



Required Report - public distribution

Date: 12/10/2001

GAIN Report #MX1210

Mexico

Wine

Marketing Annual

2001

Approved by:

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U.S. Embassy

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Report Highlights:

Mexico's per capita consumption of wine is .16 liters as compared to 7 liters in the United States. Though small, consumption is increasing by consumers in the middle and upper income brackets. In addition, the growing tourism industry in Mexico provides an opportunity for increasing exports of high quality US wines to Mexico.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Mexico ATO [MX2], MX

Section 1: Situation and Outlook

Imports of wine to Mexico increased in the late 1990s through 2000, although projections for the value of imported wine in 2001 show a slight decline. Mexico's economic growth rate is projected to be less than 1 percent in 2001, after reaching a record level of 6.9 percent in 2000. The slowdown in the US economy is having a direct impact on Mexico's economy. Wine is a luxury product in Mexico, therefore is very sensitive to changes in the economy and consumer spending. For the first six months of 2001, wine exports from the United States are down 12 percent by value and 24 percent by volume as compared with the first 6 months of 2000. The Mexico's economy is projected to recover in mid-2002, which may lead to rising consumer expenditures on luxury goods, such as wine. The projected growth rate for Mexico for 2003 is 5 percent.

Based on the NAFTA tariff rate schedule for wines, the ad valorem duty on wines will fall to two percent in 2002, and then will reach zero in 2003, providing the United States a more level playing field in the Mexican market. Trade agreements with Chile and the EU have lowered import tariffs on wine for these countries as well. Since 1996 Chile's tariff rate on imported wines to Mexico has been zero. Based in part on the lack of import tariffs, Chile has grown from having a 15 percent share of the Mexican import market for wines to having almost a quarter of the import market. The 2000 Mexico/EU trade agreement lowered the EU's import tariffs on wine from 30 to 20 percent, with a gradual reduction to zero by 2008.

Quality, availability, and brand name familiarity are important factors that Mexican consumers consider when buying imported wines. Spain, Chile, France and Germany have a considerable share of Mexico's wine market, as compared to the United States. Since 1998, Spain and Chile have overtaken France and enjoy the largest share of the Mexican import market, and Chilean wine sales to Mexico have grown over 50 percent. The increase in wine sales from Chile is likely due to the zero import tariff, a greater recognition of Chilean wines due to aggressive marketing campaigns, and relatively less expensive wines imported from Chile.

Based on official economic data from Mexico, US wines enjoy between a 7-8 percent market share of the Mexican import market. White wines from California enjoy the greatest recognition in Mexico, but all US wines (red, rose and sparkling) appear to be gaining in popularity with Mexican consumers.

Imports of Wine by Mexico

Country*	1998		1999		2000		2001 (est.)	
	Import Value (1000 USD)	Market Share (%)	Import Value (1000 USD)	Market Share (%)	Import Value (1000 USD)	Market Share (%)	Import Value (1000 USD)	Market Share (%)
Spain	8,721.3	24	11,084	24	13,237.5	28	13,670.7	32
Chile	6,921.6	19	9,146.8	20	11,392.4	24	10,452.8	24
France	12,688.4	35	16,042	34	11,914.9	25	8,049.8	19
Germany	1,807.9	5	2,323.7	5	2,755.0	6	3,803.5	9
United States	2,893.0	8	3,674.9	8	3,978.0	8	2,980.6	7
Italy	1,683.9	5	2,164.4	5	2,362.2	5	2,218.6	5
Argentina	491.6	1	1,162.9	2	818.5	2	999.0	2
Portugal	655.3	2	455.8	1	529.7	1	442.5	1
Others	414	1	539.5	1	464.8	1	567.5	1
Total	36,277	100	46,594	100	47,453	100	43,185	100

Source: Secretaría de Economía, Subsecretaría de Negociaciones Comerciales Internacionales and Banxico; includes imports of wine and sparkling wine

