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The market for bottled drinking  
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# THE MARKET FOR BOTTLED DRINKING WATER IN MEXICO



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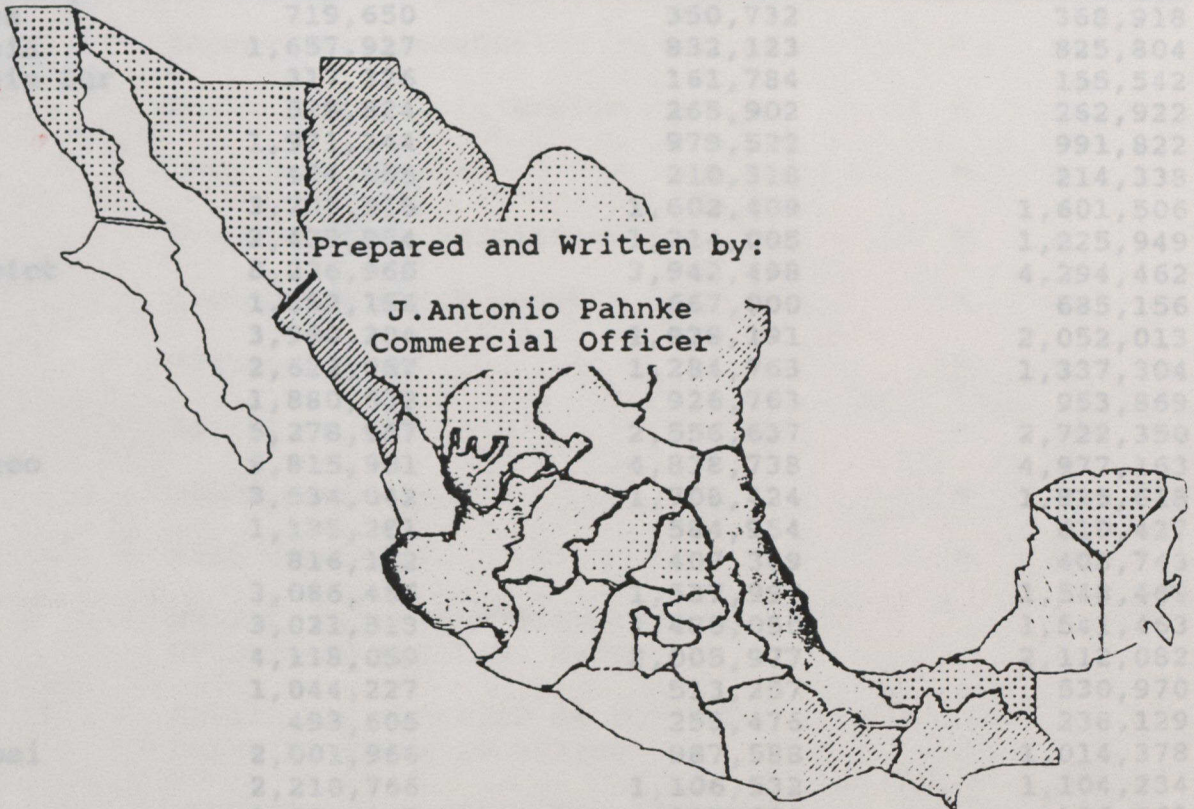
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THE MARKET FOR BOTTLED DRINKING WATER IN MEXICO

THE MARKET FOR BOTTLED DRINKING WATER IN MEXICO

The increasing number of inquiries from Canadian bottlers or exporters regarding the marketing opportunities for their product in Mexico has prompted the preparation of this paper.



Prepared and Written by:

J. Antonio Pahnke  
Commercial Officer

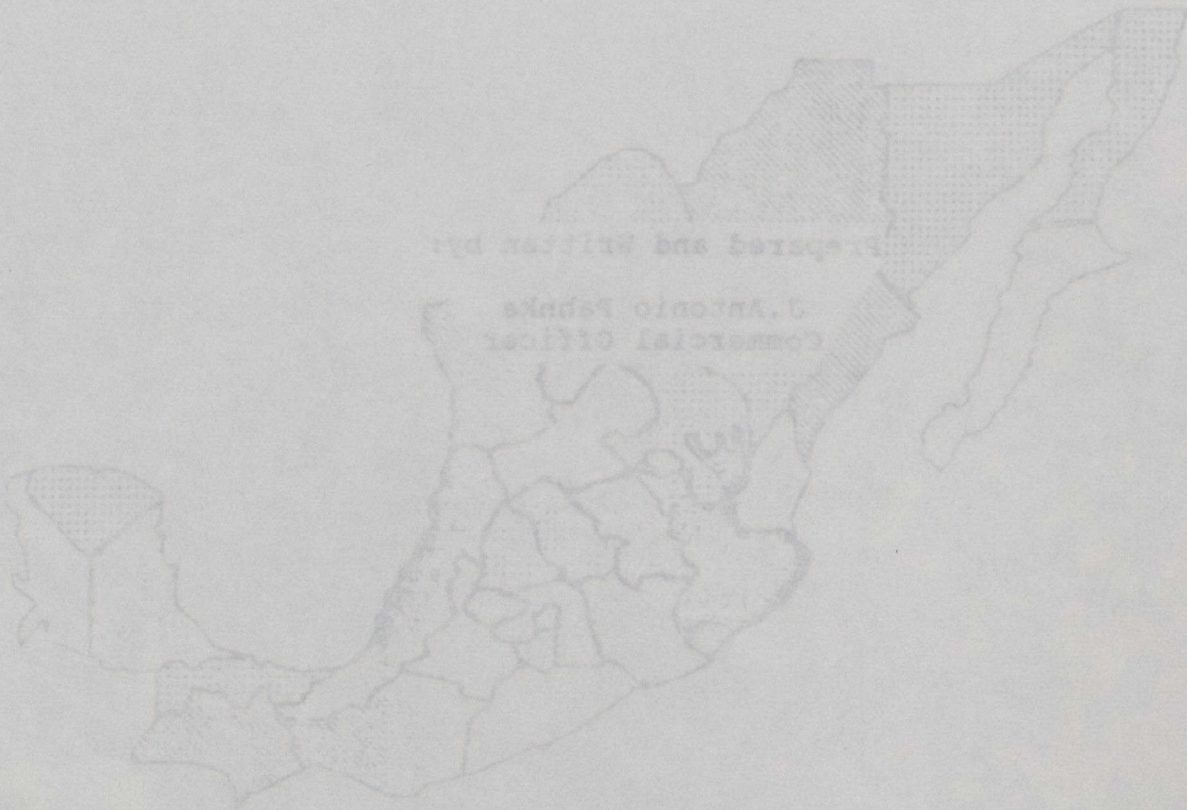
Canadian Embassy  
Mexico City,  
Mexico

