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Mexico

Wine

Marketing Annual

2000

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Report Highlights: The Mexican market for wines continually to be extremely price-sensitive. Nevertheless, Mexico's import demand for wine is growing slowly, but steadily, and the US industry should be actively participating in Mexican market development opportunities, particularly in the retail and hotel and restaurant sectors.

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

Section 1: Situation and Outlook

Overall, the Mexican market for wines is extremely price-sensitive. Although the economy has stabilized significantly since the peso devaluation in December, 1994, (as of 12/21/00, one US dollar equals 9.35 Mexican pesos), and consumer's purchasing power has largely recovered, price still plays a crucial role in purchasing decisions. This is particularly true for non-staple food purchases. Quality, availability, and brand name familiarity are also important factors that Mexican consumers take into consideration when buying imported wines.

Most European wine-producing countries (France, Italy, Spain), as well as Chile and Argentina, have a considerable share of Mexico's wine market, as compared to US exports. France is the overall supplier of wines and cognacs to the Mexican market; Spain is a formidable contender in wines; Italy competes favorably in wines; and Chile is gaining market share in Mexico's wine imports on a yearly basis. 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. According to data available for 1999, the United States was Mexico's fourth largest supplier of white and red wines, and fifth largest supplier of sparkling wines.

In a random store/restaurant check conducted in the Mexico City Metropolitan Area, the following US wine brands/suppliers from the United States were identified: WINES: Korbel, Kedem, Andre', Woodbridge, Kikkoman Plum Wine, Texson, J. Lohr, Turning Leaf, Ruby Hill, Gallo de Sonoma, Carlo Rossi, Ernest & Julio Gallo, Buena Vista, Haywood, Chalk Hill, Marimar Torres, David Bruce, Kendall-Jackson, Chateau Montelena, Sterling Vineyards, Fre', Monticello, Chateau Ste. Michelle, Wente, Fetzer, Concannon and Murrieta's Well.

Section II: Statistical Tables

TOTAL MEXICAN IMPORTS OF WINE

1996-1998

(Million Dls., Thousand Liters)

| Products | 1996 | | 1997 | | 1998 | |
|-----------|------|--------|------|--------|------|--------|
| | Dls. | Liters | Dls. | Liters | Dls. | Liters |
| 2204-Wine | 25.4 | 7,343 | 37.7 | 11,943 | 38.6 | 11,893 |

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

MEXICAN WINE IMPORTS FROM THE UNITED STATES

1996-1998

(Million Dls., Thousand Liters)

| Products | 1996 | | 1997 | | 1998 | |
|-----------|------|--------|------|--------|------|--------|
| | Dls. | Liters | Dls. | Liters | Dls. | Liters |
| 2204-Wine | 2.6 | 1,678 | 3.4 | 1,913 | 3.5 | 1,737 |

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

MARKET SHARE OF US WINE EXPORTS, 1996-1998

(Percentage)

| | 1996 | 1997 | 1998 |
|------------------|------------------------------|------------------------------|------------------------------|
| Products | Share of Imports By Value | Share of Imports by Value | Share of Imports by Value |
| 2204-Wine | 10.2 | 9.0 | 9.1 |

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

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: 7.6, 7.9 and 9.2 pesos per one U.S. dollar for 1996, 1997 and 1998, respectively.

Section III: Narrative on Supply and Demand, Policy and Marketing

PRODUCTION

The major wine producing centers are located mainly in the state of Baja California. Other producing areas are in the states of Aguascalientes, Coahuila and Queretaro. There are many small local wineries, but the main producers who dominate the table wine market are Casa Pedro Domecq, Productos de Uva, and Casa Cuervo. In 1995, because of the economic recession, the Mexican wine industry faced a severe financial crisis, and several companies went bankrupt. In 1986, there were 82 registered producers; however, by 1997 this number had plummeted to only 11 companies that perform the complete wine production process, from harvesting to marketing, even though some do not have their own vineyards.

