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## Mexico

## HRI Food Service Sector

## Report

## 2001

Approved by:

**Chad R. Russell**

**U.S. Embassy**

Prepared by:

Alfredo Gayou

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### Report Highlights:

**Mexico's hotel, restaurant and tourism (HRT) sectors provide excellent opportunities for US exporters of value-added, consumer-ready, and frozen products. The Mexican tourism industry is ranked eleventh in the world with respect to tourist generated income. Sales of US consumer-ready products to Mexico's HRT sectors reached \$800 million in 2000.**

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

This report is for informational purposes only to assist US exporters in their sales and promotional efforts of food and agricultural products in Mexico. The data in this report were collected from local trade and government sources and are not necessarily official US 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 US Agricultural Trade Office (ATO) or the USDA endorses any firm contained herein. US exporters should take normal commercial cautions when dealing with any potential importer, including checking references.

## **SECTION I. MARKET SUMMARY**

In 2000, the Mexican hotel industry had 9,650 registered establishments with almost 420,000 hotel rooms, and generated approximately 209,500 jobs. Most of the leading international hotel chains are actively doing business in Mexico, including: Hyatt, ITT Sheraton, Westin, Howard Johnson, Four Seasons, Marriot, Nikko, Mission, Best Western, Calinda, Presidente Inter-Continental, NH Hotels, Sol Mélia, etc.

The Mexican restaurant industry is comprised of 221,427 establishments that generate 525,000 direct positions and 408,877 indirect jobs, representing 1.9 percent of total employment in Mexico and contributing three percent to Mexico's GDP. Mexico City has the largest number of restaurants with approximately 31,000 establishments. The Mexican restaurant industry reported sales of US \$13.5 billion in 2000, an increase of 10 percent over 1999. For 2001, it is estimated that sales will increase between approximately four to six percent over 2000. The formal sector represents 45 percent of total sales while the informal part of the industry represents 55 percent.

The institutional food service market in Mexico has great growth potential but has been virtually untapped. Although there are no official data available industry representatives estimate that the institutional market prepares around six million meals, per year. Currently, this market segment is not actively purchasing imported food products but, with the changes in the foodservice industry, this could change in the medium term future.

The Mexican food industry is the main supplier to the HRI sector, and represents the major competitor for US products. There are many large local companies in food processing, including several multinational firms such as Bacardi, Campbell's, Coca-Cola, Danone, Del Monte, General Mills, Kraft Foods, Nestle, Unilever, etc.

US exporters are considered to be suppliers of high quality products and are the leaders in many imported product categories, such as certain red meat, poultry and dairy products and other processed food products and ingredients.

Distributors/importers are still an important player in the distribution of imported food products in Mexico. These companies tend to represent several product lines and import/store/promote and sell them to their HRI clients. Usually, these imported products are specialized, such as meat, seafood, dairy, etc. Consequently, the importer tends to be more specialized and usually handles only similar food items. In most cases, these companies only have regional coverage.

<b>Advantages</b>	<b>Challenges</b>
Mexico's GDP will grow between 1.5 and 3.0 percent during 2001. The stability of the Mexican peso during the last 18 months has made foreign products relatively less expensive.	The Mexican economy is expected to experience higher growth rates during early 2002, as the US economy pulls out of its current slow period.
Mexico is one of the world's principal tourist destinations, with 20.6 million tourists visiting Mexico in 2000. Eighty percent of these tourists come from the United States, five percent from Canada, five percent from Europe and the balance from various countries.	The Mexican foodservice sector will have to adopt more efficient products and time saving techniques to face the growing number of tourists visiting Mexico. Also, the food service industry must be able to provide the domestic market with imported high-quality products in order to maintain its competitiveness.
Tourism is Mexico's third largest foreign exchange earner, and there are many investments earmarked to attract more foreign visitors. The development of the foodservice sector will be key in attracting more visitors in coming years.	US food products are regarded by Mexican consumers to be high quality. However there are many US products in the market which will face stiff competition from European Union countries, which receive equal import duties as those from the United States.
Tourism contributes eight percent to GDP and represents six percent of total employment.	Imported products are subject to Mexican quality standards (NOMs) and labeling requirements
There is a great affinity for US food products, especially among younger generation. American producers should take advantage of this situation and emphasize "Made in the USA" or "Imported from the USA" labeling.	The Mexican market still depends heavily on importers/distributors. However, some large buyers are developing their own purchasing units for imported items.
The institutional food service market is also an important segment. However, it does not have the capacity to currently buy imported food items. US food exporters will have to watch and see if, in the medium term, this market segment develops into a potential export market.	Mexican regulations and controls for imported products sometimes change rapidly and without notice. This situation causes problems and time delays for exporters. US exporters should always try to stay well informed of the regulations that apply to their products. Before shipping, make sure that the shipment complies with all importation requirements. Communication between exporter and importer is key.

