



Fernandez & Sotelo S.A. de C.V.

WHO ARE WE

Grupo Fernandez & Sotelo was consolidated in 2009 as a leading consortium of companies that commercialize consumer products in Mexico, bringing since then the basic consumer products to the main clients of the organized channel, convenience, grocery wholesale and wholesale of sweets, chocolates and candies.

MISSION

To develop and commercialize products that satisfy the needs of our customers and consumers, that meet the profitability expectations of our associates and commission agents.

VISION

To be market leaders through the recognition by our commission agents, associates, clients, and consumers as the best purchase option in each product and brand within the segment in which we participate.

HOW WE DO IT

Our all-around management includes the following services:

- Warehousing and storage.
- Freight transportation for direct delivery to customers.
- Sales management.
- Collection for deposit, direct to the banking accounts of the manufacturer, our strategic partner.
- Business Plans.
- Marketing Plans.
- Supervision at sales points.
- Supervision of the agencies hired for Market Research, Advertising, Promotion point of sale, demo personnel, BTL campaigns, etc.
- Paperwork for certification of legal texts, labels and bar codes.

WHERE ARE WE LOCATED

Mexico City, MEXICO.



Fernandez & Sotelo S.A. de C.V.

With nationwide operations, through our strategic partners, commission agents and distributors.

OUR COMMISSION AGENTS AND DISTRIBUTORS

Grupo Fernandez & Sotelo is formed by salesmen, promoters, commission agents and leading regional distributors in the channels of organized sales, convenience, grocery wholesale and wholesale of candies, chocolates and sweets, whose distribution and sales operations are carried out throughout the national territory.

COMMERCIALIZED PRODUCTS

Among others, we have introduced in Mexico:

- ◊ *Barilla*, Italian multinational food company. It is the largest pasta producer in the world.
- ◊ *Perrier*, a French brand of bottled natural mineral water captured at the source of Vergèze. Perrier is known for its carbonation and its characteristic green bottle.
- ◊ *Heineken*, Heineken Lager, or simply Heineken, is a pale lager beer with 5% alcohol by volume produced by the Dutch brewing company Heineken N.V. Heineken beer is sold in a green bottle with a red star.
- ◊ *Heinz*, o H. J. Heinz Company, is an American food processing company headquartered at One PPG Place in Pittsburgh, Pennsylvania. The company was founded by Henry J. Heinz in 1869. Heinz manufactures thousands of food products in plants located on six continents and markets them in more than 200 countries and territories.

We currently commercialize:

- ◊ The product portfolio under the *Dulces de la Rosa* brand, the artisanal candy manufacturing company in Mexico. The product portfolio includes: Marzipan, chocolates, gums, peanuts, chewing gum, hard candies, soft candies, lollipops, tamarinds and chocolates.