Land cultivated by wine growers has been declining since 1984 when there were 70,250 hectares, as compared to 44,750 hectares cultivated in 1995. However, it appears that this decline has leveled off in the last couple of years. In previous years, to compensate for lower levels of red wine production, Casa Cuervo and Pedro Domecq imported high quantities of bulk wine from Chile and sold it under Mexican brand names. The wine varieties produced in Mexico include: Cabernet Sauvignon, Ruby Cabernet, Zinfandel, Grenache, Mision and Cariñena (reds); Chenin Blanc, Palomino, Riesling, Sauvignon Blanc, Semillon, French, Colombart, Saint Emilion and Malaga (whites). Although Mexican wines are reported to have high quality standards, imported wines are the most popular, as opposed to domestically produced wines.

CONSUMPTION

Market Segments: Per capita wine consumption in Mexico is estimated to be less than one liter, 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. However, considering that these socio-economic brackets represent about 22 million Mexicans, per capita consumption for this exclusive segment is about four liters, per year, or about 1.03 gallons. Although this figure is comparatively small, it is growing. The increase in per capita wine consumption should continue over the next five years given the more stable economic situation. The expanding restaurant/hotel and tourism industry in Mexico also bodes well for increased consumer awareness of and demand for imported wine.

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.

Prices and Quality: Although the Mexican consumer's purchasing power has not only recovered, but slightly surpassed, pre-devaluation levels, 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 French 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: start at \$25.00

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: start at \$29.00

TRADE

The reasons US producers have not been able to access this segment more successfully are basically the fierce competition from European suppliers, comparatively more expensive U.S. products in these categories, preference for reputable European brands and a relatively unseasoned consumer base.

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. This certificate may be issued by the exporter or broker, and does 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 2000, the following wine products were subject to a six percent ad valorem import duty, which will decrease two percentage points, per year, until reaching 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 highly suggested, however, when the exporter is not familiar with Mexican standards and Custom's processing procedures.

Since 1996, Chilean wines have enjoyed a zero tariff and have adopted an aggressive pricing strategy, which has contributed to their growing market presence. US wines have a six percent tariff and are approximately 25-35 percent more expensive than Chilean wines. In only four years, Chile moved from being Mexico's fifth international wine supplier in 1994 with a market share of 8.5 percent, to become the third leading supplier with an 18.6 percent share in 1998, surpassing Germany and the United States. The other main wine competitors, France (with a market share of 33.6 percent in 1998), Spain (23.9 percent), Germany (4.8 percent) and Italy (5.6 percent) face 20 percent tariffs. Despite the higher tariffs levied on many European wines, they are often still lower priced than US wines. Also, the favorable perception by consumers of European wines tends to offset any price difference, making French, Spanish and Italian wines good selling items.

A Value Added Tax (IVA) of 15 percent is then assessed on the accumulative value consisting of the U.S. plant value (invoice) of the product(s), the inland U.S. 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)

This tax is calculated over the invoice value. 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. This is issued by the exporter and does not have to be validated or formalized. As in the case with U.S. Customs laws, Mexican customs law are 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 and 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) and "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> 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-up 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.

Free Trade Agreement with Third Countries: In addition to NAFTA, Mexico has signed trade agreements with several countries that export wine to Mexico, such as Argentina and Chile. Since 1996, under the Chilean Trade Agreement, the tariff rates for Chilean wines under the categories HS 2204.21.02 (rose, white and claret wines) and HS 2204.21.03 (sparkling wines) have been zero. This zero duty affords Chilean wines a price advantage over most US wines.

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 and hotel/tourism industry. Interested exporters should strongly 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: (011-525) 280-5291; 280-6586; Fax: (011-525) 281-6093; E-mail: atomexico@fas.usda.gov

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:

Event: ANTAD '01 (Mexico's largest retail and supermarket show)
Dates: March 17-19, 2001
Location: Guadalajara
Endorsed by: Agricultural Trade Office is endorsing a 39-booth US Pavilion at ANTAD '01
Contact: Carlos Zertuche
Tel: (011-525) 280-5291; 281-6586
Fax: (011-525) 281-6093
Frequency of Event: Annual.

