



MEXICO
natural
FACTORY

®

The best of the best

AGRO - FOOD AND BEVERAGES CATALOG

November 2023



MEXICAN FLAVOURS



In 2010, UNESCO recognized Mexican gastronomy as an intangible heritage of humanity. It was time to put to practice all I had learned in my 18 year career with Bancomext and ProMexico. Great institutions than helped mold me, giving me the ability to find my purpose in executing national projects that can be replicable and scalable internationally.

With a clear and accurate vision of what I wanted to achieve, and now with 13 years of entrepreneurship, I present Mexican Flavours, the commercial platform that consolidates the concept of Mexican foods producend mainly, sharing the authentuc flavours, the natural, organic and plant based products.

Mexican Flavours offers our clientell, (hotels, supermakets, chefs, restaurants, cruise ships, and food distributors) a unique shopping experience with services, product diversity, food safety, and year-round supply.

with more than 180 suppliers, Mexican Flavours is meeting its objective. Fortunately, the international demand is greater so, we continue our search for new suppliers to reach new markets.

I end, by giving special recognition to our entire team that has made this dream possibly, My working group, government officials, entities of private sector, academy, hotels, producers, my family, my children and mainly my Heavenly Father that allows me to be his instrument to lead and serve in this great purpose. Showing the wealth of Mexico, exporting with a Cause.

Thank you

+ 1 830 252 9114

+ 52 5510690990

grace@mexicanflavours.com

www.mexicanflavours.com



The best of the best

Dear friends

Thank you for participating in the first edition of the **"MEXICO NATURAL FACTORY"** Catalog.

We appreciate the visitors of the site www.mexiconaturalfactory.com.mx to review the products and let us know how best we may assist you all.

Let us know your comments, the virtual catalog is open for new companies to be participating, so if this time you did not find the product you are looking for, come back again we may have it a few weeks from today.

We also invite you to see the dates of our new catalogs, please subscribe to receive them.

It is our pleasure to be with you.

Thank you.

JORGE LÓPEZ MORTON

Director Mexico Natural Factory

contactomnf@mexiconaturalfactory.com.mx



Letter from the Editor

Welcome to the first edition of the Agro - Food and Beverages Catalog by Mexico Natural Factory.

The goal of creating a catalog of Mexican products is to promote different Mexican businesses (small, medium, and large) on five continents. Each business has its own line of brands and distinct products, however the common denominator is their willingness to participate in the global market.

Mexico is a country that produces many varieties of agricultural food products, but it is also a country where business owners have added value to their agricultural products since Mexico has a variety of canned products that can travel long distances and have a long shelf life.

Mexico's territory is vast, bathed by two oceans on each side. The Atlantic and Pacific bring us closer to the markets in Europe, Africa, the Middle East, and Southeast Asia. We also have the longest border in the world to our north with the United States of America to whom we export 85% of our products and to our south we border Central America.

Market diversification is one of the Mexican business sector's goals and we observe with interest the number of airline routes that have opened up to markets in Asia, Turkey, and the Middle East. These markets have motivated Mexican businesses to seek a higher number of maritime routes for freight to reach these markets.

Mexico is also seeking Halal certification to more easily access important growing Islamic markets which make up nearly a forth of the global population. Mexican businesses seek to enter this emerging market, which is why this topic is of importance.

Mexico is a great producer of spices, coffee, tea, cacao, and bananas that are produced principally in the states of Tabasco and Chiapas. Historically these states have not been part of international trade lack of infrastructure did not make it economically viable. However, advances in rail transportation will allow these high quality products to be available to international markets.

Dear friends, as you explore the catalog, you will see a small sample of the Mexican businesses that are committed to the export of their products. We will have a printed and a digital catalog, the digital version will be continually updated as new businesses are added. For that reason, we invite you to frequently visit our digital catalog at our website:

www.mexiconaturalfactory.com.mx

Please send us your comments in regards to other products that interest you so that we can continue to add to our catalog. You will also find the catalogs that we have scheduled for release in 2024.

