



Meet Foodservice Buyers from Mexico in New Orleans Thursday, November 1, 2007

Let SUSTA make your sales connection with key buyers in Mexico's growing foodservice market. Don't miss this low-cost opportunity to build relationships with international distributors and gain export sales in this exciting market. A group of four leading foodservice importers and distributors, and two of the top restaurant chain operators will be in New Orleans to meet with exporters, following their visit to the America's Food & Beverage Show in Miami.

Register now for pre-scheduled business appointments to be held in New Orleans at the Chateau Sonesta Hotel on Thursday, November 1, 2007. The program will include 1) a breakfast briefing from 9:00-10:30 a.m. by executives from a leading food distributor and a top restaurant chain operator; 2) pre-scheduled company meetings from 11:00- 5:00 in 30-minute time slots; 3) networking lunch, and 4) a reception from 5:00-7:00 p.m. Each registered participant will receive a CD-Rom containing a market overview and profiles of leading foodservice distributors. **For more information and company profiles visit www.aipc.ua.edu/susta.html**

Market Overview

Demand for U.S. food and beverage products is growing as tourism, resorts, hotels, and restaurants are undergoing tremendous growth in targeted areas of the country, especially the Yucatan region. U.S. suppliers are in a unique position to capture a larger share of the market. Mexico, with its large and growing population, stable economy, and ideal geographic location, is a dynamic market for exports of US food and agricultural products. The total value of US exports of food and agricultural products to Mexico grew over 28 percent from \$10 billion in 2005 to \$11.6 billion in 2006. US agricultural exports to Mexico are expected to top \$13 billion in 2007. The United States has a 75 percent import market share in food and agricultural products.

Best Prospects in Foodservice

- . Beef and poultry
- . Dairy products
- . Seafood and products
- . Snacks
- . Food ingredients and spices
- . Fruit and vegetable juices
- . Fresh and processed fruits and vegetables
- . Alcoholic beverages & wine
- . Non-alcoholic beverages
- . Vegetable oils
- . Frozen products
- . Sauces and condiments

Register Now to Secure Your Appointments!

This program is sponsored in part by the Emerging Markets Program of the Foreign Agricultural Service, in cooperation with SUSTA, its member state departments of agriculture, the FAS Office in Mexico City, and the Alabama International Trade Center at The University of Alabama

MEXICO TRADE MISSION - FAX-BACK REGISTRATION FORM

Fax: 205-348-6974

Please complete this form to register. For more information, please contact Michael Brooks at the Alabama International Trade Center: 1-800-747-2482, E-mail mbrooks@aitc.ua.edu. A limited number of rooms are reserved at the Chateau Sonesta Hotel (phone 504-586-0800).

Registration fee: \$75.00 per person includes continental breakfast, lunch, reception, and a table-top for product displays during the one-on-one meetings.

Company: _____

Attendee: _____

Address: _____

City: _____ **State:** _____ **Zip** _____

Tel: _____ **Fax:** _____

Website: _____ **Email:** _____

PAYMENT INFORMATION: Payment must be made in advance. Checks should be made payable to: Alabama International Trade Center; Box 870396; Tuscaloosa, AL 35487. For credit card transactions, please complete the following information. We do not accept American Express.

Credit Card #: _____

Expiration Date: _____ **Card Type:** Visa _____ MasterCard _____

_____ The billing address and cardholder name are listed above.

_____ The cardholder name and billing address are listed below:

Name _____

Address _____

Company Meetings: Please mark the companies you want to meet with below:

- _____ **APYS:** Alimentos Practicos y Selectos
- _____ **COMNOR:** Comercial Norteamericana
- _____ **CMR:** Corporacion Mexicana de Restaurantes SA de CV
- _____ **DIA:** Distribuidora e Importadora Alsea
- _____ **TOKS:** Restaurantes Toks
- _____ **NUEVA VIGA** La Nueva Viga

Business appointments will be scheduled with the buyers from Mexico on a first-come, first-served basis at 30 minute intervals. The number of scheduled appointment slots is limited. After registration, you will receive a confirmation of appointments and instructions for set-up. U.S. companies that are committed to exporting and willing to follow-up to send samples and support sales in Mexico should attend this event.

Profiles – SUSTA Trade Delegation from Mexico

November 1, 2007 – New Orleans

ALIMENTOS PRÁCTICOS Y SELECTOS (APYS)

Miguel Ollivier Sanche, Sales Manager

Mexico City

www.apys.com.mx

Alimentos Practicos y Selectos S.A. (APYS), based in Mexico City, has been an importer and distributor of food products for over 20 years. The company carries over 600 products and maintains an inventory of each product at their refrigerated warehouses in Mexico. The company specializes in frozen foods, imported foods, and gourmet foods and services all segments of the foodservice market. Customers include high-end hotels and resorts (Camino Real, Fiesta Americana, Sheraton); casual dining establishments and white tablecloth restaurants (Hard Rock, Sanbourns, Wings, TOKS) and catering companies (LSG Sky Chefs, Sodexo, Grupo Servicoín). They are the market leaders in the distribution of frozen French fries selling to over 1800 clients. The company maintains its own fleet of refrigerated trucks and distributes products throughout central Mexico including Mexico City, Puebla, Cuernavaca and Queretaro, an area with a combined population in excess of 25 million people. APYS prefers to do business on an exclusive basis with manufacturers who can offer marketing support to promote branded items.