April 18, 1991

ESTADO	POBLACION	HOMBRES	MUJERES
Baja California	1,457,827	822,123	635,704
Baja California Sur	151,784	78,784	73,000
Campeche	255,902	128,902	127,000
Chiapas	559,572	280,123	279,449
Chihuahua	1,601,506	822,123	779,383
D.F.	1,225,949	612,974	612,975
Guerrero	4,294,462	2,147,231	2,147,231
Hidalgo	685,156	342,578	342,578
Jalisco	2,052,013	1,026,006	1,026,007
Morelos	1,337,304	668,652	668,652
Nayarit	953,869	476,934	476,935
Oaxaca	2,722,354	1,361,177	1,361,177
Queretaro	1,404,234	702,117	702,117
Sinaloa	1,804,662	902,331	902,331
Tamaulipas	1,501,247	750,623	750,624
Tlaxcala	2,244,212	1,122,106	1,122,106
Veracruz	761,683	380,841	380,842
Yucatan	6,215,142	3,107,571	3,107,571
Zacatecas	1,363,540	681,770	681,770
TOTAL	41,262,385	20,631,192	20,631,193

THE MARKET FOR BOTTLED DRINKING WATER IN MEXICO

The increasing number of industries from Canadian bottlers or exporters regarding the marketing opportunities for their product in Mexico has prompted the preparation of this paper.



Prepared and written by

J. Antonio Pablos  
Commercial Officer

Canadian Embassy  
Mexico City  
Mexico

April 10, 1951

**THE MARKET FOR BOTTLED DRINKING WATER IN MEXICO**

Mexico is a federal representative democratic republic, with a land area of just under 2 million square kilometers, measuring approximately one-fifth the size of Canada. It is divided into 31 states and a Federal District in which the capital, Mexico City, is located.

According to preliminary figures from the latest population census taken in 1990, currently there are 81,140,922 inhabitants living in Mexico, 10.2% of which reside in the Federal District. If we take into consideration the municipalities located in the State of Mexico which are adjacent to Mexico City, the number practically doubles.

**TABLE I**

**UNITED MEXICAN STATES**  
**TOTAL POPULATION, BY SEX AND FEDERATED STATES**  
**POPULATION CENSUS 1990**

<u>STATES</u>	<u>POPULATION</u>	<u>MEN</u>	<u>WOMEN</u>
Aguascalientes	719,650	350,732	368,918
Baja California	1,657,927	832,123	825,804
Baja California Sur	317,326	161,784	155,542
Campeche	528,824	265,902	262,922
Coahuila	1,971,344	979,522	991,822
Colima	424,656	210,318	214,338
Chiapas	3,203,915	1,602,409	1,601,506
Chihuahua	2,439,954	1,214,005	1,225,949
Federal District	8,236,960	3,942,498	4,294,462
Guerrero	1,352,156	667,000	685,156
Guanajuato	3,980,204	1,928,191	2,052,013
Guerrero	2,622,067	1,284,763	1,337,304
Hidalgo	1,880,632	926,763	953,869
Jalisco	5,278,987	2,556,637	2,722,350
State of Mexico	9,815,901	4,838,738	4,977,163
Michoacan	3,534,042	1,708,424	1,825,618
Morelos	1,195,381	584,954	610,427
Nayarit	816,112	407,369	408,743
Nuevo Leon	3,086,466	1,537,997	1,548,469
Oaxaca	3,021,513	1,480,050	1,541,463
Puebla	4,118,059	2,005,977	2,112,082
Queretaro	1,044,227	513,257	530,970
Quintana Roo	493,605	255,476	238,129
San Luis Potosi	2,001,966	987,588	1,014,378
Sinaloa	2,210,766	1,106,532	1,104,234
Sonora	1,822,247	915,585	906,662
Tabasco	1,501,183	750,305	750,878
Tamaulipas	2,244,208	1,112,105	1,132,103
Tlaxcala	763,683	376,242	387,441
Veracruz	6,215,142	3,075,679	3,139,463
Yucatan	1,363,540	674,187	689,353
Zacatecas	1,278,279	625,424	652,855
<b>TOTAL</b>	<b>81,140,922</b>	<b>39,878,536</b>	<b>41,262,386</b>

Source: INEGI - XI CENSO GENERAL DE POBLACION Y VIVIENDA, 1990

THE MARKET FOR BOTTLED DRINKING WATER IN MEXICO

Mexico is a federal representative democratic republic, with a land area of just under 2 million square kilometers, measuring approximately one-fifth the size of Canada. It is divided into 31 states and a Federal District in which the capital, Mexico City, is located.

