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Mexico

Product Brief

The Mexican Market for Candies and Confections

2000

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U.S. Embassy

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Includes PSD changes: No
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Unscheduled Report
Mexico ATO [MX2], MX

This report is for informational purposes only to assist exporters of U.S. produced food and agricultural products in their sales and promotional efforts in Mexico. The data in this report were collected from local trade and government sources and are not necessarily official U.S. Department of Agriculture (USDA) data. While every effort has been made to provide an accurate list of contacts, telephone and fax numbers change frequently in Mexico. Also, there may be other qualified firms in Mexico and the United States, and their exclusion from any lists or directories is unintentional. Neither the U.S. Agricultural Trade Office nor the USDA endorses any firm contained herein. U.S. exporters should take normal commercial cautions when dealing with any potential importer, including checking credit references.

1. PRODUCT DEFINITION

The products included in this report are candies and confections. These products are in Sub-chapters 17.04 and 18.06 of the Mexican Tariff System.

2. MARKET SIZE

Production

Based on Mexican official production figures, the production of candies and confections in dollar terms increased from US\$342.5 million in 1997 to US\$390.1 million in 1999. The candy categories of these production figures include: candies and sweets; uncoated chewing gum, coated chewing gum and chocolate-based sweets. See table 1.

Table 1
**MEXICAN PRODUCTION OF
 CANDIES AND CONFECTIONS, 1997-1999**
 (U.S. Million Dollars and Tons)

	1997		1998		1999	
	U.S. Dls.	Tons	U.S. Dls.	Tons	U.S. Dls.	Tons
Production	\$342.5	99,519	\$347.1	98,885	\$390.1	104,520

Source: Instituto Nacional de Estadística, Geografía e Informática-INEGI (National Institute of Statistics, Geography and Informatics) and own estimates.

All dollar values used in reporting Mexican data were calculated according to the average exchange rate of the peso against the dollar for each year: 7.9, 9.2 and 9.7 pesos per one U.S. dollar for 1997, 1998 and 1999, respectively.

Imports

Mexican imports of candies and confections increased from US\$67.9 million in 1997 to US\$105.0 million in 1999.

Table 2
**MEXICAN IMPORTS OF
 CANDIES AND CONFECTIONS, 1997-1999**
 (U.S. Million Dollars)

Tariff Code Categories	1997	1998	1999
17.04- Sugar Confectionery (including white chocolate)	22.4	27.6	35.8

18.06- Chocolate and other food preparations containing cocoa	45.5	63.8	79.2
Total	67.9	91.4	105.0

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)

U.S. Exports To Mexico

Table 3
**U.S. EXPORTS TO MEXICO OF
 CANDIES AND CONFECTIONS, 1997-1999**
 (U.S. Million Dollars)

Import Code Numbers	1997	1998	1999
1704.1001-Chewing gum, whether or not sugar coated	2.6	3.5	3.4
1704.9099-Other sugar confectionery without cocoa	12.4	14.4	17.8
1806.3101-Other chocolate preparations, in blocks slabs or bars, filled	15.1	16.8	18.3
1806.3201-Other chocolate preparations, in blocks, slabs or bars, not filled	2.9	7.6	10.8
1806.9099-Other chocolate and food preparations containing cocoa	8.8	12.1	16.7
Total	41.8	54.4	67.0

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)

In a random store check conducted in the Mexico City Metropolitan Area, the following candies and confections brands/suppliers from the United States were identified: CHOCOLATES: MM/Mars (M&Ms, Snickers, Milky Way, 3 Musketeers, Twix), Nestle (Crunch, Butterfinger), Hershey Chocolate USA (Almond Joy), Brown & Haley (Almond Rocks), Elmer Candy Corp. (Assorted chocolates); CANDIES: Hershey Chocolate USA (Jolly Rancher), Nabisco Inc. (Gummi Savers), Mars (Starburst, Skittles), Golightly Candy Co. (Eda, Golightly), Harvest (Sour Gummy Bears), Brack & Brock (Butterscotch disks), Cumberland Packing Corp. (Sweet'n Low Candies), Murray Biscuit Co. (Murray Sugar Free Candies), The Estee Co. (Sugar Free Candies)

Other Foreign Competitors

Official Mexican import statistics listed 48 other countries as exporting candies and confections to Mexico during the 1997-1999 period. Export sales, by principal countries, and their respective market shares are listed below. See table 4.