*Ranked based on size of import market share from highest share for 2001 estimated imports

Section II: Narrative on Supply and Demand, Policy and Marketing**PRODUCTION**

Though Mexico has the oldest history of wine making in the Western Hemisphere, thanks to Spanish missionaries who used wine during mass and brought with them Spanish varieties, the industry produces only about 40 percent of the wine consumed domestically. In recent years, investments in viticulture, including land use, capital, and technical investments have increased the production of Mexican wine. Much of the investment has been in the Baja California region, and though statistics are not readily available, experts in the industry believe a sizeable portion of the investment is coming from wine producers in California.

The major wine production in Mexico is located in the states of Baja California, Coahuila and Querétaro. Within these states the producing areas are:

Baja California

Valle de Calafia

Valle de Guadalupe

Santó Tomás

Tecate

Ensenada

San Vicente

San Antonio de las Minas

Coahuila

Parras

Querétaro

San Juan del Río

Tequisquiapan

Ezequiel Montes

The principle wine varieties produced in Mexico are:

Reds

Barbera

Cabernet Sauvignon, Cabernet Franc

Cariñena

Claret

Grenache

Merlot

Mision

Nebbiolo

Petit Sirah

Ruby Cabernet

Ruby Red

Tempranillo

Zinfandel

Whites

Chardonnay

Chenin Blanc

Fume Blanc

Fume Blanc

French Colombard

Sauvignon Blanc

Semillion

Land cultivated by wine growers declined since 1984 until 1998, however since 1998 the acreage has stabilized. In 1984, 70,250 hectares were dedicated to wine production, as compared to 41,000 hectares cultivated in 1998. Though national statistics are not available for 2000 and 2001, based on increased land use specifically in the Baja California region, the acreage dedicated to wine production is most likely growing. Production levels followed the acreage declines through the mid 1990s. For example, in 1998 Mexico produced 293,000 gallons of

wine as compared to an average of 465,000 gallons from 1991-1995. Mexico ranks 27th in the world in wine production. Though the quantity of production declined through the late 1980s and early 1990s, production has been increasing since 1998 and with it, much more emphasis on the *quality* of production. There are many small local wineries, but the producers who currently dominate the table wine market are Casa Madero, Casa Pedro, Chateau Camou, Domecq, L.A. Cetto, Productos de Uva, Santó Tomás, and Casa Cuervo.

Mexico's exports of wine rose over 350 percent from 1996-2000. Based on FAO statistics, in 1999 Mexico exported about \$4 million of wine. Mexico exports its wine to 21 countries and its wines have won 83 international awards since 1990. The United States purchases the majority of Mexico's wine exports, 76 percent of the total. The next major importer is the United Kingdom, 3.8 percent; followed by Japan, Canada, and Germany, each purchasing about 1 percent of Mexico's wine exports.

CONSUMPTION

Market Segments: Per capita wine consumption in Mexico is estimated to be .16 liters or .04 gallons, per year, ranking 65 in the world for per capita wine consumption. For comparison, France's per capita consumption of wine is over 60 liters a year and the U.S. consumption is over 7 liters a year. Throughout the 1990s Mexico consumed approximately 40,000 gallons of wine per year. A higher preference for other alcoholic beverages and an under developed consumer awareness of wine partially reflects this very low per capita consumption. Wine is not considered a popular beverage and is consumed almost exclusively among the middle and high income segments of the population. The main consumers of wine in Mexico are in their mid-thirties and above, tend to be well educated, and represent the middle to high income segment of the population. Although this figure is comparatively small, it is growing. The increase in per capita wine consumption should continue over the next five years if the Mexican economy recovers in 2002. The expanding restaurant, hotel and tourism industry in Mexico also bodes well for increased consumer awareness of and demand for imported wine.

