

Other Contacts

A list of the local companies that import and distribute foreign brands of drinking water is given in ANNEX I. Apart from these, there are other firms that are engaged in the importation and distribution of food products and beverages. They may be approached to determine if any interest exists in handling this commodity. A revised list of these contacts is given in ANNEX III.

As indicated earlier, Mexico also bottles natural mineral and carbonated water. The list of domestic bottlers is long and ANNEX IV provides data on the most important ones, together with the brand names which they market.

Conclusion

This paper attempts to provide useful information to the Canadian company that is interested in exploring marketing opportunities for its product in Mexico. Every effort has been made to include the most up-to-date data. However, this work is not intended to be an in-depth market report, and the writer accepts no responsibility for omissions or inaccuracies. Further information may be requested from the Commercial Division of the Canadian Embassy, and the post will do its utmost to provide it, depending on its availability.

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