Table 4
MEXICAN IMPORTS OF CANDIES AND CONFECTIONS BY COUNTRY, 1997-1999
 (U.S. Million Dollars and Percentage)

COUNTRIES	1997	1998	1999
United States	\$41.8	\$54.4	\$67.0
Percentage Market Share	61.6	59.5	63.8
Argentina	\$4.6	\$9.7	\$12.0
Percentage Market Share	6.8	10.6	11.4
Canada	\$4.6	\$6.1	\$8.1
Percentage Market Share	6.8	6.7	7.7
Spain	\$4.1	\$4.3	\$3.6
Percentage Market Share	6.0	4.7	3.4
Italy	\$6.5	\$2.2	\$2.4

Percentage Market Share	9.6	2.4	2.3
Other Countries	\$6.3	14.7	\$11.9
Percentage Market Share	9.2	16.1	11.4
Total	\$67.9	\$91.4	\$105.0

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)

Domestic Consumption

Mexican consumption increased from US\$ 309.9 million in 1997 to US\$ 412.8 million in 1999. Local production is the main source of supply for national consumption, although imports during this period have increased their presence in the market. Imports in 1997 represented 21.9 percent of local consumption, and grew to a 25.4 percent share in 1999. See table 5.

Table 5
**MEXICAN CONSUMPTION OF
 CANDIES AND CONFECTIONS, 1997-1999**
 (U.S. Million Dollars)

	1997	1998	1999
Production (1)	342.5	347.1	390.1
Imports (2)	67.9	91.4	105.0
Exports (2)	100.5	74.6	82.3
Consumption	309.9	363.9	412.8
Imports as percent of consumption	21.9	25.1	25.4

Sources: (1)-INEGI

(2)- Banco Nacional de Comercio Exterior-BANCOMEXT

3. DOMESTIC COMPETITION

The Mexican food processing industry is composed of approximately 95,000 companies, according to the Industrial Census of 1994, the last year for which there are official figures. Official GDP figures indicate that the "Food, Beverages and Tobacco" sector grew 10 percent in 1997, 7.4 in 98 and 3.9 in January-September of 1999. In general, the food-processing sector is one of the principal industrial activities in Mexico and in the listing of the top 500 companies, the food-processing sector has the most number of companies with 93 companies registered. Of these, five are producers of candies and confections.

Mexican candy manufacturers range in size from one-family micro companies to multi-national, internationally recognized corporations. These micro companies represent around 80-90 percent of the number of companies, but less than 40 percent of the total production value. There are approximately 1,500 registered local producers of candies and confections in Mexico of all sizes. The trade publication, "Dulcelandia," publishes an annual Directory of Mexican candy producers which includes the top 600 companies across the country. Some of the principal brands/companies producers of candies and confections in Mexico include: Hershey Alimentos, Nestle, La Corona, Ricolino, Tutsi, La Giralda, Usher, Alimentos Matre (Lucas), EFFEM Mexico Inc., Toledo, La Suiza, Sonric's, etc.

Local producers are the principal suppliers to this market and the main competitor to the United States. Driven by competition from imported candy products, Mexican companies have improved

their technology in recent years. For example, many domestically processed food products of good quality are available in retail outlets at competitive prices and, in some cases, lower than those of comparative U.S. products. U.S. exporters should remember that Mexico is traditionally a price driven market, and price is still a very important factor in many food purchases.