Prices and Quality: Price is still the leading influence for most food purchasing decisions, particularly when the item is considered a luxury item, which is the case with wine. In addition to facing stiff price competition from European and Chilean wines, US wines are competing against the quality image and snob appeal of European wines. Those consumers that are widely traveled, or tourists from the United States, are more willing to pay the comparatively higher prices for US wines. On the other hand, those consumers who are not familiar with the high quality of US wines will choose a national brand, or a French or Chilean wine due to the perceived quality and the usually more attractive price.

Sample white wine prices (in pesos) in a mid-size/large Mexican supermarket range from:

German wines: \$50.00 - \$300.00

French wines: \$80.00-\$450.00

Spanish wines: \$95.00-\$ 350.00

Chilean wines: \$ 45.00-\$250.00

US wines: \$110.00-\$450.00
National brands: \$25.00-\$60.00

Sample red wine prices (in pesos) in a mid-size/large Mexican supermarket range from:

French wines: \$75.00 - \$500.00
Spanish wines: \$140.00 - \$400.00
Chilean wines: \$ 60.00 - \$350.00
U.S. wines: \$80.00 - \$450.00
National brands: \$29.00-\$80.00

IMPORT TAXES AND REGULATIONS

The reasons US producers have not been able to access this segment more successfully are the fierce competition from European and Chilean suppliers, comparatively more expensive US products in these categories, preference for reputable European brands and a relatively unseasoned consumer base. The trade agreement with Chile has given Chilean wines an import duty advantage, however, the U.S. will face a two percent duty in 2002 and will not face any import duty in 2003. This change will level the playing field for the US wine producer exporting to Mexico in 2003.

Policy: The North America Free Trade Agreement (NAFTA) has significantly reduced barriers to importing US wines into the Mexican market. However, under NAFTA, wines qualifying as “North American” must use a certificate of origin in order to ensure that NAFTA tariff benefits accrue only to US, Canadian and Mexican goods. Such certificates are usually obtained through a semi-official organization such as a local chamber of commerce, and do not have to be validated or formalized.

Import Duties: Mexican import duties are classified according to the Standard International Harmonized System, as established under the provisions of NAFTA. Sub-Chapters 22.04 (Wine) of the Mexican Tariff System contain the tariffs for wines. US exporters should take note that Mexican foreign trade data for alcoholic beverages does not necessarily correspond with US trade data. Different criteria to subdivide the 6 digit Harmonized Code categories and the inclusion of additional product categories account for these inconsistencies.

As part of the NAFTA agreement the following wine products have reached zero tariffs and no longer are subject to import duties. These are:

<u>Product:</u>	<u>Tariff Code:</u>
Fortified wine	2204.2101
Champagne	2204.2104
Wine coolers	2208.9004

During 2001, the following wine products were subject to a four percent ad valorem import duty, which will decrease two percentage points, to two percent in 2002, and will reach zero on January 1, 2003.

<u>Product:</u>	<u>Tariff Code:</u>
Sparkling wine	2204.1001
Table wine	2204.2102
Claret wine	2204.2103
Other wines for retail	2204.2199
Other wines	2204.2999

The import duty for US wines is normally calculated on the US plant value (invoice) of the product(s) plus the inland US freight charges to the border, and any other costs listed separately on the invoice and paid by the importer, such as export packing. Customs brokers use this total figure to calculate their fees, which usually are 0.5 percent, on average, plus any storage and handling fees.

NOTE: According to recent modifications in the Mexican customs law, the participation of a customs broker is not obligatory for imports if all legal and technical requirements are met. The participation of a customs broker is suggested, however, when the exporter is not familiar with Mexican standards and Custom's processing procedures.

A Value Added Tax (IVA) of 15 percent is then assessed on the accumulative value consisting of the US plant value (invoice) of the product(s), the inland US freight charges, and any other costs listed separately on the invoice, such as export packing, plus the duty. The importer will pay other IVA fees for services such as inland freight and warehousing.

