

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Mexico

Post: Mexico ATO

Expo Cerveza Mexico 2013

Report Categories:

Beverages

Trade Show Evaluation

Approved By:

Alicia Hernandez

Prepared By:

Vanessa Salcido

Report Highlights:

Expo Cerveza Mexico was part of The Gourmet Show, which launched in 2010. The Gourmet Show has the objective of promoting upscale/gourmet specialty food, beverage, and related accessories as viable options in Mexico. The Gourmet Show incorporates the following sector events held simultaneously: The Chocolate Salon, Wine Room, Agave Fest, **Cerveza Mexico**, and Expo Café, all organized by Tradex Group.

Executive Summary:

Cerveza Mexico is an interactive space where you can taste and talk about craft beer, but also experience the Craft Beer world in Mexico. Cerveza Mexico 2013 was the most important beer event in the country and is held annually in early September in Mexico City. This year Cerveza Mexico included a congress, a beer competition, and an exhibition/trade show. It has become the main event of the craft beer industry in Latin America with more than 150 beer producers, distributors, exporters and ingredients suppliers.

During the **Cerveza Mexico Congress**, many beer industry experts gathered to talk about ingredients, (hops, malted barley, yeasts), the growth of the craft beer industry in Mexico, the fiscal requirements to manufacture and commercialize beer, and other interesting topics. People from all over the country and some from Central and South America attended to learn more about the pioneer brewers in Mexico.

The **beer competition** is organized by Copa Cerveza, an organization whose main goal is to promote and recognize the quality of craft beer. It recognizes high quality beers made by established Mexican brewers. It includes two branches: the professional competition where craft beer and more established brewers participate, and the amateur competition for homebrewers. The competition has internationally recognized judges, certified by the Beer Judge Certification Program (BJCP), who evaluate more than 100 participating beer labels. More than 100 styles of beer were represented during Cerveza México.

Expo Cerveza Mexico offers exhibitors and visitors a platform from which to strengthen their businesses in these markets.

General Information:

Date and Location: **Cerveza Mexico** is held annually in Mexico City. The event is located in the World Trade Center (WTC) in the southern part of Mexico City, easily accessible from all areas of the city and has hotel accommodations in close proximity. The event takes place in early September (September 5-7, 2013) and lasts for 3 days.

Purpose: Cerveza Mexico houses a large variety of craft beers and brewers, who gathered for three days so consumers get to know more about their beers, taste more than 150 different beers, aromas, flavors, styles, and textures. It is also a forum to keep promoting the beer culture in Mexico. The most popular ales in Mexico are: Stouts, IPAs, and Porters.

Pricing

Cerveza Mexico package includes: Black walls, lighting, one electrical 500 watt contact, general red carpeting, company name on fascia board and complete company name and information on Cerveza Mexico Directory.

Price per booth in USD:

Per m² \$160.00 + 16% IVA (value added tax)

Booth 2x2 (4 m²) – \$ 640.00 + IVA

Booth 2X3 (6 m²) - \$ 960.00 + IVA

Booth 3x3 (9 m²) – 1,440.00 + IVA

Booth 3x6 (18 m²) – 2,880.00 + IVA

Visitors and Exhibitors

Visitors are mostly from Mexico though some Central and South American come through. It's an open forum for consumers, but also retail buyers including supermarket as well as department store buyers, bars, restaurants, and specialty stores attend. The show has grown continually since its first edition in 2010, which hosted 22 brewing companies (including specialty stores) and 8,000 visitors. This year 2013, there were 90 companies exhibiting and 13,500 visitors from all across the country.

Most Mexican states were well represented with microbrews from Oaxaca, Morelia, and Baja California. Several craft beer distributors who carry many foreign craft beers from all around the world- Belgium, Germany, U.K. and a few from the United States attended as well.

Opportunities for U.S. Exporters

Expo Cerveza Mexico offers a unique opportunity for U.S. craft brewers to promote their beers in Mexico. It also represents a good opportunity for the Brewers Associations to learn about this growing market, and offers the opportunity to offer a seminar at the beer congress and meet key contacts in Mexico.

Product opportunities identified are:

- Craft beer and related products: Ales (Porter, Stout and IPA)
- Beer ingredients such as hops, barley, yeasts

The Agricultural Trade Office does not currently organize a U.S.A. Pavilion in this show; however, please contact the Mexico City office for any comments or questions you may have:

ATO Mexico City: atomexicocity@fas.usda.gov

Phone: +52(55) 5140-2600

Or please contact the show organizers directly at:

<http://tradex.mx/cerveza/index.php/inicio>

Georgina García

expo@cervezamexico.mx

geo@tradex.com.mx

T. (55) 5604 4900 Ext. 154

T. (55) 4629 7772

T. 01 800 200 (EXPO)