Local competition is strong, but high transportation and finance costs, as well as a general reliance by food processors to import equipment for the manufacture of their products, represents a weakness in the overall competitiveness of the industry. For example, 80 to 90 percent of raw materials in this industry are sourced domestically, 30-40 percent of production machinery and control equipment is imported from the United States and Europe.

In-store promotions and demonstrations by Mexican food manufacturers are increasingly common promotion practices in supermarket and trade shows. Local company representatives present products, come in contact with consumers and increase their product exposure, all important factors in light of the competition from other local and international companies. U.S. firms who wish to increase consumers' awareness of their products should also consider these marketing venues.

The trade association for this industry is the Asociacion Nacional de Fabricantes de Chocolates, Dulces y similares, A.C. (National Association of Producers of Chocolate, Candy and Similar Foods). See section 8 Key Trade Contacts for more information.

4. IMPORT REQUIREMENTS

Tariffs

Mexican import duties are classified according to the Standard International Harmonized System, as established under the provisions of the North America Free Trade Agreement (NAFTA). Sub-Chapters 2004, 2009, 2105 and 1602 of the Mexican Tariff System contain the tariffs for candies and confections. In total, there are five specific tariff codes related to this product category. U.S. exporters should take note that Mexican foreign trade data for candies and confections does not necessarily correlate with U.S. trade data.

The following products are levied with a six percent import duty in 2000 which will reach zero duties in January 1, 2003:

Tariff Code	Candies and Confections Products
1704.1001	-Chewing gum, whether or not sugar coated
1704.9099	-Other sugar confectionery without cocoa
1805.3101	-Other chocolate preparations, in blocks slabs or bars, filled
1805.3201	-Other chocolate preparations, in blocks, slabs or bars, not filled
1806.9099	-Other chocolate and food preparations containing cocoa

Mexico also has a fifteen percent value-added tax (VAT, or IVA in Spanish). Mexican Customs collect the VAT on foreign transactions upon entry of the merchandise into the country. As of July 1999, Mexican Customs used to charge a nominal customs processing fee of 0.08 percent, which has been eliminated as part of the NAFTA agreement. The following example illustrates how these duties are calculated as compared to a locally produced item.

Imported Domestic

	<u>Products</u>	<u>Products</u>
F.O.B. Invoice value	\$100.00	\$100.00
Ad-Valorem duty (6 percent)	<u>6.00</u>	<u>N.A.</u>
Sub-total	\$106.00	\$100.00
Value-added tax (15 percent)	<u>15.90</u>	<u>15.00</u>
Total	<u>\$121.90</u>	<u>\$115.00</u>

Customs brokers use this total figure to calculate their fees which usually is 0.5 percent, on average, plus any storage and handling fees.

The basic Mexican import document is the Pedimento de Importacion (customs entry document), which should be presented to Mexican Customs together 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. This form is available from the U.S. Customs Service, freight forwarders, local U.S. Chambers or State Department of Agriculture and does not have to be validated or formalized. Mexican Customs Law is 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

Under NAFTA, Mexican imports of candies and confections do not require import permits.

Labeling

Labeling is also subject to a NOM requirement. The specific NOM for labeling is NOM-051-SCFI-1994, published in the Diario Oficial (Official Gazette) on January 24, 1996. This Mexican standard applies to candies and confections, both from local production and foreign sources. The general requisites of this NOM specify that labels must contain the following information in Spanish: name of product, list of ingredients clearly specified, net content and drained mass (not necessary when product contains only one ingredient); name and fiscal address of importer; country of origin; production lot and expiration date. Information on nutrition values is voluntary and only becomes obligatory when these values are enhanced either in a quantitative or qualitative form.

For additional information on NOMS on labeling, interested exporters can review NOMS: 002-SCFI (Prepackaged products; net content; tolerances and verification methods); 008-SCFI (General system of measurement units) and 030-SCFI (Commercial information-quantity statements and specifications in labels). The Mexican Government has issued 900 NOMS in total since its conception in 1992 of which 76 are for food products.