Other Taxes: Alcoholic beverages, whether produced locally or imported, are also subject to the Impuesto Especial de Productos y Servicios-IEPS (Special Tax on Products and Services). This tax, which went into effect on April 1, 1997, and was later modified on December 31, 1998, affects a series of products such as alcoholic beverages, tobacco and gasoline, among other products and services. In the case of alcoholic beverages, the tax is levied according to the alcohol content of the product.

IEPS TAX LEVELS ON ALCOHOLIC BEVERAGES

(Alcoholic Beverage and Percentage of Tax Level)

ALCOHOLIC BEVERAGES	IEPS TAX PERCENT
With alcohol content of up to 13.5 percent	25
With alcohol content from 13.5-20 percent	30
With alcohol content above 20 percent	60

Source: Secretaria de Hacienda y Credito Publico (Ministry of the Treasury)

A March 2001 change in the Mexican tax law has modified the way in which the IEPS tax is calculated, which leads to a slightly higher consumer price. Below is a table which shows the change in the IEPS tax calculation for 2001.

Change in Application of IEPS Tax for Wines

	Before Law	After Law
Value (FOB)	\$100.00	\$100.00
Import Duty (2001: 4%) (2002: 2%; 2003: 0%)	x 1.04	x 1.04
Total incl. Import duty	\$104.00	\$104.00
IEPS tax is applied to:	\$104.00	\$130* found in left column
IEPS (25%)	x .25	x .25
equals total IEPS	\$26.00	\$32.50
Price incl. import duty	\$104.00	\$104.00
Plus total IEPS	\$26.00	\$32.50
Price, pre IVA	\$130.00*	\$136.50
IVA (15%)	x 1.15	x 1.15
TOTAL	\$149.50	\$156.98

Note: In a sense the IEPS tax is now levied on a wine product twice.
For this example, the increase is 5 percent of the final price.

After paying the IEPS tax, importers receive a marbete, or fiscal label, as proof of this payment. These marbetes are affixed individually on the bottles and only after this process can they be sold in the market. The bottles remain in a fiscal warehouse until the labels have been affixed.

Regulatory Requirements: The paperwork required for importing wine is normally completed and filed by a customs house broker. The basic Mexican import document is the Pedimento de Importacion (customs entry document), which should be presented to Mexican Customs, along with the commercial invoice in Spanish, a bill of lading and the Sanitary Import Notice. Products qualifying as "North American" must use the NAFTA certificate of origin to receive preferential treatment. As in the case with U.S. Customs laws, Mexican customs law is also very strict regarding proper submission and preparation of customs documentation. Errors in paperwork can result in fines and even confiscation of merchandise as contraband. Exporters are advised to employ competent, reputable Mexican importers or custom brokers.

Sanitary Requirements: There are no special requirements from the Mexican health authorities for importing wine into Mexico. However, wine imports do require a written sanitary import notice (Aviso Sanitario de Importacion). This is a free-style letter, written in Spanish, that must contain the following information: name of product; trade brand; specific quantity; name and address of producer; name and address of importer; port of entry and import tariffs numbers. This document, written on the company's letterhead, should be addressed to the Secretaria de Salud; Direccion General de Calidad Sanitaria de Bienes y Servicios, and presented at the port of entry. In addition,

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

Labeling: All imported products destined for retail sale in Mexico must be labeled according to Mexican government specifications as outlined in NOM-142-SSA1-1995, of July 9, 1997, later modified on July 22, 1998. This Mexican norm on labeling states that alcoholic beverages should adhere to the following commercial and sanitary information. A sticker can be affixed in the country prior to retail.