THANK YOU FOR VISITING AND FOLLOWING US

Sincerely

JORGE LÓPEZ MORTON

CEO Astil SA DE CV

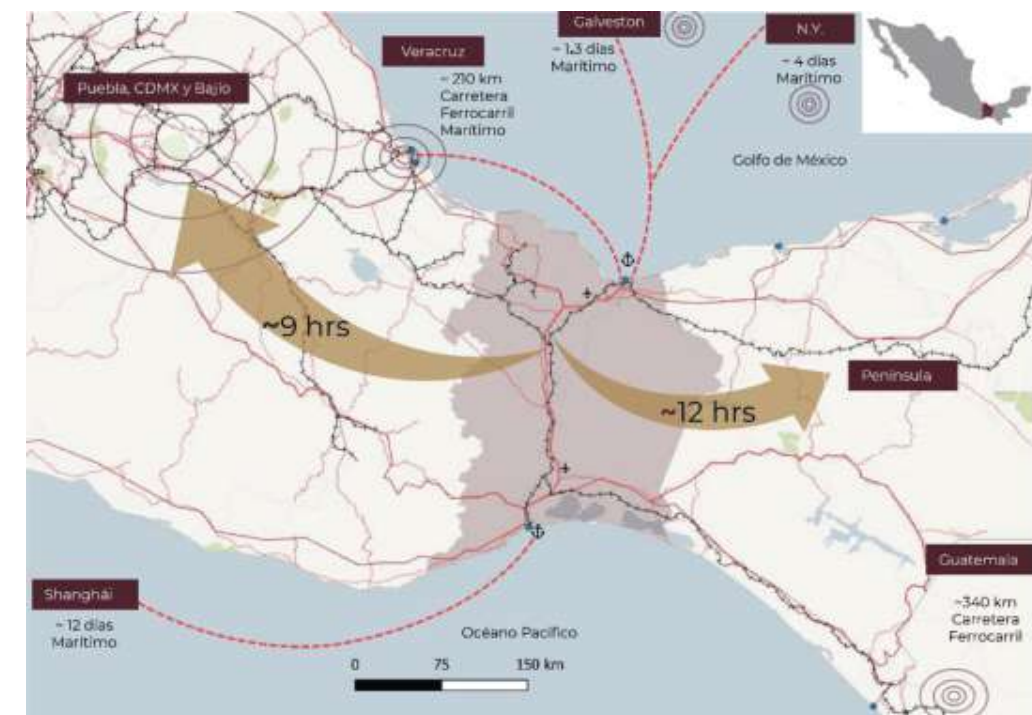
The Interoceanic Corridor in Mexico

The Interoceanic Corridor of Isthmus de Tehuantepec: A New Opportunity for Nearshoring and International Business

Historically, in the world there have existed projects that by their scale and potential have determined the destiny of communities, regions, and nations. In Mexico, without a doubt, the Interoceanic Corridor of Isthmus de Tehuantepec is destined to be one of these.

The region of Isthmus de Tehuantepec has been an object of study, plans, and programs for many years. The construction of the ports of Coatzacoalcos in Veracruz and Salina Cruz in Oaxaca, did the construction of transcontinental and regional railways at the beginning of the 20 th century, seeks to improve regional development, however the competition of the Panama Canal inhibits such growth.

Decades of planning that did not receive substantial investment, coupled with the reduction of capacity for production of hydrocarbon materials, left the south and southeast of Mexico lagging behind the rest of the country. However, in this current Presidential administration, necessary steps have been taken in terms of budget, programs, and institutional support to develop strong investments in the region, the effects of which will undoubtedly multiply in the years to come.



This impact, combined with an international climate which tends toward regionalization of valuable chains and the recent subscription to the T-MEC, creates a wave of redistribution of investments in our country. It has not gone unnoticed that the effect that climate change has on international trade routes, such as the Panama Canal, where lower levels of rainfall have led to limits on the size and number of vessels that can cross daily.

The Interoceanic Corridor in Mexico

In this context, we note the federal government’s Isthmus de Tehuantepec Interoceanic Corridor project, which due to its magnitude, forms part of the National Development Plan. It has become part of the Regional Development Plan (the Program to Develop the Isthmus de Tehuantepec) in addition to having been designated as one of the administration’s Priority Projects.

With the goal of achieving said regional development, the project establishes strategies, objectives, and actions of multiple scopes, taking advantage of the ithmus’ strategic position, its abundant hydronic, agricultural, and mineral resources, in addition to its human talent. Additionally, a decentralized public organism was created, the Isthmus de Tehuantepec Interoceanic Corridor, which forms part of the Navy.

One of the principal factors for the region’s competitiveness is its infrastructure, which in the last four years has been renovated, modernized, and expanded. This represents an enormous advantage for the business sector since it requires efficient and fast transportation systems connected to national and international markets.



Undoubtedly, the train is the most important component, which in fact the president has dubbed the “spinal cord of the Interoceanic Corridor”. Its principal railway is the transystem (Line Z) which connects the Gulf of Mexico with the Pacific Ocean, connecting the ports of Coatzacoalcos y Salina Cruz.

To increase its volume capacity, the government has invested more than \$120,000,000,000 pesos in multiple projects. For example, the rails, ballasts, and sleeper cars have all been renovated on more tan 200km of track. Additionally, they have repaired and built bridges, purchased locomotives, train cars, equipment, and built passenger stations. Thanks to this, in December of 2023, one of the most important lines of the FIT will be inaugurated.

On the other hand, in both the ports of Coatzacoalcos and Salina Cruz, **they have extended, aligned, or built docks and provided highway and rail access.** They have built warehouses and have dredged where needed.

The Interoceanic Corridor in Mexico

Additionally, there is currently litigation underway for the development and operation of a new Multi-Use Terminal in each port with the additional goal of completing two Special Container Terminals (TEC) within five years. Due to its infrastructure and depth, the new TEC in Salinas Cruz aspires to become an international hub.

