, went, were kept under lock and even were improved.

In 1531, with the establishment of the city, its new residents discovered a world of fruits, seeds and spices that they combined with those ingredients coming from Europe. That is how the marriage between pumpkin seeds, amaranth, peanuts, cow’s milk, pork shortening, coconut, wheat, corn, sugar cane and other ingredients was born.

The mix of European and Mesamerican ingredients resulted in an exquisite explosion: Tortitas de Santa Clara with flour, pumpkin seed and milk; crystalized sweet potatoes; borrachitos with milk, sugar, liquor and grenetina; muéganos, alfajores, macarrones de leche, jamoncillos, barquillos de meringue are just some names of the many traditional candy of Puebla. Later on, Lebanese salesmen brought other desserts with phyllo paste, figs, nuts and honey.

The sweetest thing is that Puebla’s candy can also be savored for its economic impact, not only in the state capital, but in several towns.

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The state of Puebla produces about 10 percent of the country’s candy. According to Puebla’s Council of Peanut Producers, the state produces about 20,200 tons of peanuts.

Between 1996 and 2006, the family business Agropecuaria Salvatierra became the main buyer of fruit produced in the region and the biggest exporter of traditional candy to the United States.

Some museums not to be missed
Museo Amparo, with colonial furniture and religious objects, located in former hospital from the 17th and 18th centuries. (Calle 2 Sur 708, Centro Histórico.)

Biblioteca Palafoxiana, founded in 1646, was the first library in Latin America. It has more than 40,000 titles, including 5,000 manuscripts from 1473 and 1910. (Calle 5 Oriente 5, Centro Histórico.)

Casa del Deán, the oldest house in Puebla and the only one in the country that keeps nonreligious fresco paintings from the 16th century. (2 Sur 708, Centro Histórico.)

Museo de la Revolución, which shows bullets from the Mexican Revolution’s first battle, in which police killed the building’s original owner in 1910. (6 Oriente 206, Centro Histórico.)

Galería de Arte Contemporáneo, located in what used to be the textile factory La Viola. (12 Norte 607, Barrio El Alto.)

Only 15 minutes from Puebla City, in Cholula, is the pyramid with the world’s biggest base, a monument 65 meters high and partly underground.

For those who fancy the sweet taste of the candies, anyone around the city is able to spot how mercado del Carmen. It is a city market where nonreligious fresco paintings from the 16th century. (2 Sur 708, Centro Histórico.)

For salty dish lovers, a popular place is Parque de San Francisco, capital of chalupas or La Oriental, one of the best places to eat Arab tacos.

01 CACAHUATES GARAPIÑADOS are peanuts mixed with caramel and sugar.
02 PANALITOS made from real honey.
03 ARRAYÁN is a crystallized fruit with sugar.
Kilos Helping in Fight Against Malnutrition

The foundation Un Kilo de Ayuda is raising money and awareness in the effort to stop malnutrition in Mexico’s children.

BY ANA ISABEL ENRIQUEZ VARGAS

The foundation, Un Kilo de Ayuda, was born in Mexico as an initiative of New People, a nonprofit organization founded in 1982. It was created to bring together the public and private sectors as well as the government in an effort to support children’s nutrition.

This foundation has implemented the Comprehensive Nutrition Plan (PIN) to help combat malnutrition in low-income kids under 5. The plan has six parts: nutritional vigilance; anemia detection; nutritional education; a nutritional packet; drinkable water throughout the year; neurodevelopment evaluation and early stimulation.

Un Kilo de Ayuda currently has 15 service centers, located in the seven states that have the highest rates of children’s malnutrition: Veracruz, Guerrero, Estado de Mexico, Puebla, Oaxaca, Yucatán and Chiapas. In 2008 alone, the program helped a total of 38,533 families and 44,444 children under 5.

Its main way of raising money is the sale of a postcard. It can be bought in supermarkets, pharmacies, restaurants, department stores, and specialty stores around the country—a total of 30,570 points of sale at 3,520 commercial chains. The sale of this postcard not only helps raise around 95% of PIN’s funds, it also increases the public’s knowledge and interest on the issue of nutrition.

The foundation uses other strategies to raise money, including the use of telemarketing, Internet donations and free promotion of the program by communication media.

For example, Televísa helps Un Kilo de Ayuda through its Goals for Mexico program. For each goal scored by a player from the soccer teams Atlas, Tecos, Monarcas, Chivas or Santos and televised by its free channels, the network contributes the resources needed by PIN to support 25 malnourished children for 2 years.

Thanks to these collaborations, the foundation can give 100% of its donations to its programs and promote the physical and intellectual development of malnourished children throughout the country. This work is making a difference for thousands of children who don’t have a suitable diet. As one of the organization’s slogans states: “A well nourished child has more opportunities to develop.”

Un Kilo de Ayuda is a clear example of how the problem of malnutrition in Mexico and around the world is one all can help solve.

For further information: www.unkilodeayuda.org.mx
Un kilo de ayuda
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- Estado de México
- Veracruz
- Yucatán
- Oaxaca
- Puebla
- Chiapas
- Guerrero

Children Helped

- In 2008 alone, the program helped a total of 38,533 families and **44,444** children under 5.