1) Commercial information:

- # Brand or commercial name
- # Name or generic name of product
- # In the case of Brandy, the word "Brandy" and the legend "100% de uva" (100% from grape) should stand out clearly, and must be provable.
- # Exporter's name and address
- # Indication of the quantity in accordance to NOM-030-SCFI (use metric units)
- # Producer's name and address which, in the case of imported products, will be provided to SECOFI by the importer
- # Country of origin (i.e., Producto de EE.UU.)
- # Importer's name, company name and address
- # In the case of beer and wine coolers, the labels should contain: name, address and taxation code of the importer

2) Sanitary information:

- # All alcoholic beverages should read "EL ABUSO EN EL CONSUMO DE ESTE PRODUCTO, ES NOCIVO PARA LA SALUD" (The abuse in the consumption of this product is hazardous to your health)
- # Alcohol content
- # Indicate the percent of alcohol in volume at 20 degrees centigrade displayed as follows: (Number) % Alc. Vol.
- # Lot number
- # Alcoholic beverages with aspartame should read:
Fenilcetonuricos: contiene fenilalanina
- # Those beverages that represent more than 50 grams or more in the daily consumption of orbital should read: Contiene sorbitol: el abuso de este edulcorante puede causar efectos laxantes; (Contains sorbitol: the abuse of this sweetener may cause laxative effects)
- # Alcoholic beverages classified as "bajo en calorías" (light) "sin calorías" (without calories) should include only these legends according to the reduction of calories. Beverages with at least 24 percent less calories than the original product are considered as "light." Those with less than 36 percent calories than the original beverage can be considered as "without calories."

- # Only prepared drinks and cocktails should include a list of ingredients, which should be listed under the heading "Ingredientes," and they should be listed in the decreasing order of their percentage of the product's total composition.

This information must be in Spanish and may also appear in the original language. The information referring to the brand, type of beverage and quantity should appear on the main label. The other information can be included on any other part of the label or product container. The Mexican Health Ministry has an address on the Internet [Http://www.ssa.gob.mx/nom/index.html](http://www.ssa.gob.mx/nom/index.html) where more information on these NOMS can be obtained.

Temporary Imports: Mexican import legislation does not recognize temporary imports, which are meant for sampling or for "give aways" during trade shows or other promotional events. According to Mexican Legislation, all temporary imports must return in the same condition that they were in when introduced into the country. Therefore, this ruling does not allow temporary imports of wines or similar products which will be consumed or used during their stay in Mexico. Imported wines which are to be promoted during an event in Mexico are subject to import duties. Imported products must obtain a marbete, a fiscal label which ensures that the import duties and IEPS tax have been covered, before the products are imported and consumed in the country. This administrative procedure must be done before importing the goods into Mexico.

Mexican companies which import alcoholic beverages into Mexico must be inscribed in the Mexican Registry of Importers-MRI. Foreign suppliers of alcoholic beverages must have a Mexican importer or a representative registered in the MRI of the Secretary of Finance and Public Credit (SHCP) in order to export to Mexico.

MARKETING

Marketing Infrastructure/Channels: Importers/distributors are vital to the success of any imported product, including wine, since only some of the major retail and few of the major food service chains import directly. National distribution is the preferred method for supplying the Mexican market. Many foreign companies have opted to form alliances or joint ventures with established Mexican liquor companies to distribute and/or represent their product lines. Other companies have established representational offices and sell through distributors. Some of the largest distributors are Albanova, La Europea, La Valenciana and Sam's Club.

In Mexico, specialty stores, supermarket chains, department stores and hotels/restaurants are the most important retail distribution points for imported wine. However, only some of the retail chains are set up to import directly. Most alcoholic beverage products are purchased through Mexican-based distributors enabling retail chains to keep inventories at a minimum, thereby avoiding investments in large centralized storage and bypassing the hassles of importing. This system of indirect purchasing is expected to change over the next few years but currently it is the dominant business practice. Larger suppliers, such as Sam's Club or Price Club, can offer discounts of 20-40 percent off the suggested retail price, depending on the imported volume and negotiated payment terms. Most chain stores (supermarket and department) have centralized purchasing. Special seasonal sale prices, particularly around the Christmas and New Year holidays,

are normally offered in the leading retail outlets.

