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- Export-*i*, Business Guide Distribution Channels, pg 16

These traditional operations are being challenged by a number of modern outlets. They include cafeteria restaurants, chain restaurants and fast-food outlets.

- **CAFETERIAS:** include Sanborn's, Lyni's, Vips, Wings and Toks;
- **CHAIN RESTAURANTS:** include Grupo Polinesio, Grupo Anderson, and Angus/Yuppies;
- **FAST FOOD OUTLETS:** include KFC, McDonald's, Burger King, What a Burger, Dominoes and Pizza Hut.

By law, all restaurants are supposed to be registered with the *Cámara Nacional de la Industria de Restaurantes y Alimentos Condimentados* (CANIRAC), National Association of the Food and Restaurant Industry. Other associations cater to specific sections of the industry.

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Mexico has a well-developed advertising infrastructure that focuses on the print and broadcast publicity.

About 320 newspapers and 200 major magazines are published in Mexico. Total newspaper circulation is close to ten million copies a day.

Approximately ten million households have television sets. Seven television networks operate throughout Mexico. Some areas of the country receive transmissions from the United States via cable or satellite dish.

Over 900 radio stations operate throughout the country and most are commercial. Estimates put the number of radios in Mexico at 22 million.

- Export-*i*, Business Guide Moving into Mexico, pg 58
- Export-*i*, Business Guide Distribution Channels, pg 23
- Agri-Food Trade Action Plan for Mexico, pg 18
- OECD, Review of Agricultural Policies in Mexico, pg 98

CONSUMER ADVERTISING

In order to have any success selling retail goods, Canadian exporters must understand the important role that advertising plays in the Mexican market. Except for private brands, retailers generally expect this advertising to be done by the supplier. In many cases, new products are introduced through point-of-sale demonstrations. In-store demonstrations are an important tool for Canadian exporters of processed food and beverages; they tend to be well received by the Mexican consumer and are welcomed, if not expected, by the retailer. The Canadian Embassy in Mexico City or either Consulate can assist exporters with these events. Promotion and advertising have a high cultural content, and Mexican associates who are familiar with the market are essential.

ADVERTISING IN MEXICO

Promotional materials should be modified for the Mexican market. Ideally, they should be written in Spanish as opposed to simply being a translation of an English or French original. Canadian exporters should not simply rely on what they use at home. Here are some important points to remember.

- Where necessary, rewrite the sales letters and literature to adapt them for the Mexican market. Use fairly simple and straightforward language, and steer clear of slang words or other terminology that a buyer whose first language is not English is unlikely to understand.
- Pictures are often an effective way to communicate a message and portray the application of a product or service. Where possible, use colour photographs and illustrations. Pictures and/or illustrations can also replace lengthy descriptions.
- If a translation is necessary, hire a first-class translator who has experience working with commercial and business-oriented materials. The translated materials should be reviewed by someone who is fluent in Spanish and is familiar with the Mexican market.