## SECTION II. ROAD MAP FOR MARKET ENTRY

### A. Entry Strategy

- Identify and select a local sales agent/distributor that is knowledgeable about the HRI sectors. Maintain close contact with your distributors regarding competition, prices and trends and especially concerning changes in import requirements and procedures.
- Participate in and or attend Mexican trade shows as a means of contacting local distributors/sales agents, buyers and business people, and to also become familiar with the local competition.

- In the case of new-to-market companies, be prepared to provide support for promotions to familiarize consumers with your products. If possible, develop promotional pamphlets/recipes/educational information in Spanish.
- The best way to understand the Mexican market is to visit the marketplace, talk to buyers, retailer, distributors and other players to prepare a more consistent entry strategy. Maintaining close contact with local representatives is key to success. US exporters must do their research in order to successfully seize market opportunities and effectively confront competitive challenges.
- The Agricultural Trade Office (ATO) of the US Embassy can provide information on the market, sector information, trade contacts and assist US exporters in their marketing efforts in Mexico.

## **B. Market Structure**

- Distributors/importers are still important figures in the distribution of imported food products in Mexico. They tend to represent several product lines and import/store/promote and sell them to their HRI clients. Usually, these imported products are specialized, such as meat, seafood, dairy, etc. Consequently, the importer tends to be more specialized and usually handles only similar food items. In most cases, they only have regional coverage.
- The hotel sector is going through several changes as new investment groups position themselves in the market and new mergers are formed. This has contributed in making the sector more international as hotels adopt new working patterns and marketing strategies.
- The restaurant sector is predominantly composed of small independent establishments, although there are a growing number of major restaurant chains and fast food companies.

## **C. Sub-Sector Profiles**

### **1. Hotels and Resorts**

According to the Mexican Association of Hotels and Motels, the principal trade association of the sector, total foreign investment in the hotel sector has increased from eight percent in 1992 to 20 percent in 2000. In 2000, the Mexican hotel industry had 9,650 registered establishments with almost 420,000 hotel rooms, and generated approximately 209,500 jobs. Most of the leading international hotel chains are actively doing business in Mexico, including: Hyatt, ITT Sheraton, Westin, Howard Johnson, Four Seasons, Marriot, Nikko, Mission, Best Western, Calinda, Presidente Inter-Continental, NH Hotels, Sol Mélia, etc.

The most important tourist destinations in Mexico are CanCun, Mexico City and Los Cabos. With 670 hotels and 47,000 rooms, Mexico City has the largest number of hotels in the country. However, as of 2001, only 55 hotels in the city were classified as "International Tourism Quality," with 14,570 room capacity.