US firms wishing to penetrate the Mexican market must have a locally based distributor/representative in order to operate and to establish a successful business relationship with domestic buyers. Contact information for associations involved in the importation and distribution of wine in Mexico, as well as a partial list of Mexican distributors and importers of wine can be found at the end of this report.

Market Development Opportunities: There are growing market opportunities in Mexico for US wine exporters, particularly in the restaurant, hotel, and tourism industry. Interested exporters should consider conducting in-store/on-site tastings as a means of introducing or increasing the awareness of their products to the Mexican consumer. The Agricultural Trade Office (ATO) in Mexico City can also help US wine exporters by supplying them with market information, importer lists, and distributor data, as well as by endorsing US Pavilions at trade shows and by organizing various marketing events. For more information on the ATO's services, please contact the office at the following numbers: Tel: (011)(52)(55) 5280-5291; Fax: 5281-6093; E-mail: atomexico@fas.usda.gov. In addition, FAS is opening an ATO office in Monterrey, Mexico. For contact information for the new office please contact ATO Mexico City.

Another excellent means of increasing product exposure and making personal contact with wine importers and distributors is by attending trade shows and expositions in Mexico. The following trade events are excellent opportunities for US exporters to promote their wines in the Mexican market:

ANTAD 2002/2003

When: March 15-17, 2002; March (dates to be determined) 2003

Where: Expo Guadalajara, Guadalajara, Mexico

Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico City

Tel: (011-52-55) 5280-5291; **Fax:** (011-52-55) 5281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest retail and supermarket show. This is the fifth consecutive year that the ATO is organizing a U.S. Pavilion within the show.

EXPHOTEL 2002

When: June 12-14, 2002

Where: Convention Center, Cancun, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico City

Tel: (011-52-55) 5280-5291; **Fax:** (011-52-55) 5281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Caribbean region. This is the fifth consecutive year that the ATO is organizing a U.S. Pavilion within the show.

ABASTUR 2002

When: October 2-4, 2002

Where: World Trade Center, Mexico City, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico City

Tel: (011-52-55) 5280-5291; **Fax:** (011-52-55) 5281-6093; **Email:** atomexico@fas.usda.gov
Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Mexico City metropolitan area. This is the third year that the ATO is organizing a US Pavilion within the show.

Competitor Programs: There are three foreign export-promotion agencies in Mexico: SOPEXA, from France, which is very active in promoting their national wines together with other food products; Prochile, from Chile, which is almost exclusively dedicated to wine marketing/promotion; and the Agricultural Trade Office-ATO, of the United States, which assists US producers of agricultural, fishery and forest products in the promotion and market development of their products.

SOPEXA, the French Government's marketing organization for food and agricultural products, has a highly refined marketing plan for promoting French wines in the Mexican market by conducting tastings in upscale restaurants and in-store promotions, and by participating in major Mexican food and beverage trade shows. Spanish, Italian and Chilean wines also enjoy regular in-store promotions in many of the major supermarket chains.

Section IV: Contacts

Asociacion Nacional de Vitivinicultores, A.C. (National Association of Wine Growers)

Calzada de Tlalpan 3515

04650, Mexico, D.F.

Mexico

Tel: (011)(52)(55) 5666-1331, 5606-9724; Fax: 5606-9724

Contact: Lic. Rafael Almada, General Director

Mexican association of wine producers.

Asociacion de Importadores y Representantes de Alimentos y Bebidas, A.C. (Association of Importers and Representatives of Food Products and Beverages)

Tuxpan 41-202

06760 Mexico, D.F.

Mexico

Tel: (011)(52)(55) 5584-2609, 5564-2770; Fax: 5564-5341

Contact: Lic. Jesus Alarcon, Manager

Trade associatoin of wine and food importers/representatives.

Calidad en Vinos Importados

Pitagoras 578

Mexico D.F. 03020

Tel: (011)(52)(55) 5543-4255; Fax: 5687-3457

Contact: Francisco Pulido, Sales Manager

Importer and distributor of wines.

