



Mexico Sales Alliance

*Helping you
sell in Mexico*



Mexico Sales Alliance, the largest network of its kind, has 4,500 full time employees, National Distribution and Distribution Centers all over Mexico.

The Founders and Executive Members of the alliance are Grupo Sur Promociones de Mexico S.A de C.V., Nascent Foodservice Inc., and Liquid Brands Management, Inc.

Together you have a complete Sales Solution and full representation for your company and brands in all of Mexico.

Mexican Stores

Like in many other countries, Mexico has different stores that service different clientele. Distributors in Mexico however work very differently than they do in the USA or in Europe. Few distributors are specialized and many of them service different channels with many different products. There is no real Distribution Specialization.

Another very Mexican aspect of the retail industry is Retail Promotions. Retail Promotions include Merchandising, Samplings, Store by Store Sales, Distributor Support and even Outsourced Sales.

Having distribution in these 5 cities is

crucial and considered “National Distribution”.

Local Market Penetration

You can start in Baja California using Tijuana as a flagship city. Tijuana is influenced by American culture and products and it could be an instant success.

When selling in Tijuana most of the larger distributors service Mexicali, Tecate, Ensenada and Rosarito. This covers all of Baja California with the same Tijuana distributors.

Tijuana has several supermarkets and more than 4,000 small convenience stores.

Mexico has a total population of 106 million people. About 40 million of them live in the largest 15 cities listed below. 30 million live in the largest 5 cities.

Here is a list of the 15 largest cities according to the last census with some adjustments done through our research.

From a Sales and Marketing perspective, the most important fact about Mexico is that the largest 5 cities have over 30 million people. That’s about 1/3 of the population.

Having distribution in these 5 cities is crucial and considered “National Distribution”.

City	State	Population
Mexico City	Mexico City	22 million
Guadalajara	Jalisco	3.7 million
Monterrey	Nuevo Leon	3.3 million
Tijuana	Baja California	3 million
Puebla	Puebla	2.2 million
León	Guanajuato	1.2 million
Ciudad Juarez	Chihuahua	1.2 million
Toluca	México	1.2 million
Torreón	Coahuila	1.1 million
San Luis Potosí	SLP	.8 million
Mérida	Yucatán	.8 million
Querétaro	Querétaro	.8 million
Aguascalientes	Aguascalientes	.7 million
Cuernavaca	Morelos	.7 million
Chihuahua	Chihuahua	.7 million

You have access to all our infrastructure and client base including:

- All major Supermarket and Superstore Chains in Mexico
- 200,000 convenience stores in Mexico
- On premise accounts like Restaurants, Bars and Hotels
- 4,500 Full Time employees ready to sell your products
- 11 Million feet of retail space merchandised every week
- Distribution Centers in Tijuana, Mexicali, Ensenada, Puerto Peñasco, Guadalajara, Mexico City, Monterrey, Cabo San Lucas and Cancún

Wholesale Distributors

The wholesale distribution channel in Mexico is large and complex. The 2 largest distributors service around 80,000 mom & pop stores with 5,000 different products. There are also foodservice distributors, cash and carry's, small distributors, supermarket distributors and some corporate distributors servicing just their brand of products.

The largest distributors in Mexico service less than 20% of all the mom & pop stores. The other 400,000 plus stores are serviced by smaller independent distributors around the country. These distributors buy their products from wholesale markets; cash and carry's and master distributors.

Distributors don't typically specialize in beverages or snacks or just one category of product. They sell many different items, even if they are jobbers. A small and large distributor could carry soda, toilet paper and candy any given day. Distributors can have the product in the truck when they do the sale or send the product in the next day. Very large distributors have very good infrastructure including trucks and software systems.

A great strategy is to start selling your products using large Master Distribu-

tors that in turn sell to all other types of distributors in a region.

This strategy allows us to ship larger quantities to larger distributors and they in turn can break down orders and sell to medium and small distributors. There is no real "ground shipping" in Mexico like UPS or FedEx Ground.

In Mexico, the large food and beverage companies use their own full time salespeople, distributors, merchandisers and promoters. These are companies like Bimbo, Coca Cola or Cerveza Modelo. They don't rely on third party distributors or salespeople. They have their own, very large, national distribution.

Retail Promoters

Retail Promoters are popular not just in Mexico but also in the rest of Latin America. All major brands have retail promoters, in some cases full time employees, in many cases outsourced.

Promoters range from a merchandiser to a regional salesperson or brand manager. You need them not just for supermarkets but for convenience stores, superstores and for cash and carry's.

The most difficult parts of the equation are already done and ready for you to plug in your product. With us you have access to:

- National Distribution
- National Supermarket Chains
- Foodservice Distribution
- Import-Export experts
- Merchandising
- Brand Management
- Retail Promotions
- Sales and Marketing
- Warehousing and Logistics
- Strategy and Planning
- Full Brand Management and Representation



Our Clients



Founders of the “Mexico Sales Alliance”



Grupo Sur Promociones SA de CV

Nascent Foodservice, Inc.

Liquid Brands Management, Inc.

We are the founders of the largest Import and Sales Group in Mexico. Our customers sell \$5 Billion in Mexico per year.

Our Sales Alliance is here to import and sell products into Mexico. You can benefit from:

- 4,500 full time employees selling your product
- Distribution Centers in San Diego, Tijuana, Mexicali, Cabo San Lucas, Monterey, Guadalajara, Mexico City and Cancún
- Access to 200,000 accounts including every single super market in Mexico, Convenience Stores, Mom & Pop Stores (Changarros), Liquor Stores and Foodservice Accounts

Mexico Sales Alliance

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