The top 500 ranked companies in Mexico for 2000 included seven hotel groups: Grupo Posadas (137); Hoteles Presidente (254); Real Turismo (266); Grupo Chartwell de Mexico (284); Grupo Costamex

(310); Grupe (361); and, Hotel Nikko México (386)

## HOTEL COMPANY PROFILES

<b>C o m p a n y Name</b>	<b>Sales in 2000 (USD Million)</b>	<b>Hotel Name, Type &amp; Number of Hotels</b>	<b>Location</b>	<b>Purchasing Agent (s)</b>
Grupo Posadas	388.8.	Fiesta Inn –35 hotels; Fiesta Americana 19; total of 54 hotels.	Principal beaches and cities.	Local distributors and importers.
Grupo Fratur	N.A.	H o w a r d Johnson/Days Inn; 26 hotels.	Principal beaches and cities.	Local distributors and importers.
H o t e l e s Presidente	122.7		Principal beaches and cities	Local distributors and importers.
Grupo Chartwell de Mexico	93.9		Principal beaches and cities	Local distributors and importers.
Hilton Hotels Corp.	N.A.	21 hotels in total.	Principal beaches and cities.	Local distributors and importers.
JW Marriott	N.A.	Marriott -7, Ritz Carlton-1 and Residence Inn-1; 9 hotels in total.	Principal beaches and cities.	Local distributors and importers.

## 2. Restaurants.

The Mexican restaurant industry reported sales of US \$13.5 billion in 2000, an increase of 10 percent over 1999. For 2001, it is estimated that sales will increase between approximately four to six percent over 2000. The formal sector represents 45 percent of total sales while the informal part of the industry represents 55 percent.

Restaurants are an important sector for generating foreign currency income since, according to trade estimates, 30 percent of tourist's total expenses are for food. Only ten percent of the sector is affiliated with the representative trade associations, the Camara Nacional de la Industria de Restaurantes y Alimentos Condimentados-CANIRAC (National Chamber of the Restaurant and Condimented Food Industry).

The Mexican restaurant industry is comprised of 221,427 establishments that generate 525,000 direct positions and 408,877 indirect jobs, representing 1.9 percent of total employment in Mexico and contributing three percent to Mexico's GDP. Mexico City has the largest concentration of restaurants with approximately 31,000 establishments (of which 2,500 are international tourism quality). The sector is segmented by size: 96 percent are part of the traditional sector, which represent micro and family businesses, while only four percent are considered to be medium and large sized operations. Of the grand total, 19,482 restaurants are certified as "Tourism Quality."

**RESTAURANT CHAIN COMPANY PROFILES**

<b>Company Name</b>	<b>Sales USD Million in 2000</b>	<b>Outlet Name, Type &amp; Number of Outlets</b>	<b>Location</b>	<b>Purchasing Agent (s)</b>
VIPS	N.A.	VIP-167; Porton-32; Raggazzi-10; La Finca -2; Malecón-1 and Giambellino-1 (220 total).	Major cities.	Importers/distributors.
Sanborns Hermanos, S.A. de C.V.	N.A.	Sanborns-113 and Sanborsitos Café-35; (148 Total).	Major cities.	Direct and importers/distributors.
Corporación Mexicana de Restaurantes-CRM	N.A.	Wings cafeterias-48, Chili's-11 and specialized restaurants-11. (70 total).	Major cities.	Direct and importers/distributors.
Cafeterias Toks, S.A. de C.V.	N.A.	Toks-35 and 6 specialized restaurants (41 total).	Major cities.	Direct and importers/distributors.

Other restaurant chains in Mexico include Tony Roma's (Ribs), La Mansion (Steaks), Sirloin Stockade (Steaks), Angus Butcher House (Steaks), Potzocalli (Mexican and regional Mexican food), La Tablita (Tacos and Mexican Food), Sushi Itto (Japanese), among others.

**FAST FOOD RESTAURANT COMPANY PROFILES**

<b>Company Name</b>	<b>Sales in 2000 US Million</b>	<b>Outlet Name, Type &amp; Number of Outlets</b>	<b>Location</b>	<b>Purchasing Agent (s)</b>
Tricon Restaurants International	235.8	Kentucky Fried Chicken and Pizza Hut; fast food; (380 outlets).	Major cities.	Local producers and importers / distributors.
McDonald's	N.A.	McDonald's; fast food (257outlets).	Largest cities.	Local producers and importers/distributors.
Dominos Pizza	N.A.	fast food; (345 outlets).	Major cities.	Local producers and importers/distributors.
Burger King	N.A.	fast food; (95 outlets).	Major cities.	Local producers and importers/distributors.
Benedetti's Pizza	N.A.	fast food; (68 outlets).	Major cities.	Local producers and importers/distributors.