The above would not be possible without regular maritime routes, both deep sea and coastal, which both ASIPONAS already have. In the case of Salina Cruz, there are maritime services to Mazatlán, as well as the ability to transport to Lázaro Cárdenas and Manzanillo. In Coatzacoalcos, they offer cargo service to Alabama and Florida. Additionally, considering the conditions of the international maritime system, such as the assertiveness of the Maritime Secretary on the current environment, it is expected that there will be a rapid expansion of both regional and international maritime routes.

Additionally, it is important to highlight the work that is currently being done on two other railways. There is one rail line that goes from Coatzacoalcos to Palenque, Chiapas where it connects with the Mayan Train. This project has advanced quickly and could be ready within a few months. **They have also begun work to renovate more than 450km of a railway that connects Ciudad Ixtepec, Oaxaca with Ciudad Hidalgo, Chiapas, which would be an important branch to the Chiapas Port. And, to top it off,** they are currently in the planning stages for a railway to connect Ramón Ayala with the port of Dos Bocas.

The above emphasizes that the Interoceanic Corridor will not only include the isthmus region of Veracruz and Oaxaca, but rather will expand, at the instruction of the President, to include the states of Tabasco and Chiapas. For that reason, the project actually encompasses four ports, four railways, a regional airport system of seven airports, and thousands of kilometers of highways in the four states.

In terms of highways, the most relevant is the trans-system (MEX-185) which the government has worked to improve, widen, and maintain in recent years. Additionally, there is a highway connecting Coatzacoalcos to Acayucan and from Salina Cruz to Ixtepec which connect the states of the region, including the new highway from Mitla to Tehuantepec. Apart from the transportation infrastructure, there have also been considerable investments in the energy and telecommunication sectors, for which there are also currently pipeline projects from Tuxpan to Coatzacoalcos, which will expand the amount of electricity generated in the region via a new plant in the city of Coatzacoalcos.

There are also projects underway to install ducts for fiberoptic cable along the Z line, which will provide a robust system of telecommunication at the interoceanic and regional levels.

All of these strategic infrastructure components of CIIT (logistics, transportation, energy, telecommunications) will be complimented via a new, productive system of infrastructure or a new industrial platform that will initially consist of 10 areas focused on attracting of investors, potential for productive activities, and incorporation of small and medium businesses in the region designated the Pillars of Development for Well-being, or PODEBI.

To accomplish this, the government took many actions to incorporate the plan within the CIIT, **and in 2023, they officially declared the Pillars and defined their priority tasks.** The PODEBI will be located in the cities of Coatzacoalcos, Texistepec, and San Juan Evangelista in the state of Veracruz as well as in the municipalities of Salina Cruz, San Blas Atempa, Santa María Mixtequilla, Asunción Ixtaltepec, Ciudad Ixtepec and Matías Romero in Oaxaca.

The Interoceanic Corridor in Mexico

For its development, the CIIT is able to effectively manage the litigation process with the objective of awarding short-term concessions (two years) for its use, advantage, and exploitation with the possibility of returning the land to the government at the end of said period. Additionally, to increase its competitiveness, they have established **fiscal incentives at the three levels of government, including the reduction of ISR and of IVA, immediate depreciation**, as discounts on taxes and rights for both entities.

Given the above, in a short amount of time, the benefits of the project will be observable. The new industrial platform will attract investors, substantially expand the industrial base in the Isthmus of Tehuantepec, increase the level of transformation of manufacturing, and generate thousands of jobs. Therefore, taking advantage of the new logistical platform capacities, there will begin an accelerated growth of cargo transport (principally containers) and of passengers, as well as the activities of foreign commerce in the two ports, among other impacts.



In sum, with the Interoceanic Corridor project, not only will the Isthmus of Tehuantepec be transformed, but it represents the beginning of a new era in the south-southeast region and, with it, a new era for our country.

LIC. CARLOS SEDANO RODRÍGUEZ

Chief of promotion and development of Corredor Interoceanico,
Ministry of economics, Mexico

Quality and Food Safety

Culture of Quality and Food Safety. A Challenge for Food Businesses.

General Manager, Grupo Delcen Management Systems Certifications S de R L de CV

A new reality is impacting the food industry that has to do with absence, omission, little understanding or low priority that we give to human behavior instead of work. On occasions we ask ourselves “why are the people who we hire, train, and assure that they have a clear understanding of their roles and responsibilities behaving in a way that affects our operations, processes and products? Generating economic losses and, in some case, elevating the risk of affecting the trust of clients and consumers due to generating faults in our products that never should have happened in the first place?”