According to preliminary figures from the latest population census taken in 1950, currently there are 81,140,922 inhabitants living in Mexico, 10.2% of which reside in the Federal District. If we take into consideration the municipalities located in the State of Mexico which are adjacent to Mexico City, the number practically doubled.

TABLE I  
TOTAL POPULATION BY SEX AND SEPARATED STATES  
POPULATION CENSUS 1950  
UNITED MEXICAN STATES

STATES	POPULATION	MEN	WOMEN
Aguascalientes	419,680	220,732	198,948
Baja California	1,657,927	832,123	825,804
Baja California Sur	317,326	161,784	155,542
Campeche	328,824	165,802	163,022
Coahuila	1,271,244	675,522	595,722
Colima	424,686	210,318	214,368
Chiapas	3,203,918	1,602,469	1,601,449
Chihuahua	2,439,224	1,214,005	1,225,219
Federal District	8,326,950	3,943,498	4,383,452
Guanajuato	1,322,156	667,000	655,156
Hidalgo	3,980,204	1,938,191	2,042,013
Queretaro	2,622,027	1,284,782	1,337,245
Hidalgo	1,880,621	926,782	953,839
Jalisco	5,278,887	2,556,427	2,722,460
State of Mexico	9,815,901	4,826,738	4,989,163
Michoacan	3,224,042	1,706,424	1,517,618
Morales	1,192,281	584,924	607,357
Nayarit	816,112	407,266	408,846
Nuevo Leon	3,086,486	1,527,927	1,558,559
Oaxaca	3,021,812	1,480,020	1,541,792
Puebla	4,118,029	2,002,927	2,115,102
Queretaro	1,044,227	512,227	532,000
Quintana Roo	493,602	252,476	241,126
San Luis Potosi	2,001,966	987,988	1,013,978
Sinaloa	2,210,766	1,106,522	1,104,244
Sonora	1,822,247	912,262	910,085
Tlaxcala	1,801,123	780,202	750,921
Tampico	2,246,208	1,112,102	1,134,106
Tlaxcala	762,682	376,242	386,440
Veracruz	6,212,142	3,072,429	3,139,713
Yucatan	1,362,240	674,187	688,053
Zacatecas	1,272,229	622,424	650,805
TOTAL	81,140,922	39,828,226	41,312,696

Source: INEGI - XI CENSO GENERAL DE POBLACION Y VIVIENDA, 1950



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to Mexico's accession to the General Agreement on Tariff and Trade during administration of ex-President Miguel de la Madrid Hurtado (1982-1988), imports bottled mineral (natural and carbonated) were marginal. The demand for bottled water, consisting mainly of carbonated spring water and potable water further treated by ultraviolet, reverse osmosis and other processes, was supplied by domestic bottlers.

It has often been stated that Mexico is sadly lacking in fresh water. This may certainly be true in certain regions of the country, where water is scarce and periodic long dry spells occur. However, there are numerous underground bodies of water which are harnessed and used for recreational purposes or sports. Several Mexican aquifers are supplied from the north and have been exploited for many years by domestic bottling companies.

1983	1984	1985	1989
784	334	102,606	2,757,348

source: Secretaria de Fomento Industrial

Mexico became a member of the ALADI in 1980, subject to reciprocal tariff treatment with other member nations as a founding member of the former Latin American Association of Integration (ALADI) in American Association of Free and Developed Countries. Mexico signed a trade treaty in 1946, and Mexico enjoys most favoured nation treatment on Mexican commodities entering Canada. The General Preferential Tariff Act provided for a wider spectrum of Mexican manufactured goods to enter Canada at reduced tariff rates. In 1988 both Mexico and Canada adopted the harmonized customs system (HS) currently in use. Since May, 1989, Mexican ad-valorem import duty rates range from a minimum of 5% to a maximum of 30%, with certain commodities enjoying exemption from import duty payment.

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prior to Mexico's accession to the General Agreement on Tariff and Trade during the administration of ex-President Miguel de la Madrid Hurtado (1982-1988), imports of bottled mineral (natural and/or carbonated) were marginal. The demand for bottled water, consisting mainly of carbonated spring water and potable water further treated by ultraviolet, reverse osmosis and other processes, was supplied by domestic bottlers.

It has often been stated that Mexico is sadly lacking in fresh water. This may certainly be true in some desert regions of the country, where rainfall is scarce and periodic long dry spells occur. However, there are numerous underground bodies of water in various regions, some of which are high in sulphur content and not fit for human consumption or are harnessed and used for recreational purposes or spas. In several Mexican states, underground springs have supplied fresh water and have been exploited for many years by domestic bottling companies.

### Imports

Traditionally, the import market has been dominated by the USA. In 1985 the value of imported bottled water supplied by that country amounted to US\$784; in 1988 the USA accounted for 95.5% of the total import value, and 97.5% in 1989. Canada's share of the market was only 0.01% and 0.6%, respectively, in those years. During the past couple of years, however, brands from other nations including Germany, Italy, France and Spain have appeared in the market.

TABLE II

### MEXICAN IMPORTS OF BOTTLED WATER (Values in U.S.A. dollars)

1985	1986	1987	1988	1989
784	334	-	102,606	2,757,348

Source: Secretaría de Comercio y Fomento Industrial

### International Trade Policy

Mexico became a member of the GATT in September, 1986, subject to reciprocal tariff treatment with other member nations. As a founding member of the former Latin American Free Trade Area (LAFTA), revised in 1980 as Latin American Association of Integration (ALADI), Mexico exchanges certain preferences with other ALADI member countries. Mexico and Canada signed a reciprocal trade treaty in 1946, and Mexico enjoys "Most Favoured Nation Treatment" on Mexican commodities entering Canada. In July 1974 Canada further extended to Mexico special treatment under its "General Preferential Tariff" ruling, allowing for a wider spectrum of Mexican manufactured goods to enter Canada at reduced tariff rates. In 1988 both Mexico and Canada adopted the harmonized customs system (HS) currently in use. Since May, 1989, Mexican ad-valorem import duty rates range from a minimum of 5% to a maximum of 20%, with certain commodities enjoying exemption from import duty payment.