The Health Ministry has an address in the Internet [Http://ww.ssa.gob.mx/nom/index.html](http://ww.ssa.gob.mx/nom/index.html) where more information on these NOMs can be obtained.

Cargo Unloading, Transport and Storage Fees

Cargo unloading fees vary depending on the weight, number of pieces, type of merchandise and location. These fees are usually charged according to pre-established tables. However, whenever possible, shippers should compare prices between service providers. In general, cargo unloading fees

in Mexico are slightly higher than those in the United States for comparable services.

Trucks are the most reliable method of delivery within Mexico, accounting for approximately 60 percent of cargo volume. Rail and maritime shipping is more widely used for bulk commodities, and air freight is only used for highly perishable items. Trucking companies cannot bring merchandise directly from the United States to Mexico. A U.S. trucking company drives the shipment to the border and transfers its trailer to a Mexican rig. The best way to ship by truck is to use an internationally bonded carrier that has relationships with Mexican carriers. Mexican trucking companies generally determine their fees by mileage or distance, weight and type of merchandise. Practically all transport companies freight forwarders offer a basic insurance plan which cover transport and handling of cargo. When selecting a transporter it is recommended to check their claim history and complaints they might have received. While shippers will find that truck transportation is more expensive than "Container in Flat Car" (COFC) or "Trailer Flat Car" (TOFC), in general, transport fees are lower in Mexico by as much as 10 percent. The ability to ship by truck to Mexico gives the United States an advantage in shipping costs over third-country competitors. The main Mexican highways run north to south.

Warehousing costs vary depending on the space required and any specific product needs, such as refrigeration. Warehousing fees follow general market trends of supply and demand; however, it is advisable to compare prices, facilities and reputation, and negotiate before contracting. The three most important industrial centers are located in Mexico City where average warehouse rental fees around US\$3.90 m2, per month; US\$ 3.00 in the Guadalajara area and approximately US\$ 5.80 per m2 in Monterrey and surrounding areas. The Mexico City Metropolitan Area has six major industrial corridors (Iztacalco/Iztapalapa; Los Reyes/Tlahuac/Tlalpan; Naucalpan; Tlanepantla; Toluca/Lerma and Vallejo); Guadalajara has five (Guadalajara; El Salto; Periferico; Old Industrial and Belenes/San Juan Ocotlan) and Monterrey has five (Apodaca/Miguel Aleman; Santa Catarina; San Nicolas; Guadalupe/La Silla and Escobedo). Average rental fees per month in other locations are: Tijuana US\$5.90; Puebla US\$ 3.90; Queretaro US\$3.40 and State of Mexico US\$2.70. In-bond storage facilities are a popular storage method used by exporters by which duties are paid on the items stored until they are released from the facility for distribution in the market. Any merchandise placed in a warehouse should be insured. A basic insurance policy can be secured from the warehouse administrator or a more comprehensive policy from a private insurance company.

5. WHO BUYS IMPORTED PRODUCTS IN MEXICO

The principal buyer of candies and confections is the retail sector.

Retail Sector

The Mexican retail sector is the most significant buyer of candies and confectionary products in Mexico. Roughly 55-60 percent of all candy and confection sales are made through major retail chains, and 35-40 percent are sold through the Central de Abasto/mom and pop store (abarrotes) stores. The remaining five percent is sold via hotels and restaurants. The organized part of this sector is represented by the large retail chains and convenience stores, which for the most part are well organized, use modern retailing and marketing techniques and face fierce domestic competition, and represent around 50 to 55 of total retail sales in Mexico. The leading retail companies are members of the Asociacion Nacional de Tiendas de Autoservicio y Departamentales-ANTAD (National Association of Retail and Department Stores). The other part of this sector is comprised by the "mom

and pop stores" which represent the traditional retail system which sells approximately around from 50 to 45 percent of total retail sales, and is a viable distribution channel for candies and confections.