Introduction to the culture of Quality and Food Safety

The culture of quality and food safety has been a stand out topic over the last few years in the food industry at the global level. Consider that more than two decades have passed since the global initiative for food safety (or GFSI by its initials in English), sought to raise the bar for food safety and more than three decades have passed since the **FAO and the Food Standards Code recommended the adoption of the HACCP or APPCC methodology** which implied the analysis of dangers and critical control points that today are required rules practically in every country on earth. Nevertheless, given the multiple failures and cases of crisis in food sectors with effects on the consumer, we must reflect on human behavior and the behaviors of those who work in food processing, which implies a large effort to expand the conversation about the culture of food safety in organizations at each stage of the supply chain.

As the World Health Organization (WHO) mentions, consuming contaminated food has led to 600 million people to become sick, nearly one of every 10 people in the world, and causes 420,000 deaths each year, a loss of 33 million years of healthy life.

The Food Standards Code and the FAO highlight that all people have the right to consume products that are safe and healthy, in addition to having physical and economic access to foods in adequate quantities and quality **to the end of living a healthy and active life.**

Each day more businesses incorporate systems of food standards that align with the guidelines of the GFSI, however, lamentable situations continue to occur.

The author Frank Yiannas, a hallmark of the industry on a global level, shares in his book, **“Creating a Behavior-Based Food Safety Management System”** a reflection about the true cause of the failures. It is common that the immediate causes is identified, for example, a defective design, a user error, or an inadequate training. If analyzed more closely, we will likely see that the true cause is accompanied by a culture of insufficiency. It is for that reason that the necessity arises to strengthen the conduct and behavior of the people who handle food products at every stage of the supply chain. Very interesting, don’t you think?

In theory, we understand that a strong culture of food safety assures that people act in an instinctive manner for the care of food products. For that reason, it is important that we understand, what is behavior?

Quality and Food Safety

“It refers to the manner in which a person acts or manifests in response to stimulus or specific situations. It is the form in which someone behaves, interacts with others, makes decisions, and acts. The behavior can be observed, measured, and analyzed to better understand the motivations intentions, and answers of an individual or group.”

Therefore, we can understand the definition of culture of food safety as defined by GFSI as “shared values, beliefs, and norms which affect the way of thinking and behavior with relation to food safety throughout the organization.”

A fundamental key for success in developing a culture of quality and food safety is the contribution of the management and operational leadership, applying the principals of integrity and responsibility.

Emphasis on culture

The culture of quality and food safety originated in regards to risk. It refers to the form in which a society or organization establishes and promotes practices and attitudes that assure the prevention of food-borne health risks.

The concept ha been developed by international organizations, governments, institutions, and businesses to the end of creating consciousness about the importance of guaranteeing food safety for all consumers.

Some of the principal influences on the promotion of quality and food safety are:

- Food Safety Code version 2020
- FDA: New era of Smarter Food Safety
- BSI PAS 320:2023
- Position of the GFSI

Governments and international organizations have developed stricter norms and regulations to guarantee quality and food safety.

We see the below examples in different parts of the world:

- FAO: Food Safety Code

Basic principles of food safety hygiene version 2020:

- Commitment from upper management to foster a culture of food safety based on human behavior
- Organizations must consider the dangers to foods as a result of human behavior
- Will foster the environment to change behaviors
- Repetitious micro teachings to foster behaviors

Quality and Food Safety

“It refers to the manner in which a person acts or manifests in response to stimulus or specific situations. It is the form in which someone behaves, interacts with others, makes decisions, and acts. The behavior can be observed, measured, and analyzed to better understand the motivations intentions, and answers of an individual or group.”

Therefore, we can understand the definition of culture of food safety as defined by GFSI as “shared values, beliefs, and norms which affect the way of thinking and behavior with relation to food safety throughout the organization.”

A fundamental key for success in developing a culture of quality and food safety is the contribution of the management and operational leadership, applying the principals of integrity and responsibility.

Emphasis on culture

The culture of quality and food safety originated in regards to risk. It refers to the form in which a society or organization establishes and promotes practices and attitudes that assure the prevention of food-borne health risks.

The concept ha been developed by international organizations, governments, institutions, and businesses to the end of creating consciousness about the importance of guaranteeing food safety for all consumers.

Some of the principal influences on the promotion of quality and food safety are:

- Food Safety Code version 2020
- FDA: New era of Smarter Food Safety
- BSI PAS 320:2023
- Position of the GFSI

Governments and international organizations have developed stricter norms and regulations to guarantee quality and food safety.

We see the below examples in different parts of the world:

FAO: Food Safety Code	Basic principles of food safety hygiene version 2020	<ul style="list-style-type: none">■ Commitment from upper management to foster a culture of food safety based on human behavior■ Organizations must consider the dangers to foods as a result of human behavior■ Will foster the environment to change behaviors■ Repetitious micro teachings to foster behaviors
United States	New Era of Smarter Food Safety Blueprint	<ul style="list-style-type: none">■ Assures the commitment of government agencies, consumers, and businesses■ Improves the focus on behaviors related to food safety
European Union	Rule (CE) #852/2004-CHAPTER XI bis	<ul style="list-style-type: none">■ Committed management■ Appropriate behaviors■ Effective communication
Chile	Create a system to generate food safety based on behavior	<ul style="list-style-type: none">■ Leadership of upper management■ Trust on the behalf of all of the employees■ Management shows clear and visible leadership■ Responsibility at all levels■ Share knowledge and information
Australia, New Zealand Chile	Food Standards – Food Safety Culture	<ul style="list-style-type: none">■ Strong leadership■ Committed managers■ Commitment from all employees■ Appropriate behaviors■ Continuous improvement





Quality and Food Safety

The FAO affirms:

“The strengthening of the food safety systems will allow countries to take measures to reduce the number of food-borne illnesses.”