Products of Interest: fruits, vegetables, meats, seafood, dairy, condiments, sauces, and desserts

COMERCIAL NORTEAMERICANA (COMNOR)

Alberto Najera Lara, Manager Mexico City

Mexico City

www.comnor.com.mx

Company Description:

ComNor has been in business since 1993 and is a major player in the foodservice market – both in terms of distribution and in terms of production. The company has seven distribution centers (Mexico City, Cancun, Guadalajara, Los Cabos, Puerto Vallarta, Monterrey and Hermosilla) and sells to all the top-rated hotels and restaurants country wide as well as to wholesale retail clubs. They represent the Certified Angus Beef label and well-known U.S. brands. In addition, the company also owns and operates a TIF certified plant that handles portion-control of certain products and further processing of meats. COMNOR is a significant distributor in the growing Cancun and Riviera Maya market.

Products of Interest: All meats (boxed, vacuum packed, retail), seafood (retail and foodservice), frozen foods (retail and foodservice), cheese (retail and foodservice).

DISTRIBUIDORA E IMPORTADORA ALSEA (DIA)

Jose Luis Ferrer, Manager Cancun Office

Cancun

www.alsea.com.mx/dia

DIA was established as part of the Alsea group which owns and operates a number of branded restaurant chains in Mexico including Domino's, Starbucks, Popeye's, Burger King, and Chili's. Alsea is the master franchisee for Starbucks and Domino's for Mexico and they have 80% of Burger Kings for Mexico. DIA serves as the exclusive importer and distributor for Alsea's restaurants but also services other customers in the foodservice industry as well. DIA maintains distribution centers in Mexico City, Monterrey, Cancun, Tijuana, and Hermosillo which handle a variety of refrigerated, frozen, and dry products for its customers located in some 127 cities throughout the country. The company delivers products to their customers twice each week and maintains their own fleet of delivery trucks. The foodservice market in Cancun is of particular interest as it is growing at a rapid pace; and DIA is in a strong position to serve that and other growth regions for foodservice customers. In addition to distribution, DIA is also involved in the manufacture of pizza dough.

Products of interest: fruits, vegetables, entrees, snacks, sauces, condiments, desserts

CORPORACION MEXICANA DE RESTAURANTES

Guadalupe Jimenez Lopez, Purchasing Manager

Mexico City

www.cmr.ws

Corporacion Mexicana de Restaurantes SA de CV (CMR) is a Mexican company which has been operating in the foodservice market for almost four decades. It owns and operates a wide range of full-service and quick-service restaurant brands in different consumer segments including Cafeterias (Wings, Baron Rojo and Meridien); Mexican restaurants (Los Almendros y La Fonda del Claustro); International cuisine restaurants (Restaurante de Lago, Restaurantes del Bosque, Meridien) and casual dining (Chili's Bar & Grill and Brick House). CMR plans to continue with an aggressive expansion strategy and recently created an operation within the cafeteria division called W Cafeteria & Pan. CMR is also very active in the institutional foodservice market segment as well. The company is seeking new product items for its entire operations. The company imports directly and utilizes importers and distributors for its operations.

Products of Interest: fruits, vegetables, meats, seafood, dairy, desserts

RESTAURANTES TOKS

Gustavo Perez Berlanga, Director of Purchasing, Marketing, and Logistics

Mexico City

www.toks.com.mx

Toks which is part of the Gigante group of companies owns and operates a chain of higher-end casual dining restaurants with a strong presence in the main cities including Mexico City, Cancun, Acapulco, Puerto Vallarta, Leon, Guadalajara, Monterrey, Queretaro, Villahermosa, Puebla, Cuernavaca and Toluca. They currently import U.S. products and have successfully introduced U.S. products on their menus. Toks is open to new products to for special promotions to showcase new food items and test the market. The management team of Toks is close knit and works together on buying decisions to introduce new items to the menu. Toks imports directly and utilizes importers and distributors.

Products of interest: turkey breast, iced tea, cheeses, ice cream

LA NUEVA VIGA

Carlos Arteaga Paredes, General Manager

Mexico City

La Nueva Viga is the largest fish and seafood market in Mexico and in Latin America with over 200 large wholesalers, 165 small wholesalers, and 55 retail outlets with an on-site presence. The market is open 24 hours a day, seven days a week. Health inspectors have permanent offices on site for quality control. Over 300 species of fish and shellfish come through the market each year. The market sells directly to chefs, purchasing managers, and owners of hotels and restaurants. The company is interested in a wide range of items from the U.S. for its importers, wholesalers, and customers.

Products of interest: surf clams, scallops, mackerel, soft shell crab, and flounder.