Sector analysts estimated total retail sales in Mexico in 1999 at US\$ 80-85 billion, and it is projected will reach US\$100 billion by 2000. Sales by large retail chains, estimated at US\$19.2 billion, represent about 4.5 percent of overall GDP. The "mom and pop" stores represent around US\$20 billion and the remaining balance, US\$40.8 billion, are sales by the informal segment or street vendors.

At the national level, Cifra, Comercial Mexicana and Gigante are the most important retail chains. At the regional level, Organización Soriana, Grupo Chedraui and Casa Ley are the leading organizations.

Table 6
MEXICAN RETAIL SECTOR BY PRINCIPAL UNITS-1999
 (Companies and Number of Units)

ORGANIZATION NAME	NUMBER OF UNITS
(National Coverage)	
Gigante	<u>184</u>
Tiendas Gigante	117
Bodegas Gigante	40
Super G	26
Grupo Cifra	<u>191</u>
Bodegas	63
Sam`s	30
Wal-Mart	27
Aurrera	33
Superama	36
Comercial Mexicana	<u>154</u>
Comercial Mexicana	81
Bodegas	26
Megas	14
Price	16
Carrefour	<u>17</u>
Government stores	<u>226</u>
	Northern Mexico
Casa Ley (State of Sinaloa)	<u>80</u>
Soriana (City of Monterrey)	<u>91</u>
	Gulf States
Chedraui (State of Veracruz, Tamaulipas, Quintana Roo)	<u>47</u>
	Mexico City
Sumesa - (Comercial Mexicana)	<u>17</u>
Retail Stores – SUBTOTAL	<u>702</u>
	Convenience Stores

Cadena Comercial OXXO	<u>748</u>
Seven Eleven	<u>237</u>
Convenience Stores SUBTOTAL	<u>1,900</u>
GRAND TOTAL	<u>2,564</u>

Source: ANTAD; and own estimates

6. DISTRIBUTION OF PRODUCT IN MEXICO

Competition at the retail level in Mexico is critical since almost all sales are through this channel. The principal retail channels for consumer-ready food products are supermarkets, club stores, convenience stores, the terminal markets (Centrales de Abasto) and corner grocery stores known as abarrotes. However, only some of the retail chains are set up to import directly. This system of indirect purchasing or buying through local distributors/representatives is expected to somewhat change over the next few years but currently is the dominant business practice. The following retail organizations-- (Gigante, Cifra, Comercial Mexicana, Soriana, Casa Ley, Carrefour and 7/Eleven)-- have organized their own distribution centers and are importing directly to some degree. See section 8 for Key Contacts.

U.S. 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. For the majority of small and mediums sized U.S. food companies, it is probably best to tap into a preexisting distribution network, either that of a distribution company or a Mexican food processor. There are also the wholesale markets (Cental de Abasto) which are a very important distribution network found in almost every major city in Mexico. There are currently more than 26 of these supply centers in Mexico. These terminal or central markets serve as a major source of supply for all types of food related businesses: supermarkets, wholesalers, corner grocers and restaurants. For example, the largest wholesale market in Mexico is the one found in Mexico City is Abasto which services the city's needs plus those of the cities in the four surrounding states. This is a well accepted form of business, and the principal way small and medium size food related establishments procure many of their food products. Also, the Central de Abastos is the best way to reach the traditional retail market known as the "abarrotes" market.