Other smaller fast food companies include: Arby's, Carl's Jr. Hamburgers, Shakey's Pizza, TelePizza, and Whataburger, among others.

### 3. Institutional Food Service Segment

The institutional food service market in Mexico has great growth potential that has been virtually untapped. Although there are no official data available, industry representatives estimate that the institutional market prepares around six million meals, per year. Currently, this market segment is not actively purchasing imported food products but, with the changes in the foodservice industry, this could change in the medium term future. This market is basically composed of two types of companies: those companies which provide meal preparation services under contract/concession, and those companies which prepare their own meal needs for their respective staff.

There are approximately ten institutional companies that control 65 percent of the contract/concession sector. This segment is more active and has greater growth potential. On the other hand, the number of companies which prepare their own meals is also very large, has a captive clientele, and also offers interesting export opportunities for US food producers in the near future.

The institutional market is concentrated in Mexico City and its metropolitan area, as well as the State of Mexico, Monterrey, Ciudad Juarez, Tijuana, Mexicali and other major industrial cities.

#### INSTITUTIONAL COMPANY PROFILES

Company Name	Sales USD Million in 2000	Services	Location	Purchasing Agent (s)
Eurest Proper Meals (Compa's Group)	N.A.	Meal preparation under contract for employees' cafeterias.	Principal cities in Mexico.	Local producers.
Grupo Servicoin	N.A.	Meal preparation under contract for employees' cafeterias.	Principal cities in Mexico.	Local producers.
Accor Servicios Empresariales	N.A.	Food tickets for employees.	N.A.	Local businesses.
Armark Mexico, S.A. de C.V	N.A.	Meal preparation under contract for employees' cafeterias.	Principal cities in Mexico.	Local producers.

#### SECTION III. COMPETITION

The Mexican food industry is the main supplier to the HRI sector, and represents the major competitor for US products. There are many large local food processing companies, including several multinational firms such as Del Monte, General Mills, Kraft Foods, Campbell's, Danone, Nestle, Unilever, Coca-Cola, Bacardi, etc. US exporters are considered to be suppliers of high quality products and are the leaders in many imported product categories, such as red meat, certain poultry and dairy products and other processed food products and ingredients. The principal

advantages for local products are lower prices, established distribution channels, brand recognition and market presence. The advantages that imported products have over local products are higher quality expectations, product innovation and consumer status. There is not a "buy-national" attitude negatively affecting foreign products which, in general, enjoy good acceptance among consumers. Currently, the perception of American products is favorable and has a strong potential for the near future.

Mexico signed a free trade agreement with the European Union (EU) granting the same preferential duty treatment as that received by US products. Some European food items are already present in the Mexican market, but in limited quantities. Some of the EU product categories found in the food service sector are alcoholic beverages, wines, beer, cheese, pastries, jams, baking products, frozen desserts, etc. US producers will have to wait to see the reaction of the market to these products and develop counter strategies as deemed necessary.

## **SECTION IV. BEST PRODUCT PROSPECTS**

### **A. Products Present in the Market Which Have Good Sales Potential**

Wines  
Alcoholic beverages  
Beef meat  
Pork meat  
Food ingredients  
Fresh or chilled lettuce and chicory  
Prepared or processed fish  
Fruit juices  
Whey, whether or not concentrated or containing other sweetening matter  
Food preparations, in general.