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MEXICAN IMPORTS OF BOTTLED WATER  
(Values in U.S.A. Dollars)

TABLE II

1989	1988	1987	1986	1985
2,757,348	102,606	-	334	784

Source: Secretaría de Comercio y Fomento Industrial

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### Import Duties and VAT

Under the Harmonized System, bottled water is coded thus: 2201.10.01, mineral water; 2201.10.02, carbonated water; both are subject to 20% ad-valorem duty. Simple non-mineral, non-carbonated purified (potable) drinking water is classified as 2201.90.01 dutiable 10%. In addition to the above, imported drinking water pays about 6% of the invoice price as customs clearance charges, plus 15% value added tax.

### Distribution Channels

Imported bottled water is distributed wholesale in the market by importers, distributors or representatives of foreign suppliers, who sell to retail outlets such as supermarket chain stores and department stores, and to leading restaurants, hotels, tourist resorts, etc. Bottled drinking water of domestic origin is distributed throughout the country via distributorships established by individual companies or "concessions" which handle a variety of brands by volume. Importers/distributors of bottled water, foreign producers and countries of origin are given in Annex I.

### Import Requirements

Imported water does not require a license or permit. However, the importer, distributor, agent or representative must obtain a registration number from the Secretaría de Salud (Ministry of Health):

Dirección General de Control  
Sanitario de Bienes y Servicios  
SECRETARIA DE SALUD  
Donceles No. 39, Piso 1  
Col. Centro  
06010 Mexico, D.F.  
Tel: 510-3999, 512-9283, 521-3050

in order that imported products for human consumption may be marketed in Mexico. Products may be sold with the original labels affixed. However, the importer, distributor, agent or representative must place a sticker on each bottle or package identifying the producer and/or exporter, country of origin, name and address of the importer and the registration number provided by the Ministry of Health.

### Doing Business in Mexico

For the Canadian company or business person who is inexperienced where dealing with Mexico is concerned, the following chapters will indicate some of the aspects that should be carefully considered, in order to achieve any degree of success.

### Foreign Exchange

Mexico does not exercise any controls on the transfer of foreign exchange

Import Duties and VAT

Under the Harmonized System, bottled water is coded thus: 2201.10.01, mineral water; 2201.10.02, carbonated water; both are subject to 30% ad-valorem duty. Simple non-mineral, non-carbonated purified (potable) drinking water is classified as 2201.90.01. In addition to the above, imported drinking water pays about 6% of the invoice price as customs clearance charges, plus 15% value added tax.

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outside the country. Importers are able to freely obtain irrevocable letters of credit, bank drafts, transfers or any other accepted means of payment to cover the costs of goods to be imported. The national banking system is in the process of re-privatization, in an effort to give it more dynamism and efficiency, enabling it to respond to the challenges which Mexico will be facing in a free trade environment in the future.

### Documentation Requirements

Canadian exporters should request detailed instructions from their Mexican customers regarding the documentation requirements that must be met, in order to facilitate as much as possible the clearance through Mexican customs and entry of the goods into the country. Failure to adhere strictly to these requirements can signify fines to the importer, demurrage costs due to delays at the border, and in extreme cases the return of goods to the point of origin. Mexican importers must obtain sanitary and phytosanitary regulations from the respective ministries for food, animal and plant products prior to importing. Usually, copies of such documents accompanying shipping papers will help to facilitate inspection and entry.

Commercial invoices must be prepared in Spanish (original and seven copies) and visaed at the Mexican Embassy or Consulate in Canada. Bills of lading for ocean, rail, road and air shipment are also required. If the invoice is written out in another language, a translation signed by the exporter, consignee or custom broker attached to the invoice will suffice.

Experienced Mexican importers will usually provide the exporter with the name of a custom broker to whom the goods should be consigned, who will take responsibility for forwarding the goods on to destination.

### Quotations and Payment

Unless otherwise indicated by the importer, price quotations should be given in U.S.A. dollars, f.o.b. plant plus transportation, documentation changes, etc; or f.o.b., c.i.f. or c.a.f. Mexican point of entry. The customer is then responsible for obtaining import documentation, payment of duties and transshipment from the border to destination.

Canadian exporters should ensure that their customers are fully informed about their methods and conditions of payment, usually by irrevocable letters of credit. However, some importers prefer to forward payment by bank transfers or drafts because of the reduced costs involved. In any case, Canadian exporters should protect themselves adequately, and ensure that monies are in their banks and available to them against the presentation of shipping documents. As mentioned earlier, foreign exchange is available through the Mexican banking system to cover the cost of imports.

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MEXICAN IMPORTERS/DISTRIBUTORS OF BOTTLED DRINKING WATER

Transportation

Goods moving from Canada to Mexico travel mostly by truck or railcar. These services are provided by Canadian trucking firms or by U.S.A. rail systems which connect with Mexican road and rail systems at major border crossings. Mexican cabs and drivers must be used to haul loads over local highways to destinations inland.

Retail Market

With the relaxation and elimination of certain import barriers since its accession to GATT, Mexico has experienced an increased influx of goods from many nations. Bottled drinking water is no exception. Several brands formerly unknown in Mexico can today be found on supermarket shelves. For any product to gain a niche in this expanding market, it has to be well presented and price competitive. A recent survey taken in several commercial outlets show the differences in bottle sizes and prices currently in effect. At the time of writing the currency exchange equivalent was \$2,985.00 pesos per U.S.A. dollar. Please see Annex II.