Traditionally, food products reach the end consumer through small corner grocers known as "abarrotes." There are over 400,000 of these types of stores in Mexico. They serve their immediate neighborhood and carry a limited range of goods. Imported candies are usually found in these outlets and represent an important sales point. However, these small corner stores are increasingly being replaced by convenience store chains and small outlets which are using better facilities, offer a wider variety of products and also employ promotions and discounts. There are approximately 400,000 outlets which are serviced by 22,000 wholesalers (known as "mayoristas" or "medio-mayoristas"). They supply dry goods, refrigerated and frozen goods, candies and confections, baked goods, tobacco, dairy products and grains, among other items. The largest of these companies have their offices and warehouses in the Central de Abasto.

Competition for retail shelf space is also intense. Billboards, radio and TV are very popular and used for a great many products, in-store promotions, handouts, recipe cards and other form of direct merchandising are very important promotional tools, specially for new to market products.

7. TRADE EVENTS AND SPECIALIZED PUBLICATIONS

Trade Events

The leading events for the foodservice and retail sectors are:

- **"ANTAD,"** exhibition which is scheduled annually in March at Guadalajara. This event is organized by the National Association of Retail and Department Stores (Asociacion Nacional de Tiendas de Autoservicio y Departamentales, A.C.-ANTAD), which can be contacted at Tel: (011)(52) 5580-1772; Fax: (011)(52) 5395-2610. The Agricultural Trade Office (ATO) in Mexico organizes a U.S. pavilion at ANTAD promoting business contacts with local distributors and buyers. American firms interested in participation should contact the ATO at: Tel: (011)(52) 5280-5291; Fax: (011) (52) 5281-6093.
- **"Confitexpo 2000,"** an annual event directed to promoters, wholesalers and retailers of candy products. This event is organized jointly by Grupo Gefec, S.A. de C.V. and the publication "Dulcelandia" and is scheduled for August 15-18, 2000 at Expo Guadalajara; contact is Ms. Graciela Diaz/Jose Maria Herrera, Tel: (011)(52) 5574-5696; Fax: (011)(52) 5564-0329, 5262-7029.
- **"Expo Golosinas,"** an annual trade event for promoters, wholesalers and retailers of candies, snacks, delicacies, cookies and similar goods. This event is also organized by Grupo Gefec S.A. de C.V. and the publication "Mayoreo y Distribucion" and is scheduled for January 2001 at the Palacio de los Deportes in Mexico City; contact: Ms. Graciela Diaz/Jose Maria Herrera, Tel: (011)(52) 5574-5696; Fax: (011)(52) 5564-0329, 5262-7029.

Specialized Trade Publications

There are trade magazines that are distributed among retail trade companies. These publications can be an effective tool to reach potential clients/agents/distributors or to conduct a direct mail campaign. The leading publication is:

- **"Dulcelandia,"** a monthly publication on the Mexican candies and confections sector published by Producciones Manila, S.A. de C.V., contact: Ms. Graciela Diaz, Tel: (011)(52) 5574-5696; Fax: (011)(52) 5564-0329, 5262-7029.
- **"Mayoreo y Distribucion,"** a publication focused for retailers and wholesalers of candies, confections and snacks published monthly by Producciones Manila, S.A. de C.V.; contact: Ms. Graciela Diaz, Tel: (011)(52) 5574-5696; Fax: (011)(52) 5564-0329, 262-7029.
- **"Tecnologia de Alimentos,"** a monthly magazine of the Asociacion Nacional de Tecnologos en Alimentos de Mexico, A.C. (National Association of Food Technologists of Mexico), published by Servicios Editoriales para el Desarrollo; S.A. de C.V.; contact: Orlando Varela Cuoto, Director General, Tel: (011)(52) 5575-5989; Fax: (011)(52) 5559-7907; e-mail: sed@data.net.mx
- **"Cadenas,"** a monthly directed to the Managers and Directors of the retail trade; published by Editorial Multicolor, contact: Javier Ortiz Camorlinga, General Manager, Tel: (011)(52) 5545-6960; Fax: (011)(52) 5250-8824;

Some of the leading general business publications in Mexico are:

- **"Business Mexico,"** published monthly in English by the American Chamber of Commerce of

Mexico-Tel: 011(52)5724-3800 ext. 3335, Fax: (011)(52)5703-2911, contact: Ms. Diane Hemelberg de Hernandez, Editor or Ms. Cristina Bustos, Advertising Dept.;

- "MB," published monthly in English by Hemisphere Publishers Group Inc., contact: Ms. Lorena Jimenez, Advertising Director, Tel: (011)(52) 5540-7977 and Fax: (011)(52) 5202-8478.