Event: EXPHOTEL '01 (Caribbean's largest show for the hospitality industry)
Dates: June 13-15, 2001
Location: Cancun
Endorsed by: Agricultural Trade Office is endorsing a 31-booth US Pavilion at EXPHOTEL '01
Contact: Lourdes Guzman
Tel: (011-525) 280-5291; 281-6586
Fax: (011-525) 281-6093
Frequency of Event: Annual.

Event: ABASTUR '01 (Mexico City's largest restaurant and hotel show)
Dates: October 3-5, 2001
Location: Mexico City
Endorsed by: Agricultural Trade Office is endorsing a 31-booth US Pavilion at ABASTUR '01
Contact: Lourdes Guzman
Tel: (011-525) 280-5291; 281-6586
Fax: (011-525) 281-6093
Frequency of Event: Annual.

Competitor Programs/Activities: 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 U.S. producers of agricultural, fishery and forest products in the promotion and market development of their products.

In particular, 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.

NOTE: Specialized liquor stores, department stores, supermarket chains, and restaurants prefer exporters that offer appealing publicity and tasting opportunities. It is essential that vendors use attractive visual promotional aids or live sales staff in the sales area and restaurants to promote their respective wines.

Section IV: Contacts

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

Calzada de Tlalpan 3515

04650, Mexico, D.F.

Mexico

Tel: (011)(525) 666-1331, 606-9724; Fax: (525)606 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)(525) 584-2609, 564-2770; Fax: (525)564-5341

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)(525) 543-4255; Fax: (525)687-3457

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)(5298) 86-5888
Liquors distributor.

Coframex S.A. de C.V.
Gob. Rafael Rebollar No.: 67 Col.San Miguel Chapultepec
11850, Mexico D.F.
Mexico
Tel:(011)(525) 273-9203 Fax: 5273-6683
Francisco Domenech, Director

Comercial en Vinos y Abarrotes de Tula, S.A. (COVATSA)
Allende 4
42800 Tula, Hidalgo
Mexico
Tel: (011)(52773) 20314, 20379, 22665; Fax: (52773)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)(525)522-2510; Fax: 5522-3203; 55225639
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)(525) 3613149; 3620524; Fax: (525)361-0524
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)(5298) 883940; 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) (5298) 86 2086; Fax: (5298) 862076
Contact: Kurt Crim
Liquors distributor.

E & J Gallo Winery

Pitagoras 737 Col. Del Valle
03020 Mexico, D.F.
Mexico
Tel:(011)(525)687-1966; Fax: (525) 543-9875
Contact: Hector Melendez, Sales Manager

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

Ixnahualtongo 96
15820 Mexico, D.F.
Mexico
Tel: (011)(525) 552-7477; Fax: (525) 552-8421
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)(525) 203-6611 Fax: (525) 203-8886
Contact: Richard Clair

La Madrileña, S.A. de C.V.

Arroz 506
03300 Mexico, D.F.
Mexico
Tel: (011)(525) 670 5599, 581 6355; Fax: (525) 670 0034, 581 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)(525) 532-3171, 532-1619, 532-1552; Fax: (525) 532-4344
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)(525) 584-3411, 564-4026; Fax: (525) 564-9320
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)(525) 740-1222, 740-4588, 740-1184; Fax: (525) 740-1496
Contact: Lic. Joaquin Carreño, Director

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

Privada Constituyentes del 57 -116
64260 Monterrey, N.L.
Mexico
Tel: (011)(528) 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) 591-0761; (525) 591-0761
Contact: John Meyer, President

Palm Bay Importers

Angel Urraza 311
Mexico, D.F.
Mexico
Tel/Fax: (011)(525) 523 2134, 523 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) 557 7822, 395-0978; Fax: (525)557-9235, 395-1185
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) 390-0506, 390-0277; Fax: (525) 565-2526

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) 278-0200; Fax: (525) 272-7852

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)784 7752, 784 1263; Fax: (525) 785-5924

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) 784-1263; Fax: (525) 785-5924

Contact: Jose Carlos Velazquez

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

Calzada del Campesino 1195

44110 Guadalajara, Jal.

Mexico

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Distributors of wines.

Vininter, S.A. de C.V.

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