Cancun Vinos y Licores

Calle Uaxacatun 22
Manzana 5, lote 28
77515 Cancun, Q.R.
Mexico
Tel/Fax: (011)(52)(998) 886-5888
Liquors distributor.

Coframex S.A. de C.V.

Gob. Rafael Rebollar No.: 67 Col.San Miguel Chapultepec
11850, Mexico D.F.
Mexico
Tel:(011)(52)(55) 5273-9203 Fax: 5273-6683
Francisco Domenech, Director

Comercial en Vinos y Abarrotes de Tula, S.A. (COVATSA)

Allende 4
42800 Tula, Hidalgo
Mexico
Tel: (011)(52)(773) 20314, 20379, 22665; Fax: 23926
Contact: Lic. Jose Guadalupe Garrido, General Manager
Importer and distributor of wines and liquors.

Compañía Destiladora, S.A. de C.V.

Plaza de San Lazaro 21
15100, Mexico D.F.
Mexico
Tel: (011)(52)(55) 5522-2510; Fax: 5522-3203; 5522-5639
Contact: Marcial Ibarra Faz, Manager
Manufacturer, importer and distributor of wines and liquors.

Compañía Mexicana Importadora y Exportadora, S.A. de C.V.

Reynolds Aluminio 39
54080 Tlalnepantla, Edo. Mexico
Tel: (011)(52)(55) 5361-3149; 5362-0524; Fax: 5361-0524
Contact: Lic. Jose Luis Zaid, General Manager
Trading company: importer of beers, wines and other food products.

Comercializadora de Vinos, Licores y Cervezas

SM 73 Manzana 5, Lote 101
77515 Cancun, Q.R.
Mexico
Tel/Fax: (011)(52)(998) 888-3940; e-mail: cabican@qrool.telemex.net.mx
Contact: Ricardo Perez
Liquors distributor.

Distribuidora Lastra Mexicana, S.A. de C.V.

Km. 17 Carr. Cancun-Toluc, Bodega 83
77500 Cancun, Q.R.
Mexico
Tel: (011)(52)(998) 886-2086; Fax: 886-2076
Contact: Kurt Crim
Liquors distributor.

E & J Gallo Winery

Pitagoras 737 Col. Del Valle
03020 Mexico, D.F.
Mexico
Tel:(011)(52)(55) 5687-1966; Fax: 5543-9875
Contact: Hector Melendez, Sales Manager

Exclusivas Benet, S.A. de C.V.

Ixnahualtongo 96
15820 Mexico, D.F.
Mexico
Tel: (011)(52)(55) 5552-7477; Fax: 5552-8421
Contact: Ramon Benet Marsa, President
Importer and distributor of wines and liquors.

Ferrer y Asociados S.A. de C.V.

Laguna de Terminos N0. 66; Col. Anahuac
11320 Mexico, D.F.
Mexico
Tel: (011)(52)(55) 5203-6611 Fax: 5203-8886
Contact: Richard Clair

La Madrileña, S.A. de C.V.

Arroz 506
03300 Mexico, D.F.
Mexico
Tel: (011)(52)(55) 5670 5599, 581 6355; Fax: 5670-0034, 5581-1326
Contact: Luis Arturo Aguinaga, Sales Manager
Importer and distributor of wines.

La Puerta del Sol, S.A. de C.V.

Alhambra 506
03300 Mexico, D.F.
Mexico
Tel: (011)(52)(55) 5532-3171, 5532-1619, 5532-1552; Fax: 5532-4344
Contact: Avelino Soberon Pascual, General Director
Importer and distributor of wines, liquors and other food products.

La Naval, S.A. de C.V.

Insurgentes Sur No. 373; Col. Hipodromo Condesa
06100 Mexico, D.F.
Tel: (011)(52)(55) 5584-3411, 5564-4026; Fax: 5564-9320
Contact: Mr. Juan Otegui Gutierrez, General Director

La Valenciana, S.A. de C.V.