Other Contacts

Apart from the companies presently representing the brands being sold in Mexico, there are other processed food importers, representatives or distributors who may be approached to determine if there is any interest in handling bottled drinking water, and their data is given in Annex III. Also included on this list are the names of major supermarket chain store operators.

The list of Mexican bottlers of mineral and purified drinking waters is long. Annex IV provides information on the principal companies, together with the brands under which they market.

Conclusion

This paper attempts to provide useful information to the Canadian company that is interested in exploring its opportunities in the Mexican marketplace. While every effort has been made to include the most up-to-date data, 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 in Mexico City, and the post will do its utmost to provide it, depending on its availability.

CANADIAN EMBASSY  
Commercial Division  
Schiller 529  
Col. Polanco  
11580 Mexico, D.F.  
Tel: (011-525)254-3288  
Telex: 1771191 Answerback DMCNME  
Fax: (011-525)545-1769

Transportation

Goods moving from Canada to Mexico travel mostly by truck or railway. These services are provided by Canadian trucking firms or by U.S.A. rail systems which connect with Mexican road and rail systems at major border crossings. Mexican roads and drivers must be used to haul loads over local highways to destinations inland.

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The list of Mexican bottlers of mineral and purified drinking waters is found in Annex IV providing information on the principal companies, together with the brands under which they market.

Conclusion

This paper attempts to provide useful information to the Canadian company that is interested in exploring its opportunities in the Mexican marketplace. While every effort has been made to include the most up-to-date data, 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 in Mexico City, and the post will do its utmost to provide it, depending on its availability.

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Schiller 539  
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Telex: 170111 KANWACK BCKMEX  
Fax: (011-525) 242-1752

## ANNEX I

MEXICAN IMPORTERS/DISTRIBUTORS OF BOTTLED DRINKING WATER

(Prices in local currency)

BRAND	BOTTLE SIZE	AURRERA (Pctal/lt)	Brand, Producer & Origin	GIGANTE Verdes	LIVERPOOL (Polanco)
G.E.N., S.A. de C.V. Cerrada Primavera No. 15 53000 Naucalpan, Edo. de Mexico Tel: 350-5436			Glacier Western Canada Water Canada	7,350	-
Importaciones y Representaciones Star, S.A. de C.V. Río San Joaquín 724 - 3er Piso Col. 10 de Abril 11250 Mexico, D.F. Tel: 395-6417; Fax: 709-9468			Ambrosia Premium Water Co. U.S.A.	5,850	5,100
ABESA, DE C.V. Melchor Ocampo 193 - E 7 Col. Verónica Anzures 11300 Mexico, D.F.			Fonte Limpia & Pellegrino San Pellegrino SPA Italy	-	5,300
Distribuidora Puig, S.A. Miguel de Cervantes Saavedra 57 Col. Granada 1520 Mexico, D.F. Tel: 531-3551; Fax: 203-3511			Perrier Perrier France	2,100	4,150
Fomento y Representaciones Ultramar Descartes 54 -3 Col. Anzures 11590 Mexico, D.F.			Evian S.A. des Eau Minerales France	4,990	1,990
Howe, S.A. de C.V. Monterrey 365 Col. Roma Sur 06760 Mexico, D.F.			Apolinaris Apolinaris Brunner West Germany	2,250	-
Jaymex de Mexico, S.A. de C.V. Centeno 833-B Col. Granjas Mexico 08400 Mexico, D.F. Fax: 650-0613			Solares Manantiales de Fuencaliente Spain	2,225	-
Gigante, S.A. de C.V. Av. Ejército Nacional 769-A Col. Nueva Granada 11520 Mexico, D.F. Tel: 545-5161, 250-3011 Fax: 250-9171			Fonte S. Moderrano Berceto Parma Spain	1,995	-
			Nevoit/Ares Ltd. Israel	3,950	-

MEXICAN IMPORTERS/DISTRIBUTORS OF BOTTLED DRINKING WATER

Brand, Producer & Origin	Importer/Distributor
Glacier Western Canada Water Canada	G.E.M., S.A. de C.V. Cerrada Primavera No. 15 52000 Naucalpan, Edo. de Mexico Tel: 550-5475
Ambrosia Premium Water Co. U.S.A.	Importaciones y Representaciones Star, S.A. de C.V. Rio San Joaquin 734 - 3er Piso Col. 10 de Abril 1120 Mexico, D.F. Tel: 555-6417; Fax: 502-5465
Fonte Limpia & Pellegrino San Pellegrino SPA Italy	ABBA, DE C.V. Melchor Coampo 193 - 2.º Col. Verdades Anexas 1100 Mexico, D.F.
Perrier Perrier France	Distribuidora Pais, S.A. Miguel de Cervantes Saavedra 57 Col. Granada 1520 Mexico, D.F. Tel: 531-3511; Fax: 503-3511
Evian S.A. des Eaux Minerales France	Fomento y Representaciones Ultramar Descartes 54 3º Col. Anexas 1150 Mexico, D.F.
Apolinaris Apolinaris Brunner West Germany	Hove, S.A. de C.V. Monterrey 365 Col. Roma Sur 06100 Mexico, D.F.
Solares Manantiales de Purocaliente Spain	Trymax de Mexico, S.A. de C.V. Centeno 811-8 Col. Granjas Mexico 06400 Mexico, D.F. Fax: 550-0613
Fonte S. Naboriano Beveto Farm Spain	Edipar, S.A. de C.V. Av. Ejercito Nacional 753-A Col. Nueva Granada 1120 Mexico, D.F. Tel: 555-5161, 550-3011 Fax: 550-9171
Nevoit/Ares Ltd. Israel	