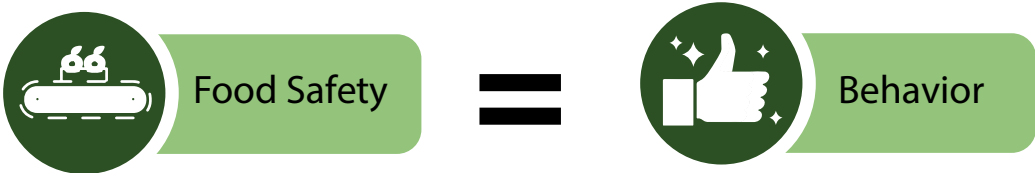
The Food Safety Code seeks that organizations base their processes on risk analysis which will allow them to **prevent, control, and diminish the dangers inherent in food and its processing**. Additionally, they can prevent the introduction of dangers that originate in processing.

To achieve the above, the Food Safety Code indicates what should be developed by upper management, which should be communicated to all of the employees. Commitment to food safety carried out through actions will allow for the development of a culture of food safety in the organization. The actions are:

-  Leadership appropriately orients and involves all employees in the practice of food safety.
-  Resources (trainings, teams, employees, etc).
-  Assertive communication which allows for open dialogue between all levels of the organization.
-  Encourage continuous improvement, bearing in mind advances in science, technology, and best practices.

The Food Safety Code invites us to bear in mind not only the imminent dangers in food and food processing, but also the dangers derived from the behaviors of individuals, an indispensable element for the system of generating food safety based on human behavior.

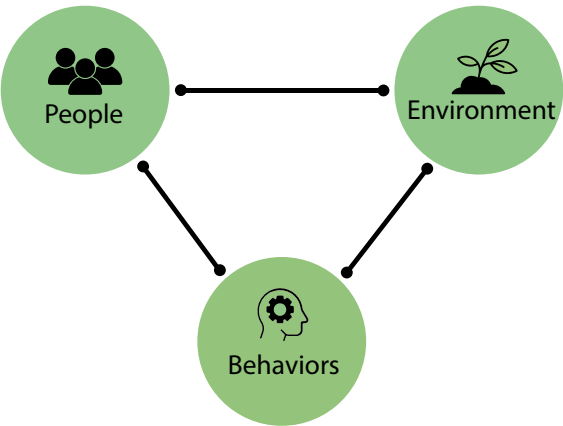
Upper management plays a fundamental role in generating open communication that allows for changes in behavior, which is an essential element for the culture.



The Food Safety Code also promotes that organizations must be committed to creating environments and physical spaces that lend themselves to the changes in behavior to attain food safety and this involves all levels of the organization.

Quality and Food Safety

People, behaviors, and the environment. Each one of these elements is closely related, for that reason a change in one of them will affect the other two.



Now we will review the focus on the culture of food safety of the FDA (Food and Drug Administration) in the United States.

The FDA has implemented a plan to modernize food safety in which it proposes critical regulations that establish the idea of beginning a new era in food safety which is more intelligent, utilizes more technology, involves the consumer, and raises awareness of food safety.

This indicates a culture of food safety, represented by the four quadrants, the modernization of the agency, and reinforces the perspective of the FDA to recognize the critical importance of the culture of food safety and the change in behavior in the work processes of the organization. It proposes that leaders of the FDA communicate the importance of the culture of food safety as part of the food programs of the FDA.

It promotes the culture of food safety in the entire food system, reviewing existing literature and, when it is necessary, additional research about challenges, barriers, and opportunities to influence the attitudes, behaviors, and adopt a culture of food safety. **Now we examine the focus of BSI PAS 320:2023 which is a public specification developed in accordance with the established guidelines of the British Standards Institute, established by the international community of food safety which defines a culture of food safety and its critical components.** This work has been designed to offer a clear guide to all of the food organizations about a strong culture of food safety. The basic principles to develop a plan for a culture of food safety according to PAS 320:2023 are:

- Define the concept of culture
- The backing of upper management
- Understanding internal and external organizational problems

Upper management will be constantly committed and will demonstrate its responsibility to sustain continuous improvement to the culture of food safety in the organization. La organization should work on different levels with distinct focuses to contextualize the problems that affect the business. This work should be based on a well-planned methodology which allows employees in different levels and areas of the organization to visualize the potential risks in their operations beyond the imminent dangers in the processing environment and the products. This activity should allow the employees to better understand the behaviors that are a risk to food safety.

