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Voluntary - Public

Date: 3/27/2019

GAIN Report Number: MX9302

Mexico

Post: Mexico ATO

California Wine Institute Grand Tasting Draws Influencers in Mexico

Report Categories:

Export Accomplishments - Events

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Report Highlights:

The California Wine Institute held their annual “Grand Tasting” promotional event in Mexico City on February 13, 2019. Mexico represents the seventh largest export market for California Wine. The event showcased 60 labels available in the Mexican market and 16 labels looking for a distributor. The “Grand Tasting” also included a seminar highlighting “Women in the California Wine Industry,” as well as spaces dedicated to sparkling wine, sustainability, wines produced by Mexicans in California, and a meat bar sponsored by the U.S. Meat Export Federation.

General Information

Mexico represents the seventh largest market for California wine. Although per capita consumption in Mexico is less than one liter of wine per year, a noticeable increase of 8 percent appeared in 2017, with the trend expected to continue.¹ This increase is related to the growing availability of wine options from different origins and affordable prices, creating curiosity among consumers. The largest segment of wine consumers in Mexico are between the ages of 25-35 from the middle and high-income population.²

In order to create awareness among Mexican consumers, the California Wine Institute hosts an annual “Grand Tasting” event in Mexico City. The event this year took place on February 13, 2019, and showcased 60 labels available in the Mexican market, while introducing 16 labels in search of a distributor. Around 400 guests attended the event, including attendees from the foodservice and retail industries, wine enthusiasts, influencers, and media.

A seminar held within the 2019 “Grand Tasting” featured “Women in the California Wine Industry.” Renowned Mexican sommelier Sandra Fernandez moderated a panel of five women from the California Wine Industry. The women spoke about their roles at the vineyards, and offered a tasting of the labels they represent.

The “Grand Tasting” boasted four spaces related to sparkling wines, sustainable wines, wines produced by Mexicans in California, and a meat bar. Various California wines sponsored these spaces, and each space hosted a sommelier and chef who created special dishes for pairing. The wines produced by Mexicans living Napa Valley, California found the spotlight in a space branded, “Los otros vinos Mexicanos” (The other Mexican wines). The “Bubble Room” held the sparkling wines paired with desserts. Finally, sustainable wines dedicated space to highlight the importance of sustainable practices in vineyards and cellars. They discussed how those practices support the production of high quality wines while benefiting both the environment for those working on the vineyard as well as the surrounding areas.

The U.S. Meat Export Federation complemented the wines through various samples curated by chefs. For example, in the “Bubble Room,” an ice-cream sandwich with U.S. bacon was paired with the sparkling wines. Additionally, the meat bar showcased dishes such as bao (steamed buns) with rib-eye sausage and a smoked pastrami sandwich.

¹Source: California Wine Institute – California Wine Sales (<https://www.wineinstitute.org/resources/pressroom/05232018>)

²Source: Euromonitor International – Wine in Mexico – June 2018

Event Photos



*The bottom two photos show a shepherds pie sampling (left) and an open pastrami sandwich (right), presented by USMEF.

Further Information

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