## ANNEX II

RETAIL DISTRIBUTION OF BOTTLED DRINKING WATER IN MEXICO  
(Prices in local currency)

BRAND NAME	BOTTLE SIZE	AURRERA (Satelite)	AURRERA (Echegaray)	COMERCIAL MEXICANA	GIGANTE (L. Verdes)	LIVERPOOL (Polanco)
Ambrosia	2.5 gals.	20,520	-	-	-	-
Ambrosia	1 gal.	7,440	7,400	-	7,350	-
Perrier	200 ml.	-	2,500	-	-	-
Perrier	750 ml.	5,820	4,990	-	-	-
Apolinaris	1 lt.	-	-	-	5,850	5,100
Fonte Limpia	1.5 lt.	4,890	-	-	-	5,300
Fonte Limpia	920 cl.	-	-	-	-	4,050
Pellegrino	250 ml.	-	-	-	-	2,900
Pellegrino	1.5 lt.	-	-	-	-	4,150
Evian	330 ml.	-	-	-	2,100	1,990
Evian	1.5 lt.	-	-	4,930	4,990	-
Glacier	1.5 lt.	3,980	-	-	-	-
Osmopura	1.5 lt.	1,890	1,800	-	-	-
Tehuacan	1.5 lt.	-	1,950	-	-	-
Alpura	1 lt.	-	1,300	-	-	-
Electropura	1.5 lt.	1,790	1,790	-	2,250	-
Agua Carrera	1.5 lt.	-	-	-	2,225	-
Solares	25 cl. (6 pack)	-	-	-	12,150	-
Solares	25 cl. (6 pack)	-	-	-	15,300	-
F. Moderrano	500 ml.	-	-	-	1,995	-
Nevoit	1.5 lt.	-	-	-	3,950	-

Naya and Roman Springs brands from Canada are also sold in Mexico, but they were not available in the establishments surveyed.

ANNEX II

RETAIL DISTRIBUTION OF BOTTLED DRINKING WATER IN MEXICO  
(Prices in local currency)

BRAND NAME	BOTTLE SIZE	AURRERA (Galate)	AURRERA (Echegaray)	COMERCIAL MEXICANA	GIGANTE (L. Verde)	LIVERPOOL (Polanco)
Ambrosia	2.5 gals.	20,820	-	-	-	-
Ambrosia	1 gal.	7,440	7,400	-	7,250	-
Perrier	200 ml.	-	2,500	-	-	-
Perrier	750 ml.	5,820	4,980	-	-	-
Apolinaris	1 lt.	-	-	-	5,850	5,100
Ponte Limón	1.5 lt.	4,820	-	-	-	5,300
Ponte Limón	920 cl.	-	-	-	-	4,050
Willeschlag	250 ml.	-	-	-	-	2,900
Pellegrino	1.5 lt.	-	-	-	-	4,150
Evian	330 ml.	-	-	-	2,100	1,950
Evian	1.5 lt.	-	-	4,920	4,920	-
Glacier	1.5 lt.	3,980	-	-	-	-
Ganopura	1.5 lt.	1,820	1,800	-	-	-
Tehuacan	1.5 lt.	-	1,950	-	-	-
Alpura	1 lt.	-	1,300	-	-	-
Electropura	1.5 lt.	1,750	1,720	-	2,250	-
Agua Carreta	1.5 lt.	-	-	-	2,225	-
Solares	25 cl. (6 pack)	-	-	-	12,150	-
Solares	25 cl. (8 pack)	-	-	-	15,300	-
P. Modestino	500 ml.	-	-	-	1,925	-
Nevoit	1.5 lt.	-	-	-	2,920	-

Only and Roman Springs brands from Canada are also sold in Mexico, but they were not available in the establishments surveyed.

ANNEX III

MEXICAN IMPORTERS, DISTRIBUTORS, REPRESENTATIVES  
& RETAIL OUTLETS FOR PROCESSED FOODS AND BEVERAGES

PETRO CORPORATION INTERNATIONAL  
Calle 5 No. 24-F  
San Bartolo Naucalpan, Edo. de México  
Tel: 360-0231, 360-1082  
Fax: 562-9017

Sr. Isaac Cojab  
SUPER IMPORTADO  
Cofre de Perote 244-B  
Lomas de Chapultepec  
11000 México, D.F.  
Tel: 202-4127

Lic. Alejandro Benito  
DONI DOMAS  
Homero 1804, 13vo. Piso  
Col. Los Morales-Polanco  
11510 México, D.F.  
Tel: 557-7200, Ext. 100

Sr. Enrique Chávez Ponce  
G.I. URBI, S.A. DE C.V.  
Lafayette 14  
Col. Anzures  
11590 México, D.F.  
Tel: 254-1803

Sr. Francisco Rivera Duarte  
CIA. EUROLATINA DE COMERCIO, S.A. DE C.V.  
Anatole France 27  
Col. Polanco-Reforma  
11550 México, D.F.  
Tel: 570-6659, 570-6679

Sr. Pablo Oria  
INDUSTRIAL SIDRERA, S.A.  
Paseo Jacarandas 328, Altos  
Col. Sta. María Insurgentes  
06430 México, D.F.  
Tel: 547-9336, 547-9337  
Fax: 541-0557

Mr. Luis Martín Rivera  
IMPORTADORA Y DISTRIBUIDORA UCERO, S.A. DE C.V.  
Fuerza Aérea Mexicana No. 128  
Col. Federal  
15700 México, D.F.  
Tel: 762-7055, 762-8543

