

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Mexico

Post: Mexico ATO

Expo Restaurantes 2013

Report Categories:

Trade Show Evaluation

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Report Highlights:

2013 was the 13th year for Expo Restaurantes, a trade show focusing on Mexico's increasingly sophisticated restaurant sector. The show represents a good opportunity for U.S. companies who want to export their product to Mexico for use in restaurants and food service. Expo Restaurantes was held in Mexico City alongside Pescamar and Expo Organicos.

General Information:

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Date and Location: Expo Restaurantes is held annually in Mexico City. The event is located in the World Trade Center (WTC) in the southern part of Mexico City, easily accessible from all areas of the city and has hotel accommodations in close proximity. The event takes place in late June (June 26-28, 2013 and June 25-27, 2014) and lasts for 3 days.

Booths

The Expo Restaurantes package includes: 3m x 3m (9m²) booth, aluminum booth structure, cleaning of the common space, lighting, one electrical outlet, general carpeting, company name on fascia board and complete company name and information in the Expo Restaurantes Directory. The price per booth is around USD\$3,500.

Visitors and Exhibitors

Most of the visitors and exhibitors are from Mexico. In 2013, Expo Restaurantes had more than 16,000 visitors and 350 exhibitors. Visitors must pre-register and students are permitted only one of the two evenings for three hours. In 2013, 25 percent of the visitors identified themselves as restaurant employees and another 16 percent as bar employees. The remaining visitors represented institutional cafeterias and cafés, 26 percent, and other food service, 29 percent. More than half of the visitors were restaurant owners, managers, or executive chefs. Five U.S. companies participated in Expo Restaurantes 2013.

Expo Restaurantes is organized by SYSE.

Opportunities for U.S. Exporters

Expo Restaurantes is a great opportunity for U.S. food and beverage companies to meet the decision makers from restaurants all throughout Mexico. As the only trade show in Mexico exclusively focused on the restaurant industry, Expo Restaurantes attracts chefs and managers interested in diversifying the products offered at their restaurants and learning about new restaurant trends.

Product opportunities identified are:

- Cooking oils
- Alcoholic beverages (wine, beer, distilled spirits)
- Organics
- Animal proteins
- Seafood

Related Reports

ATO Mexico City published a report on [Pescamar](#) on August 23, 2013. In 2014, ATO Mexico City will publish a report on the Mexican restaurant sector.

The Agricultural Trade Office does not currently organize a U.S.A. Pavilion in this show, although it may in the future; please contact the Mexico City office for any comments or questions you may have:

ATO Mexico City: atomexicocity@fas.usda.gov

Phone: +52(55) 5140-2671

Or please contact the show organizers directly at:

<http://www.exporestaurantes.com.mx/expositores.html>

