



IT IS TIME TO TASTE MEXICO

快来品尝墨西哥的美味

Mexico will participate as guest Country of Honor in SIAL China 2010, the most important international event for the Asian food and beverage industry. ProMexico organize the national pavilion that will cover 228 square meters surface, with the goal of promoting exports from the agro-industry in Asian markets. The main area in the pavilion will host a kitchen and a drink bar where Mexican cuisine experts will offer to the visitors a taste of exhibition's products as well as cocktails and prepared drinks.

Mexico is the world's...

- Twelfth producer and export leader in the agriculture and food sector.
- Leading avocado producer, consumer and international trader.
- Leading exports of papaya, zucchini, raspberry, blackberry, mulberry, watermelon and cantaloupe.
- Leading organic coffee and processed peppers exporter.
- Second leader exporting onions, chickpeas and tomatoes.
- Third lime exporter.
- Third cucumber exporter.
- Fourth poultry producer.
- Fourth exporter of strawberries, mangoes, guavas and orange concentrate.
- Fifth bean producer and exporter.
- Fifth beer producer and 2nd beer exporter.
- Fifth exporter of cauliflower and honey.
- Seventh citrus exporter

Mexican drinks around the world

Mexico plays an important role exporting alcoholic beverages:

- Every day, more than 20 million Mexican beers are consumed around the world.
- Mexican beer can be found in more than 150 countries.
- In 2008, Mexico exported 137 million liters of tequila.
- Mexican wine has been awarded with more than 300 prizes in the last decade; it is exported to the United States, Canada, Germany, Belgium, Denmark, Spain, France, Netherlands, United Kingdom, Ireland, Italy, Norway, Russia, India and Japan.
- Mexico has 11 appellations of origin in this industry, for example, tequila and mezcal.