MEXICAN IMPORTERS, DISTRIBUTORS, REPRESENTATIVES  
& RETAIL OUTLETS FOR PROCESSED FOODS AND BEVERAGES

PETRO CORPORATION INTERNATIONAL  
Calle 25 No. 24-F  
San Bartolo Hualcapan, Edo. de Mexico  
Tel: 560-0231, 560-1081  
Fax: 561-2017

Dr. Isaac Rojas  
SUPER IMPORTADO  
Calle de Lerdo 244-B  
Lomas de Chapultepec  
11000 Mexico, D.F.  
Tel: 503-4117

Dic. Alejandro Benito  
DON DOMAS  
Hoyos 1804, 13vo. Piso  
Col. Los Morales-Polanco  
11210 Mexico, D.F.  
Tel: 527-7200, Ext. 100

Dr. Enrique Chavez Ponce  
S.L. USST, S.A. DE C.V.  
Lafayette 11  
Col. Anasas  
11250 Mexico, D.F.  
Tel: 554-1802

Dr. Francisco Rivera Duarte  
CIA. EUROLATINA DE COMERCIO, S.A. DE C.V.  
Anacleto Franco 27  
Col. Polanco-Relomas  
11250 Mexico, D.F.  
Tel: 570-5622, 570-5619

Dr. Fabio Ortiz  
INDUSTRIAL SIDERIA, S.A.  
Pasco Jacarandas 228, Aliso  
Col. Sta. Maria Insurgentes  
06430 Mexico, D.F.  
Tel: 547-0326, 547-0327  
Fax: 541-0827

Mr. Luis Martin Rivera  
IMPORTADORA Y DISTRIBUIDORA NEGRO, S.A. DE C.V.  
Fuerza Armada Mexicana No. 128  
Col. Pedernales  
12100 Mexico, D.F.  
Tel: 761-7052, 761-8543



Sr. Vicente Ariztegui  
FIMEXPO, S.A. DE C.V.  
Plaza Necáxa No. 2 -2  
Col. Cuauhtémoc  
06500 México, D.F.  
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Sr. Alfredo Chávez  
COMERCIALIZACION IMPORTACION-EXPORTACION,  
S.A. DE C.V.  
Comté No. 135  
Col. Anzures  
11590 México, D.F.

Sr. Sabetay Arguete  
ALIMENTOS LAIMA, S.A.  
(Grupo Cosmos)  
Ayuntamiento No. 13  
Col. Centro  
06030 México, D.F.  
Tel: 521-7019, 521-6351, 512-4957  
Fax: 518-3882

Sr. Indalecio Fernández  
Sales Manager  
DISTRIBUIDORA PUIG, S.A.  
Miguel de Cervantes Saavedra No. 57  
Col. Granada  
11520 México, D.F.  
Tel: 531-2266, 531-3515, 531-3516, 531-3517  
Fax: 203-3511

Sr. Antún Suic  
COMERCIALIZADORA MEXICANA TOMI, S.A. DE C.V.  
Barranca del Muerto 525, 3er. Piso  
Esg. Otoño  
Col. Merced Gómez  
03930 México, D.F.  
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EL PUERTO DE BEIRUT, S.A. DE C.V.  
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FINEXPO, S.A. DE C.V.  
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Col. Cuauhtémoc  
06500 México, D.F.  
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ST. ALBERTO CHAVEZ  
COMERCIALIZACION IMPORTACION-EXPORTACION,  
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Col. Anáhuac  
11500 México, D.F.

ST. SABIDOY ALONSO  
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(Grupo Cosmos)  
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Col. Centro  
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Fax: 518-3883

ST. INDIECTO FERNANDEZ  
SALES HANAGER  
DISTRIBUIDORA FUD, S.A.  
Miguel de Cervantes Saavedra No. 57  
Col. Granada  
11500 México, D.F.  
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Fax: 503-2511

ST. ANDRÉS SUIZ  
COMERCIALIZADORA MEXICANA TOMI, S.A. DE C.V.  
Barranca del Muerto 515, 3er. Piso  
Esp. Ocho  
Col. Mexico Gómez  
03500 México, D.F.  
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ST. MARIE LARUE  
General Director  
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Fax: 277-6521

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 Fax: 531-3028  
 Telex: 1761157  
 Sr. David Cherem

Sr. Elías A. de Lima  
 Av. Juárez No. 127 -10  
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 Sr. Enrique Ponce/Sr. Ramón Irastorza  
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 ALMACENES AURRERA, S.A. DE C.V.  
 Presidente Masaryk 111, 8vo. Piso  
 11560 México, D.F.  
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04100 Mexico, D.F.  
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Sr. Rubén Saldaña  
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Fax: 528-2442

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Presidente Horta 111, 8vo. Piso  
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Tel: 552-4011 ext. 3630  
Fax: 551-9007

## ANNEX IV

### MEXICAN BOTTLERS OF MINERAL AND PURIFIED DRINKING WATER

#### MINERAL WATER

**AGUAS MINERALES DE COYAME, S.A.**

Carr. Costera del Golfo Esq. Jaime Nuno  
Tels. (91-294) 300-80 y 300-83  
Catemaco, Ver.  
Agua mineral COYAME

**ARTICULOS MUNDET PARA EMBOTELLADORES, S.A.**

Sabino No. 329  
Tels. 541-32-40 y 547-90-09  
Col. Sta. Ma. La Ribera  
06400 México, D.F.  
Sidal MUNDET y otros refrescos

**BALNEARIO Y MANANTIALES DE LOURDES, S.A. DE C.V.**

Francisco Zarco No. 389  
Tels. (91-48) 12-31-32, 12-63-13 y 14-06-05  
San Luis Potosí, S.L.P.  
Aguas minerales AGUAS DE LOURDES