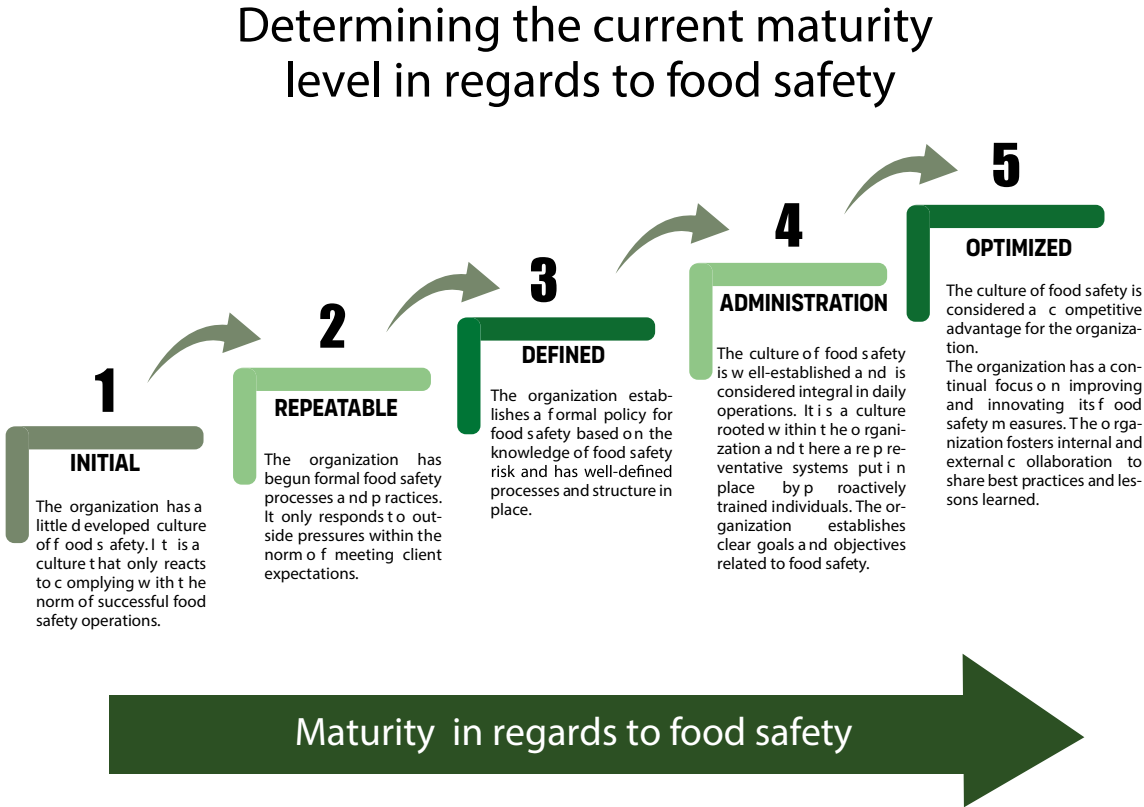
Quality and Food Safety

Determine the current level of food safety

The upper management and the mentorship team should work together to analyze the most viable option that will allow them to measure the level of awareness in regards to food safety within the business.

The data that they collect, in accordance with the elements indicated by the GFSI, should seek to answer the question, what is the maturity level for the program for the culture of food safety for the business?

The British Standards Institution created a scale to define the maturity level of the culture of food safety according to the level of commitment that the organization demonstrates at all levels. This scale can be utilized as a guide to internally measure the current status and establish progressive goals. It is important to ensure that the plan developed will be accessible to the organization, aligns with its business model, takes internal and external problems into consideration, as well as the business, mission, vision, values, and politics.



Define the needs and behaviors

Greater awareness of the connection between prior incidents, behaviors, and consequences can help an organization determine the necessary actions to achieve the desired culture of food safety.

It is recommended that organizations design tools that will be feasible to implement for all teams promoting the culture of food safety, given that all teams should participate in identifying the gaps as a way of involving them in the analysis.

Quality and Food Safety

Define key action items

With this information, the team lead should identify key priority action items to close the critical gaps and strengthen the culture of food safety.

In general, we find that the majority of the time, gaps exist in the below six areas:

1. Leadership of regional directors, managers, and the governing board of each group
2. Communication with a strategic focus on educating about risk
3. Identifying behavior expectations and education about the behavior of employees to protect products and processes
4. Training and continuing education
5. Trust and the ability to have an open dialogue about risks and prevention.
6. Improving company infrastructure, teams, and tools with an emphasis on environment

It is also important to highlight that the GFSI guide establishes action items to implement a model of culture of food safety and the outlining principles have been approved globally to provide guidance.

Program communication

Elevate the trust of employees to converse about what represents a risk, from the elements that can lead product contamination during food processing to putting proposed improvements into practice based on employees understanding and experience.