### **B. Products Not Present in Significant Quantities But Which Have Goods Sales Potential**

Frozen meat  
Frozen poultry  
Frozen vegetables

### **C. Products Not Present Because They Face Significant Barriers**

Frozen eggs  
Raw chicken parts, dark meat  
Poultry in brine  
Shell fresh table eggs

## **SECTION V. POST CONTACT AND INFORMATION**

The primary mission of the US Agricultural Trade Office (ATO) in Mexico City is to assist in the market development and promotion of US food and agricultural products in the Mexican market. There are a wide variety of activities and services that the ATO, along with other private sector

representatives called “cooperators,” make available to help develop US agricultural interests in Mexico. US companies interested in exporting their products to Mexico should contact the ATO for information on market opportunities/constraints for their respective US food and agricultural products.

## **GOVERNMENT AND TRADE ASSOCIATIONS, AND CHAMBERS**

### **Embassy of the United States of America**

#### **Agricultural Trade Office-ATO**

Jaime Balmes 8-201

Col. Los Morales Polanco

11510 México, D.F.

México

Tel: (011)(52) 5280-5291 & 5281-6586 Fax: (011)(52) 5281-6093

Contact: Mr. Chad R. Russell, Director

[ATOMexico@fas.usda.gov](mailto:ATOMexico@fas.usda.gov)

### **Cámara Nacional de la Industria de Restaurantes y Alimentos Condimentados (National Chamber of the Restaurant and Food Industry)**

Aniceto Ortega 1009

Col. Del Valle

03100 México, D.F.

México

Tel: (011)(52) 5604-0418; Fax: (52) 5604-4086

Contact: Mr. Isaac Finkler, President

### **Asociación Nacional de Cadenas de Hoteles, A.C. (National Association of Hotel Chains)**

Londres 212-3

06600 México D.F.

México

Tel: (011)(52) 5726-1212; Fax: (52) 5208-7529

Contact: Francisco Zisner, President

### **Asociación Mexicana de Restaurantes, A.C.**

#### **(Mexican Association of Restaurants)**

Torcuato Tasso-325-103

11560 México D.F.

México

Tel: (011)(52) 5250-1146 & 5545-8671

### **Asociación Mexicana de Hoteles y Moteles**

#### **(Mexican Association of Hotels and Motels)**

Balderas 33-414

México D.F. 06040

México

Tel: (011)(52) 52501146 & 5545-8671

**Asociación Mexicana de Hospitales, A.C.  
(Mexican Association of Hospitals)**

Queretaro No. 210  
Col. Roma  
06700 México, D.F.  
México  
Tel: (011)(52) 5574-0128; Fax: (011)(52) 5574-0135  
Contact: Dr. Efraín Moreno Sánchez, President

**Asociación Mexicana de Hoteles y Moteles de la Cd. de México, A.C. (Mexican Association of  
Hotels and Motels of México City, A.C.)**

Thiers 83  
Col. Anzures  
11590 México, D.F.  
México  
Tel: (011)(52) 5208-6946, 5203-6455, 5203-0466; Fax: (011)(52) 5203-6946, 5203-7246

**American Chamber of Commerce of México, A.C.**

Lucerna No. 78  
Col. Juárez  
06600 México, D.F.  
México  
Tel: (011)(52) 5724-3800; Fax: 011(52) 5703-2911, 5703-3908  
Contact: Mr. Víctor Manuel Moncada, International Trade Director  
E-mail:amchammx@amcham.com.mx

**Gorros Blancos (White Hats)**

Tel: (011)(52) 5280-3341 X124  
Contact: Chef Noel Michel Virolle, Executive Chef

**Vatel Club de México, A.C.**

Andrés Bello 29  
México D.F.11560  
México  
Tel: (011)(52) 5282-9503; 5282-9500; 5282-9510  
Contact: Chef Olivier Lombard

**HOTELS**

**Grupo Chartwell/NH Hotels (Hilton, Krystal and Travelodge Hotels)**

Bosques de Radiates 50  
México, D.F. 05120  
México  
Tel: (011)(52) 5261-7700; Fax: (011)(52) 5261-7721

Contact: José Ignacio Garay, Food Purchasing Manager

**Grupo Fratur, S.A. de C.V. (Howard Johnson and Days Inn)**

Arquímedes 199-1

México, D.F. 11560

México

Tel: (011)(52) 5531-1111; Fax: (011)(52) 5254-5283

**Grupo Posadas (Fiesta Americana and Fiesta Inn)**

Paseo de la Reforma 155-3

México, D.F.