8. KEY TRADE CONTACTS

As of February 1999, the number five was added to telephone numbers in the Mexico City area. However, for long distance calls from the United States this additional five is not dialed.

U.S. Embassy-Agricultural Trade Office-ATO, USDA

Jaime Balmes 8-201; Col. Los Morales Polanco

Mexico 11510

Mexico

Tel: (011)(52)5280-5291, 5280-5277, 5281-6586; Fax: (011)(52)5281-6093

<http://www.atomexico.gob.mx>

Contact: Chad R. Russell, Director

Office of the U.S. Department of Agriculture which assist U.S. firms in the promotion and market development of their agricultural, fishery and forestry products in Mexico.

Secretaria de Salud (Health Secretariat)

Sanitary Qualification Office

Donceles 39-PB

Mexico 06010, D.F.

Tel: (011)(52)5518-2692; <http://www.ssa.gob.mx/nom/index.html>

Contact: Dr. Jose Meljem Moctezuma, Director

Office of the Health Secretariat that regulates specific NOMS on health related issues.

Secretaria de Comercio y Fomento Industrial-SECOFI Direccion de Normas

(Secretariat of Commerce and Industrial Promotion, Norms Office)

Puente de Tecamachalco 6; Lomas de Tecamachalco

Edo. Mexico 53950

Mexico

Tel: (011)(52)5229-6100-X4158; <http://www.secofi.gob.mx>

Contact: Lic. Jorge Hernandez, Direccion de Normas.

The Secretariat of Commerce and Industrial Development (SECOFI) is charged with a wide range of duties including: registration of all licensing agreements; granting import licenses and controlling foreign trade; general investment incentive policies; authorization for plant construction; regulating consumer product labeling and advertising; and examinations necessary for patent and trademark grants. This office of SECOFI issues the norms on quality and labeling.

Secretaria de Comercio y Fomento Industrial-SECOFI

Informacion Comercio Internacional

(Secretariat of Commerce and Industrial Promotion, Foreign Trade Information)

Alfonso Reyes 30-PB; Col. Hipodromo Condesa,

Mexico 06710, D.F.

Tel: (011)(52)5229-6100-X3395 & 4949; <http://www.secofi.gob.mx>

Contact: Rocio Ruiz Chavez, Director
Office of SECOFI that provides general information related to NAFTA.

American Chamber of Commerce-AMCHAM

Lucerna 78 – 4

Mexico 06600

Mexico

Tel: (011)(52)5724-3800; Fax: (011)(52) 5703-2911

e-mail: chawkins@amchammex.com.mx

Contact: Christine Hawkins, Director, International Trade and Investment Consulting
A non-profit organization, which groups U.S., companies in their business activities in Mexico.

Asociacion Nacional de Fabricantes de Chocolates, Dulces y Similares, A.C. (National Association of Producers of Chocolates, Candies and Similar Foods)

Manuel Ma. Contreras 133-301

Mexico D.F. 06500

Mexico

Contact: Lic. Noe Licon, Manager

Tel: (011)(52)55460974, 5546-1259; Fax: (011)(52)5592-2497

Asociacion Nacional de Fabricantes de Chocolates, A.C.