Leadership is key

In the current business environment, organizational culture plays a fundamental role in the success and longevity of a business. A consistent and strong culture fosters employee commitment, improved productivity, and a positive work environment. Regardless, for the desired culture to be effective, it is essential for leaders to assume an active role in its creation and development.

Leaders are responsible for establishing the fundamental values that define the culture of food safety.

Through their example and actions, leaders communicate the desired behaviors and the attitudes of the members of their organization. **Their influence is not only limited to the speeches and politics, it is manifested in daily decisions and the way in which they interact with employees.**

In order for the leadership to be effective in forming a culture of food safety, it is essential that leaders act as models to follow and that they are consistent in their actions and values. Employees closely observe their leaders' attitudes and behaviors. If they perceive a discrepancy between word and action, the leaders' trust and believability will erode.

Importance of a culture of food safety

Have you asked yourself, "why has the culture of quality and food safety gathered so much force?"

Quality and Food Safety

In actuality, it is not a new topic. For more than three decades, we have been working to implement systems the raise the bar on incident prevention based on formal mechanisms designed and implemented in food processing businesses. However, today it is indispensable to place human behavior at the center of evaluation in order to, from the angle of human behavior, propose new ways of work that contribute to increased awareness about risk in daily activities and thought about risk at all levels of the organization. This will allow the development of strategies that strengthen behavior of our staff on all levels and in all areas of our businesses. It will allow us to strengthen the common good and knowingly elevate the culture of food safety in all organizations.

Working with this new focus represents an extraordinary opportunity to generate close internal partnerships with our operations’ staff through models based on human behavior science. It would be an error to only see it solely as an administrative requirement. The principal food safety risks are situations or contaminants that can affect the safety of food and, as a consequence, represent a risk to the health of the consumers. **These risks can occur at any point in the food supply chain, from production to the final consumption.**

If we observe the following table, we can identify the principal risks in food production (source FDA).