México

Tel: (011)(52) 5326-6700; Fax: (011)(52) 5326-6709

Contact. Sr. Javier Mollo, Purchasing Manager

**Grupo Sidek Situr (Continental Plaza, Hoteles Sierra, Plaza las Glorias)**

Campeche 240

México, D.F. 06700

México

Tel: (011)(52) 5624-2424; 5624-2485

**Hoteles Calinda México**

Paseo de la Reforma 292-8

México, D.F. 06600

México

Tel: (011)(52) 5533-6400; Fax: (011)(52) 5533-0955

and Sr. Nicolás Grijalva, Beverage Buyer

Contacts: Sr. Juvenal León, Food Purchases

**Hoteles Camino Real**

Dante 14

México, D.F. 11590

México

Tel: (011)(52) 5203-2674; 5203-8827; 5250-2816

**Hoteles Misión/Park Plaza Inn**

Angulo 2810

Terranova providencia

Guadalajara, Jalisco

México

Tel: (011)(52) 3641-7764; 3641-7756

**Holiday Inn Mexicana, S.A.**

California 106

México, D.F. 03100

México

Tel (011)(52) 5559-3233; Fax: (011)(52) 5575-6064

**Hyatt Hotels**

Jaime Balmes 11-D 2 Piso  
México, D.F. 11510  
México  
Tel: (011)(52) 5395-5211

**JW Marriot Hotel**

Andres Bello 29  
México, D.F.  
México  
Tel: (011)(52) 5282-8899; Fax: (011)(52) 5282-8811  
Contact: Srita. Paloma Berumen, Food Purchaser

**Mévia Hoteles (10 Mévia Hotels)**

Paseo de la Reforma 1-8  
México, D.F. 06030  
México  
Tel: (011)(52) 57051212; Fax: (0211)(52) 5705-1270  
Contact: Sr. Javier Polanco, Commercial Director

**Operadora de Aldeas Vacacionales, S.A. de C.V. (Club Med)**

Av. Presidente Masaryk 183  
México, D.F. 11570  
México  
Tel: (011)(52) 5254-7077; Fax: (011)(52) 5203-0681

**Presidente Intercontinental Hotel (México City)**

Campos Eliseos 218  
México, D.F. 11560  
México  
Tel: (011)(52) 5327-7782; Fax: (011)(52) 5327-7733  
Contact: Lic. Nora Hernández, Purchasing Manager

**FAMILY RESTAURANTS**

**Angus Butcher House**

Av. Juárez 5-Int. 5  
Tlanepantla, Edo de. México  
México  
Tel: (011)(52) 5398-7930; 5362-0160; 5362-1625  
Contact: Gloria Isela Baldenegro, General Director

**Cafeterias Toks, S.A. de C.V.**

Av. Ejército Nacional 769-B  
México, D.F. 11520

México

Tel: (011)(52) 2122-5700 X261 & 210; Fax: (011)(52) 5250-0999

Contact: Sr. Félix Martínez, Food Purchaser

**Corporación Mexicana de Restaurantes (Wings, Chili's)**

Lago Hiekmar 44

México, D.F. 11320

México

Tel: (011)(52) 5250-9588; 5545-0209; Fax: (011)(52) 5254-2969

Contact: Sr. Guillermo Cordero Guajardo, Deputy Director for purchasing

**Grupo Gastronómico y de Entretenimiento, S.A. de C.V. (Italianni's)**

Insurgentes Sur 2376 -204

México, D.F. 01000

México

Tel: (011)(52) 5616-4264; 5616-4280; Fax: (011)(52) 5616-4367

Contacto:

**Herring Impulsora, S.A. de C.V. (Tony Roma's)**

Insurgentes Sur 800-11

México, D.F. 03100

México

Tel: (011)(52) 5543-4227; 5687-5836; Fax: (011)(52) 5523-4702

Contact: Oscar Preciado Rubio, Director

**La Mansión, S.A.**

Hamburgo 77

México, D.F.06600

México

Tel: (011)(52) 5525-8887; 5208-3927; Fax: (011)(52) 5208-7144

Contact: Sr. Jorge Fernández Alonso, General Director

**Restaurantes Vips, S.A. de C.V.**

Chimalpopoca 65

México, D.F. 06800

México

Tel: (011)(52) 5628-6000; 5628-6125; Fax: (011)(52) 5628-6140

Contact: Sr. Manuel Cossio, Purchasing Director

**Sanborns Hermanos, S.A. de C.V.**

Viaducto Miguel Alemán 705

México, D.F. 15850

México

Tel: (011)(52) 5650-2717; Fax: (011)(52) 5650-2795

Contact: Javier Osés, Purchasing Manager for Foods and Beverages

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## FAST FOOD RESTAURANTS

### **Arby's Restaurantes, S.A.**

Ri0 Nilo 71  
M6xico, D.F. 06500  
M6xico  
Tel: (011)(52) 5511-9523; 5208-5693

### **Benedetti's de M6xico, S.A. de C.V.**

Popocateptl 120  
M6xico, D.F.  
M6xico  
Tel: (011)(52) 5532-3287; Fax: (011)(52) 5674-5764  
Contact: Sr. Venustiano Carranza, Purchases

### **Burger Boy**

Aguascalientes 175-2  
M6xico, D.F.  
M6xico  
Tel.: (011)(52) 5564-3772; Fax: (011)(52) 5564-4905

### **Burger King**

Monte Elbruz 132-10  
M6xico, D.F. 11570  
M6xico  
Tel: (011)(52) 5283-5900

### **Kentucky Fried Chicken**

Paseo de los Tamarindos 400-Torre A -1 piso  
M6xico, D.F.  
M6xico  
Tel: (011)(52) 5258-9977

### **McDonald's Sistemas de M6xico, S.A. de C.V.**

Blvd. 6vila Camacho 191-203  
M6xico; D.F. 11510  
M6xico  
Tel: (011)(52) 5627-0800

### **Tricon Restaurants International (Pizza Hut, KFC)**

Paseo de los Tamarindos 400 Torre A  
M6xico, D.F. 05120  
M6xico  
Tel: (011)(52) 5258-9977; Fax: (011)(52) 5258-0445  
Contact: Sr. Javier Barberena, General Manager

**Whataburger**

Av. Cuauhtemoc 675  
México, D.F. 03020  
México  
Tel: (011)(52) 5638-0060; Fax: (011)(52) 5638-0058  
Contact: Sr. Ricardo González, Purchasing Manager

**INSTITUTIONAL FOOD SERVICE**

**Accor Servicios Empresariales, S.A. de C.V.**

Lago Rodolfo 29  
México, D. F. 11520  
México  
Tel: (011)(52) 5262-8800; Fax: (011)(52) 5262-8835

**Armark México, S.A. de C.V.**

Alejandro Dumas 145  
México, D.F. 11550  
México  
Tel: (011)(52) 5280-1364; 5280-1405; 5280-1476

**Eurest Proper Meals de México, S.A. de C.V. (Compa's Group)**

Cafetal 147-1  
México, D.F. 08400  
México  
Tel: (011)(52) 5657-6700 X178; 5650-2027; Fax: (011)(52) 5657-7232  
Contact: Sr. Marc Perrey, Purchasing Director

**Grupo Servicoin**

Aquiles Serdan 157  
México, D.F.  
México  
Tel/Fax: (011)(52) 5584-7077, 5264-6042; 5386-2112 X190  
Contact: Sr. Juan Chavarria, Purchasing Director

**FOOD DISTRIBUTORS**

**Distribuidora Internacional de Alimentos, S.A. de C.V. (Domino's Pizza)**

San Luis 12  
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