Manuel Ma. Contreras 133-301

06500 Mexico, D.F.

Mexico

Tel: (011)(525) 55460974 & 5546-1259

Camara Nacional de la Industria de Transformacion CANACINTRA-Seccion de Dulces, Chicles y Chocolates

(National chamber of Processing Industries–Candy Manufacturers Section)

San Antonio 256

Col. Ampliacion Napoles, D.F. 03849

Mexico

Tel: (011)(52)55633400

Contact: Lic. Elizabeth Diep Flores, Coordinator

This chamber groups candy producers of Mexico City Only. They have a database of Mexican candy producers at the national level which they sell.

Retail Sector:

Auchan S.A. de C.V.

Miguel Angel de Quevedo No. 443; Col. Romero de Terreros

04310 Mexico, D.F.

Mexico

Tel: (011)(52)5484-1900, 5422-0301; Fax: (011)(52)5422-0345

Contact: Felipe Ortiz, Purchasing Manager for Candies

Aurrera, S.A. de C.V.

Av. Universidad 936-A

03310 Mexico D.F.
Mexico
Tel: (011)(52)5420-0311, Fax: (011)(52)5420-0354
Contact: Gustavo Porras, Purchasing Manager for Candies

Bodegas Aurrera, S.A. de C.V.
Av. Universidad 936-4
Col. Santa Cruz Acuyalco
Mexico D.F. 03310
Mexico
Tel: (011)(52)5420-0200
Contact: Victor Gonzalez, Candies Purchaser

Cadena Comercial OXXO, S.A. de C.V.
Edison 1253 Norte; Col. Talleres
64480 Monterrey, N.L
Mexico
Tel: (011)(52)8389-2121, Fax: (011)(52)8333-7030

Carrefour-Grandes Superficies de Mexico, S.A. de C.V.
Av. Pte. Mazarik 219-2; Col. Polanco
Mexico D.F. 11579
Mexico
Tel: (011)(52)5283-2900 ext. 2760, Fax: (011)(52)5283-2926, xavierlannes@carrefour.com.mx
Contact: Sr. Xavier Lannes, Imports Purchasing Manager

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Carr. Int. Nte. Deportiva Km. 1434
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80020 Culiacan, Sinaloa
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Tel: (011)(56)659-1000; Fax: (011)(56)750-5010
Contact: Sr. Martin Ayala, Imported Products Manager

Club Aurrera, S.A. de C.V. (Sam's Club)
Av. Ejercito Nacional 559
11520 Mexico D.F.
Mexico
Tel: (011)(52)5263-2000 Fax: (011)(52)5263-2000 X7527
Contact: Luis Fernando Gallo, Candies Purchaser

Gigante, S.A. de C.V.
Av. Ejercito Nacional 769-A
11520, Mexico D.F.
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Tel: (011)(52)5269-8251; 5269-8000; Fax: (011)(52)5269-8381

http:www.telbip.com.mex
Contact: Roberto Luz, Purchasing Manager for Candies

Nueva Wal Mart, S.A. de C.V.

Av. Nextengo 78; Santa Cruz Acayucan
Mexico, D.F. 02770
Mexico
Tel: (011)(52)5327-9311, Fax: (011)(52)5723-7574, 5371-9901; walmart.com
Contact: Alejandro Gonzalez, Purchaser for Candies

Operadora de Comercial Mexicana

Av. Lopez Mateos 201; Col. Sta Cruz Acatlan, Naucalpan
53140 Edo. de Mexico
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Tel: (011)(52)5371-7674; 57297400; Fax: (011)(52)5723-7574, 5723-7495,
www.comercialmexicana.com.mex
Contact: Alejandra Sanches, Candies Buyer

Organización Soriana, S.A. de C.V.

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64610 Monterrey, N.L.
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Tel: (011)(52)8329-9000, Fax: (011)(52)8329-9180, Jcortezasoriana.com.mex
Contact: Roque Nasatte, Purchaser for Candy Products

Seven-Eleven Mexico, S. A. de C.V.

Av. Munich 195-B; Col. Cuauhtemoc
66450 San. Nicolas de los Garza, Monterrey, N.L.
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