

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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Voluntary  Public

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## Mexico

**Post:** Mexico ATO

### Mexico Alimentaria - Expo de Alimentos y Bebidas

**Report Categories:**

Trade Show Evaluation

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**Report Highlights:**

Alimentaria Mexico is the only food and drink event devoted to the food industry in Mexico, focused on marketing and distributing everything involved with food and drink, including: dairy products, confectionary, fruit and vegetables, drinks, organic products, etc. The show represents a good opportunity for U.S. companies who want to export their product to Mexico for use in restaurants and food service.

[Give us your feedback on this report:](#) Please take a moment to answer this brief 6 question survey by clicking on the above link which will take you to a non-U.S. Government website (i.e. SurveyMonkey). We value your opinion and want to provide information that matters to you as it relates to U.S. and Mexico food and agricultural production, trade, demand, and policy. Thank you for your time.

## **General Information:**

**Date and Location:** Alimentaria is held annually in Mexico City. 2014 marks its 14<sup>th</sup> edition. The event is located in Centro Banamex, easily accessible from all areas of the city and has hotel accommodations in close proximity. The event takes place early June and lasts for 3 days. This year the event was from June 3 to 5, 2014.

## **Booths**

Alimentaria Complete Package includes: 3m x 3m (9m<sup>2</sup>) booth with an investment cost of \$3,550 plus VAT.

Empty Space: Availability starts from 18m<sup>2</sup> with increases of 9m<sup>2</sup> at an investment cost of \$353 plus VAT per square meter.

## **Visitors and Exhibitors**

Visitors included food and drink exporters and importers, food distributors, chains, wholesalers, self-service chains, convenience stores, department stores, specialized retailers, restaurants, bars, hotels, and other operators from the food chain.

The latest statistics from Alimenatria come from their 2013 event.

- 244 exhibitors representing 4,000 products
- 142 national exhibitors
- 102 international exhibitors
- 21 countries
- 9,541 visitors
- 382 international buyers
- 33 countries visited

In more detail:

**89% of attendees from within the Food Distribution Industry form part of the purchase decision making process.**

<b>Position Held</b>	<b>Category</b>
Area Manager – 33%	Wholesaler – 28%
President/Managing Director – 31%	Importer – 21%
Head of Department Supervisor – 19%	Independent Retailer – 11%
Employee – 14%	Self Service Chain – 9%
Others – 3%	Exporter – 6%
	Distributor from Refrigerated/Frozen Food Chain – 6%
	Distributor from Dried Food Chain – 4%
	Department Store – 3%
	Price Club – 2%
	Convenience Store/Chemist – 2%
	Government Shop- 1%
	Others – 6%

**94% of attendees from within the Food and Drink/Food Service Handlers industry form part of the purchase decision-making process**

<b>Position Held</b>	<b>Category</b>
President/Managing Director – 32%	Restaurant: Independent/Chain/Hotel Chain/Cafeteria/Canteen or Bar – 51%
Area Manager – 25%	Banquet Service (catering)/Events/Airplane Food – 16%
Head of Department – 15%	Fast Food and Takeaways (pizzas, hamburgers, sushi, sandwiches, etc.) – 10%
Executive Chef/Culinary Assistant – 14%	Bakery/Patisserie – 10%
Employee – 11%	Industrial Canteens/Hospital canteens/Canteens from other Institutions – 6%
Others – 3%	Culinary School – 3%
	Others – 4%

Below is a breakdown of Exhibitors participating in Alimentaria 2014 by Country/Region.

America – 87

- Argentina: 9
- Brazil: 1
- Canada: 2
- Chile: 1
- United States: 7
- Mexico: 67

Asia – 41

- China: 13
- South Korea: 12
- India: 4
- Indonesia: 6
- Japan: 1
- Malaysia: 1
- Thailand: 3
- Taiwan: 1

Europe – 70

- Spain: 40
- Greece: 1
- Italy: 5
- Poland: 2
- Portugal: 8

- Turkey: 14

Below is a breakdown of Exhibitors participating in Alimentaria 2014 by Product and Services.

- Vegetable Oils and Fats – 21
- Alcoholic Bevearges – 38
- Non-Alcoholic Drinks – 31
- Appetizers and Snacks -16
- Cocoa and Chocolate – 13
- Meats and Meat products – 12
- Canned Foods – 18
- Sweets and Treats – 16
- Equipment and Services – 26
- Fruits and vegetables – 22
- Bakery and pastry shop – 20
- Fish and Seafood – 12
- Various food products – 40
- Frozen products – 15
- Dairy Products – 8

Seven U.S. Companies participated in Alimentaria 2014

Company	Sector
American Sparks, LLC	Non-alcoholic drinks, fruit juices
BayCliff Company	

<http://www.alimentaria-mexico.ecatalogue.es/2014/catalogo/index.php?t=1&f=PAMUSA>

### **Opportunities for U.S. Exporters**

Expo Restaurantes is a great opportunity for U.S. food and beverage companies to meet the decision makers from restaurants all throughout Mexico. As the only trade show in Mexico exclusively focused on the restaurant industry, Expo Restaurantes attracts chefs and managers interested in diversifying the products offered at their restaurants and learning about new restaurant trends.

Product opportunities identified are:

- Cooking oils
  - Alcoholic beverages (wine, beer, distilled spirits)
    - Organics
    - Animal proteins
    - Seafood

### **Related Reports**

ATO Mexico City published a report on [Pescamar](#) on August 23, 2013. In 2014, ATO Mexico City will publish a report on the Mexican restaurant sector.

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

ATO Mexico City: [atomexicocity@fas.usda.gov](mailto:atomexicocity@fas.usda.gov)

Phone: +52(55) 5140-2671

Or please contact the show organizers directly at:

<http://www.exporestaurantes.com.mx/expositores.html>