

HERDEZ®



**100-year company,
family-owned and run-
since 1914.**



**Listed in the Mexican
stock exchange market
under HERDEZ.MX**



**Revenue over
1 billion dollars**



**Leader in branded
food business**



**Profitable growth
strategy**



**Solid Corporate
Governance**



**Sound financial
structure**



**Committed to
sustainability**



**10,000
+employees**



**+\$1.5
billions
usd**
Net Sales

+25
Brands

+40
Categories

+1500
Products

21
Countries

15
Plants

24
**Distribution
Centers**



**Partnered
with:**



**100%
Owners
of:**



**Since 1914,
HERDEZ is synonymous
with the word “TRUST”
for mexican families.**





**That is why Herdez becomes
the greatest exponent of
authentic Mexican food.**









Herdez is Mexico



Origin and legacy

၁၁၁၁၁၁၁၁



Tradition and culture



Ecosystem



FUNDACIÓN HERDEZ



Mexico is Herdez and its legacy is backed by the endeavor of FUNDACIÓN HERDEZ, which is committed to preserve traditional and historical Mexican cuisine.



A background image showing a bottle of HERDEZ Guacamole Salsa. The bottle has a green cap and a label with the brand name 'HERDEZ' in red and 'Guacamole Salsa' in green. In the foreground, a person's hands are visible, one holding a lime and the other using a knife to cut it on a wooden cutting board. There are also some tortilla chips and a bowl of salsa visible. The overall scene is set on a wooden surface with a blue and white patterned cloth in the background.

The essence of HERDEZ reconnects with its people and opens the doors to new markets.

We are leaders in the Salsa category with 44% of Market share.

Bringing Mexico's best to the world

Authentic Mexican Food Products



Salsas



Avocado products

A top-down view of a wooden table with a white cloth. On the left is a wooden bowl filled with green guacamole. On the right is a white plate with a blue floral border, featuring two tacos topped with meat, cheese, and cilantro. The text "Success story in the United States." is overlaid in white.

Success story in the United States.

CON TODA CONFIANZA ES
HERDEZ®



MegaMex

F O O D S



We are the fastest growing sauce in the US

\$230M in Net Sales by 2023

- **Net Sales US\$129 MM, Market Share 8.5%**
- **HouseHold Penetration 11.5%**
- **Net sales CACR 4lys 119%**
- **Consumption CACR 4lys 15.4%**

**We'll be challenging existing conventions
to become the category leader.**

The background image shows a wooden table with three bowls of Mexican condiments and a plate of tacos. The top-left bowl contains pico de gallo (diced tomatoes, onions, and cilantro). The top-right bowl contains a thick red salsa. The bottom-left bowl contains a green salsa. The bottom-right plate shows several tacos with meat, cheese, and fresh herbs.

Our key factors:



Authentic flavor
Versatile in Usage
Attracting younger consumer



Our differentiator factor

Green is leading

HERDEZ® accounts for **92%** of Verde growth.
28% Growth of Menu Mentions of Salsa Verde.



CON TODA CONFIANZA ES
HERDEZ®

The future is ours!
Get to know our group:

Grupo Herdez - Hechos con amor - Versión Doblada en
Inglés – YouTube
Grupo Herdez 2019



www.grupoherdez.com

For more information:

mercados.internacionales@herdez.com

+525552015655