Manuel Payno No. 100; Col. Obrera
06800 Mexico, D.F.
Mexico
Tel: (011)(52)(55) 5540-1222, 5740-4588, 740-1184; Fax: 5740-1496
Contact: Lic. Joaquin Carreño, Director
Importer and distributor of wines.

Luga Monterrey, S.A. de C.V.

Privada Constituyentes del 57 -116
64260 Monterrey, N.L.
Mexico
Tel: (011)(52)(818) 331-0721; 351-7870
Contact: Felipe Orduña Lara, Sales Manager
Importer and distributor of wines.

Mercury International Corporation

347 North Oak Street
Inglewood CA 90302 (Mexico office is in Merida)
Tel: (310) 412-1331; Fax: (310) 412-0142
Represents various boutique wineries

Meyerick S.A. de C.V.

Almirano No. 58-A ; Col. San Rafael
06470 Mexico, D.F.
Mexico
Tel: (011)(525)(55) 5591-0761; 5591-0761
Contact: John Meyer, President

Palm Bay Importers

Angel Urraza 311
Mexico, D.F.
Mexico
Tel/Fax: (011)(525)(55) 5523-2134, 5523-2295
Contact: Eduardo Gomez, Commercial Director
Importer and distributor of California wines.

Preci, S.A. de C.V.

Ingenieros Militares 38
53390, Mexico D.F.
Mexico
Tel: (011)(525)(55) 5557-7822, 5395-0978; Fax: 5557-9235, 5395-1185
Contact: Maurice Jacquemin, Director Wines Department
Importer and distributor of wines.

Productos de Uva, S.A. de C.V.

Antonio M. Rivera No. 25; Col. Industrial San Nicolas
54030 Tlalnepantla, Edo. Mex.
Mexico
Tel: (011)(525)(55) 5390-0506, 5390-0277; Fax: 5565-2526
Contact: Lic. Enrique Zertuche, Marketing Director

Seagram's de Mexico, S.A. de C.V.

Gob. Reyes Veramendi No. 6; Col. San Miguel Chapultepec
11850 Mexico, D.F.
Mexico
Tel: (011)(525)(55) 5278-0200; Fax: 5272-7852
Contact: Lic. Jesus Navarajo, Commercial Director

Sismart Servicio Institucional Martinez, S.A. de C.V.

Calz. De la Viga 1214
Mexico, D.F. 09430
Mexico
Tel: (011)(525)(55) 5784-7752, 5784-1263; Fax: 5785-5924
Contact: Lic. Pablo Martinez Gama, General Manager
Importer and distributor for Buena Vista Winery.

Sismart Food Service S.A. de C.V.

Priv. de Gobernacion No. 15; Col. Federal
15700 Mexico,D.F.
Mexico
Tel: (011) (525) (55) 5784-1263; Fax: 5785-5924
Contact: Jose Carlos Velazquez

Vinos, Licores y Ultramarinos Marybety, S.A. de C.V.

Calzada del Campesino 1195
44110 Guadalajara, Jal.
Mexico
Tel: (011)(52)(33) 650-2550, 650-2551, 650-2552; Fax: 650-2250
Contact: Eduardo Ibarra Herrera, General Manager
Distributors of wines.

Vininter, S.A. de C.V.

Vicente Eugia 9

11850, Mexico. D.F.

Mexico

Tel: (011)(52)(55) 5273-7714, 5515-3142; Fax: 5272-6009, 5202-9435

Contact: Alessandro Picone

Importer of wines, pasta, olive oil and gourmet foods.

Vinoteca, S.A.

Av. San Francisco 95

53566, Naucalpan Edo. De Mexico

Mexico

Tel: (011)(52)(55) 5576-6900; Fax: 5359-1113

e-mail:emorales@mail.internet.com.mx

Contact: Eduardo Morales, General Director