



**Food  
Export**  
Midwest USA



# **Food Export Association of the Midwest USA Food Export USA Northeast – Mexico Office**

**Expo HORECA Bajío, 17-19 October 2023, León, Guanajuato - Mexico**

*Represented by* **Merc@limentos**



**EXPO HO.RE.CA. Bajío 2023**  
EL CORAZÓN HO.RE.CA. DE MÉXICO

**Expo HORECA 2023**  
**17-19 October 2023**



**Bajío Mexican Region:**  
Aguascalientes | Guanajuato |  
Jalisco | Michoacán |  
Zacatecas | San Luis Potosí |  
Querétaro



**Opportunity: New tourist and industrial catering region**

**Held in Mexican Bajío Region**  
León, Guanajuato

**Exhibiting companies:**  
**+200**

**Visiting Buyers:**  
**+3000**

**New Growing Region for Food Service Sector**





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- **Hospitality Industry Sector Mexico**

- **The hospitality sector represents 8.7% of Mexico's GDP**
- **+176,000 hotel rooms in the region and approximately 808,000 rooms in all the country**
- **65% of Mexican tourism comes from the United States and Canada**
- **+17,300 Restaurants, Cafeterias and Bars in the region and approximately +580,000 in all the country**
- **\$1.1 Billion total revenue generated from tourism in 2021**







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## • Products with Opportunities in Food Service

- Beef (all formats)
- Seafood
- Poultry and Eggs
- All Dairy varieties
- Canned Vegetables
- Canned Fruits
- Dressings and Sauces
- Spices
- Oils and Fats
- Specialty Flour Mixes
- Ethnic Ingredients (example Asian)
- Frozen French Fries
- Frozen Vegetables
- Frozen Desserts
- Tomato Paste Sauces
- Pizza Sauces
- Pasta Sauces
- Pastas
- Soft Drink concentrates
- Bar Mixes
- Wines, Beer, Spirits
- Salty and Sweet Snacks
- Gourmet Foods





- **Mexico is the 2<sup>nd</sup> Largest export market for the USA after China**

- **In 2019, the US Exported US\$ 20.1B Of Agricultural goods to Mexico. In 2022 the US Exported US\$ 29.6B**

- **In 2022, Consumer oriented goods had a 12% growth vs. 2021**

- **Dairy, Pork, Condiments, Spirits, Wine, Sauces, Tree Nuts were the more noticeable exports**

**Area/Partners of Destination  
And Commodities Exported**

**January - December  
Values in Thousands of dollars**

Partner	Product	2017 Value	2018 Value	2019 Value	2020 Value	2021 Value	2022 Value	Period/Period % Change (Value)
Mexico	Consumer Oriented Total	8,387,098	8,656,197	9,047,103	8,288,769	10,753,276	12,024,166	12
Mexico	Dairy Products	1,292,741	1,374,893	1,526,161	1,400,922	1,786,362	2,441,929	37
Mexico	Pork & Pork Products	1,514,077	1,310,744	1,278,395	1,162,350	1,685,893	2,042,176	21
Mexico	Poultry Meat & Prods. (excl. eggs)	932,573	955,776	1,076,821	983,423	1,326,883	1,255,132	-5
Mexico	Beef & Beef Products	979,082	1,058,322	1,106,567	852,696	1,057,797	968,384	-8
Mexico	Food Preparations	520,041	571,335	596,968	582,187	770,304	853,161	11
Mexico	Fresh Fruit	570,389	618,575	610,195	545,467	748,272	735,448	-2
Mexico	Processed Vegetables	341,485	317,404	327,694	348,370	482,353	518,404	7
Mexico	Bakery Goods, Cereals, & Pasta	285,486	305,051	329,019	318,434	394,523	416,814	6
Mexico	Tree Nuts	256,227	370,738	342,958	329,514	333,498	395,232	19
Mexico	Condiments & Sauces	214,011	215,110	243,030	241,763	320,519	390,458	22
Mexico	Fresh Vegetables	134,065	141,396	193,263	226,600	233,748	281,878	21
Mexico	Other Consumer Oriented	96,622	135,843	142,466	119,382	142,217	244,212	72
Mexico	Chocolate & Cocoa Products	231,033	218,361	220,947	180,471	250,111	244,016	-2
Mexico	Non-Alcoholic Bev. (excl. juice)	155,404	143,725	170,308	174,959	211,781	216,819	2
Mexico	Eggs & Products	169,406	166,108	181,380	191,637	215,241	194,108	-10
Mexico	Dog & Cat Food	85,082	89,675	103,356	101,960	164,638	177,878	8
Mexico	Processed Fruit	119,968	125,927	134,501	155,682	196,235	166,130	-15
Mexico	Nursery Products & Cut Flowers	59,856	68,273	76,221	77,120	87,870	109,730	25
Mexico	Distilled Spirits	44,420	60,937	71,973	66,610	78,376	106,369	36
Mexico	Meat Products NESOI	83,375	86,832	84,425	73,505	78,270	79,487	2
Mexico	Fruit & Vegetable Juices	43,352	46,237	51,613	53,679	72,955	66,606	-9
Mexico	Confectionery	88,301	96,220	100,832	61,530	64,033	65,589	2
Mexico	Wine & Related Products	22,544	26,931	19,284	17,063	23,636	29,552	25
Mexico	Beer	147,558	151,783	58,727	23,446	27,761	24,654	-11
Grand Total		8,387,098	8,656,197	9,047,103	8,288,769	10,753,276	12,024,166	12





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## Why participating ?

- Gain Exposure for the first time or as follow up to former participations
- Possibility of additional business in a new region where industrial and touristic food service opportunities are growing. This is one of the newest potential markets in Mexico for growth

## Product Show Case

*To Sign Up  
Click Here*

### Participants will receive:

- Virtual Pre-show briefing with our In-Market Representatives to gain brief knowledge prior to the show
- Samples and literature displayed in the booth and shared with key prospects
- 1 Page post-show report with trade contact list
- Shipping instructions to send product samples to the show (sample shipping cost paid by participant)



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