**CARTA BLANCA DE CD. JUAREZ, S.A.**

Henry Dunant No. 5155  
Tels. (91-16) 16-73-01 al 03  
Col. Progresistas  
Cd. Juárez, Chih.  
Agua mineral PEÑAFIEL

**CASA GUAJARDO, S.A.**

Av. Universidad Norte No. 3671  
Tel. (91-83) 51-52-05  
Fax. (91-83) 31-32-68  
Monterrey, N.L.  
Agua mineral LA FUENTE

**CERVEZA CORONA DE GUADALAJARA, S.A. DE C.V.**

Ruiz de Alarcón No. 657 esq. Mariano Otero  
Tels. (91-36) 22-93-93 y 22-90-80  
Guadalajara, Jal.  
Agua mineral TEHUACAN y GARCÍ-CRESPO

**CERVEZAS Y REFRESCOS DE JALAPA, S.A. DE C.V.**

Av. Lázaro Cárdenas No. 521  
Tels. (91-281) 422-11 y 522-11  
Xalapa, Ver.  
Agua mineral PEÑAFIEL

**CODICOME DEL CENTRO, S.A. DE C.V.**

Diagonal 14 Pte. No. 3324  
Tels. (91-22) 48-04-44 y 48-02-19  
Col. Villa San Alejandro  
Puebla, Pue.  
Agua mineral PEÑAFIEL

**COMERCIAL CHAVEZ GONZALEZ, S.A.**

Paseo Bolívar No. 718-A  
Tels. (91-14) 15-33-89 y 16-65-55  
Fax. (91-14) 15-28-98  
Chihuahua, Chih.  
Agua mineral PEÑAFIEL

**COMERDIS DE OCCIDENTE, S.A. DE C.V.**

Petróleos Mexicanos No. 503  
Tels. (91-491) 452-18, 454-93  
455-44 y 452-27  
Aguascalientes, Ags.  
Agua mineral PEÑAFIEL

**CIA. TOPO-CHICO, S.A.**

Salinas No. 1417  
Tel. (91-83) 76-90-00  
Col. Topo Chico  
64260 Monterrey, N.L.  
Embotelladores de agua mineral TOPO CHICO

**DISTRIBUIDORA DE XALAPA, S.A. DE C.V.**

Av. Lázaro Cárdenas y Rafael Valenzuela  
Tels. (91-281) 517-23, 511-88 y 517-77  
Col. Rafael Lucio  
Xalapa, Ver.  
Agua mineral de tehuacán GARCÍ-CRESPO

**DISTRIBUIDORA PEÑAFIEL, S.A.**

Norte 31-A No. 60  
Tel. 587-10-22  
Col. Nva. Industrial Vallejo  
07700 México, D.F.

**DISTRIBUIDORA SABE, S.A.**

Priv. Citlaltépetl No. 2306  
Tel. (91-22) 40-16-43  
Col. Volcanes  
72090 Puebla, Pue.  
Agua mineral de manantial ETIQUETA AZUL

**EMBOTELLADORA AGUASCALIENTES, S.A.**

Av. de la Convención de 1914 Sur No. 1102  
Tel. (91-491) 544-88  
Aguascalientes, Ags.  
Agua mineral de tehuacán EL RIEGO

**EMBOTELLADORA GARCÍ-CRESPO, S.A.**

Campos Eliseos No. 345-14o. Piso  
Tels. 202-30-52 y 259-17-68  
Col. Chapultepec Polanco  
11560 México, D.F.  
Embotelladores de agua mineral gasificada y natural, de sabor y kina.

**EXTRACTORA Y EMBOTELLADORA DE AGUAS MINERALES, S.A. DE C.V.**

Carr. Zapopan-Tesistán Km. 2.5  
Tels. (91-36) 21-87-75, 22-46-59 y 47-40-43  
45200 Tesistán, Jal.  
Agua mineral PEÑAFIEL

**PRODUCTOS BALSECA, S.A.**

Calz. Adolfo L. Mateos s/n  
Km. 2.5  
Tels. (91-238) 208-82, 201-82 y 202-82  
Apdo. Postal 5  
75700 Tehuacán, Pue.  
Agua mineral BALSECA

**EMBOTELLADORA LA FAVORITA, S.A.**

Av. Vallarta No. 3300  
Tels. (91-36) 16-62-10, 16-62-11 y 16-62-19  
Guadalajara, Jal.  
Agua mineral de tehuacán EL GRIEGO

**EMBOTELLADORA SAN LUIS, S.A.**

Glorieta Juárez Lado Ote.  
Tel. (91-48) 18-16-33  
San Luis Potosí, S.L.P.  
Agua mineral TOPO CHICO

MEXICAN BOTTLERS OF MINERAL AND PURIFIED DRINKING WATER

MINERAL WATER

EXTRACTORA Y EMBOTELLADORA DE AGUAS MINERALES S.A. DE C.V. Car. Zapopan-Tecamac Km. 25 Tel: (81-36) 21 63 22 45 55 y 43 40 43 45200 Tecamac Jal. Agua mineral PERARIEL

PRODUCTOS BAJSECA S.A. Car. Adolfo Madero S.N. Km. 25 Tel: (81-58) 208-83, 207-82 y 202-83 Agua Postal S. 25700 Tehuacan Jal. Agua mineral BAJSECA

EMBOTELLADORA LA FAVORITA S.A. Av. Villares No. 2300 Tel: (81-36) 16 82 10, 16 83 11 y 16 83 12 Guadalupe Jal. Agua mineral de refresco EL GRISO

EMBOTELLADORA SAN LUIS S.A. Glorieta Juárez Lado Oco Tel: (81-48) 18-18 33 San Luis Potosí S.L.P. Agua mineral TOPO CHICO

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