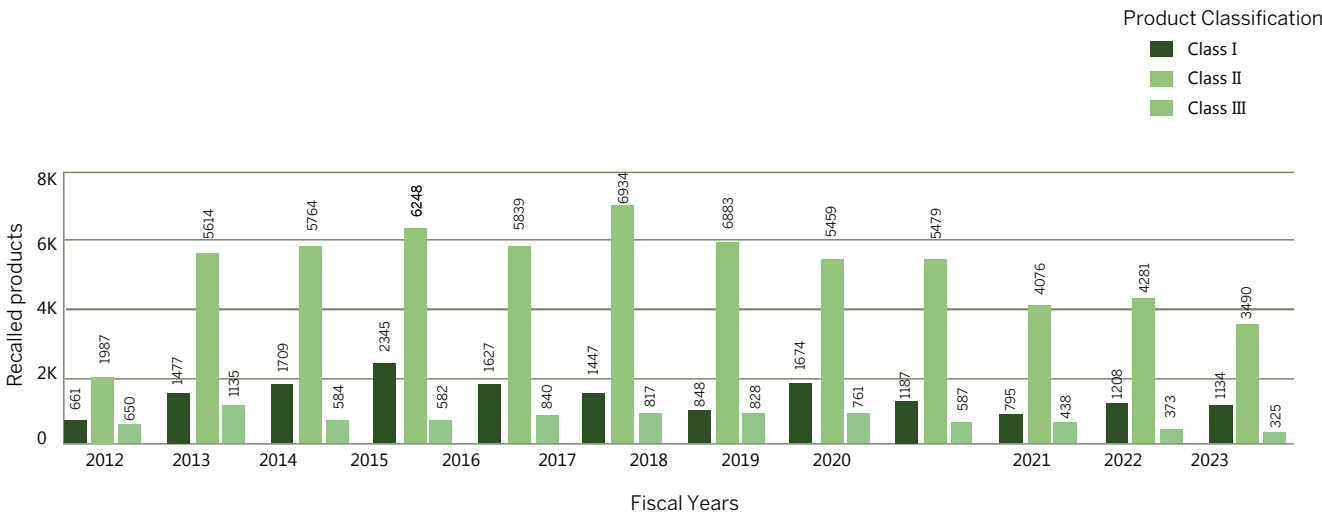
% Principal Risks



Quality and Food Safety

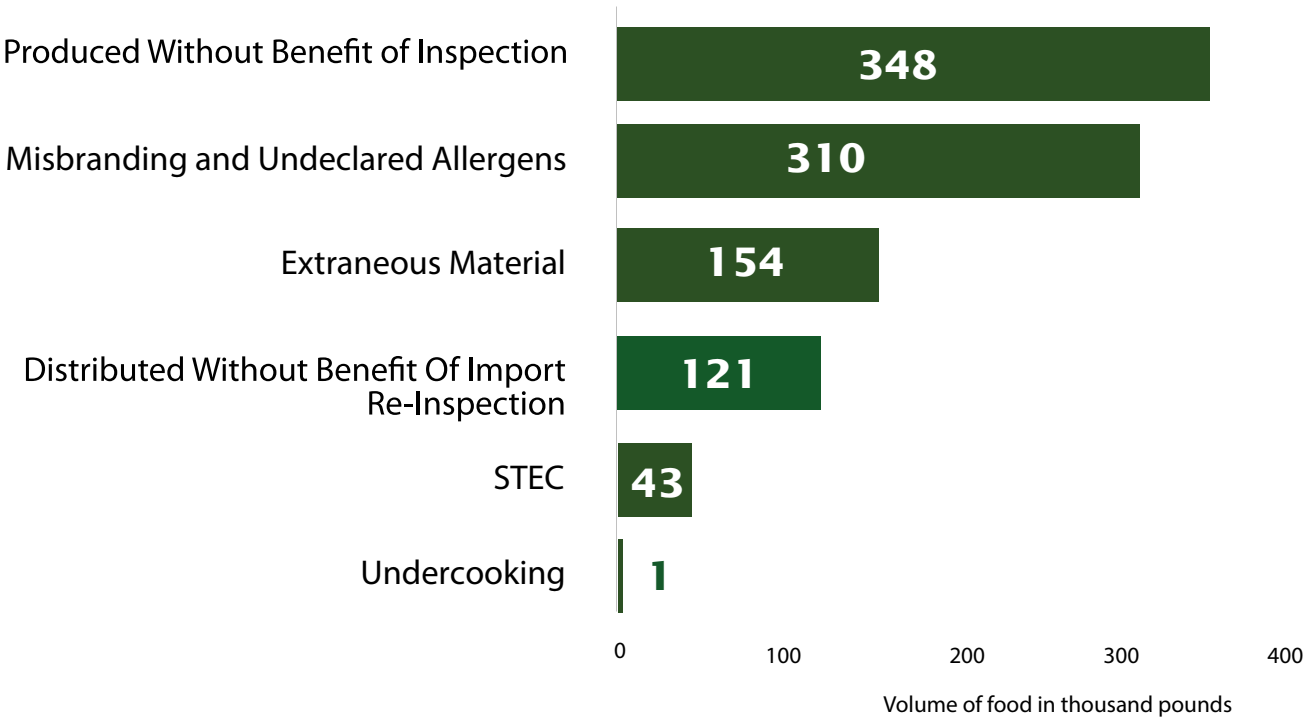
The next graphic highlights data from the FDA and the USDA

Recalled products by category
Fiscal Years: 2012-2023



USDA reports the reasons for recalls in the United States in 2020

Volume of USDA Recalled Products by Reason in 2020



Quality and Food Safety

Now we must think of a fundamental topic. How strong is the leadership of managers, staff, and supervisors? Undoubtedly, the impact of a critical incident where consumers are affected can have severe consequences for people and for business, even with qualified systems in place such as FSSC22, SQF, BRCGS, IFS, etc. **A grave incident can have direct impacts on business, the future of a business, future employment, and the trust of the client and consumers.**

It's true! No one is exempt from having an incident occur, which is why preventative actions need to be considered at all times. It is a matter of social responsibility for businesses to avoid incidents that pose a risk to consumers. Unfortunate incidents occur when we stop thinking about risk, unsafe behaviors cause failures. The culture of an organization influences how its employees think about reasonable risks that can occur, how they maintain perspective, and how they address risk on an operational level every day.

Attitudes toward safety, willingness to openly discuss food safety problems, and the ability to share different opinions to find the best solutions possible are part of a strong organizational culture.

In sum, we can say that to achieve an effective culture of food safety, the organization should assure that it fully integrates the following:

1. Integrate an organizational culture of food safety
2. Prioritize the elevation of risk prevention culture in all actions and strategies of the organization by including it in the organization's long-term vision
3. Managers should be involved, visible, committed, and congruent
4. Foster employee confidence and increase conversation about risk. Invite participation so that all employees can promote the culture
5. Study behavior science to increase techniques that contribute to behavioral change.
6. Consistently manage an appropriate environment.
7. Leadership and upper management should engage in modern, risk-based thinking.
8. Training and continual education, taking into consideration the current challenges with turnover and multi-generational workplaces.
9. Assertive communication to improve awareness and introduce risk-based thinking.
10. KPI's and measurement indicators from the food safety culture plan.

In conclusion, to create a culture of food safety, upper management must commit to leading the change through proven practices. **It is important to define the model and the pillars that will make up the action plan.** What can these initial pillars be? I will suggest, at a minimum, the following:

Quality and Food Safety

- Commitment of upper management and management staff
- Proactive leadership
- Establish trust needed for bidirectional conversations about risk
- Define expectations about conducted and directed behavior
- Communication
- Continual education for leaders and culture ambassadors
- Maintaining the relevant environment and processes

With a committed leadership and a long-term strategy, it will be possible to create a strong culture of food safety that will guarantee the production of safe, high quality foods. It will require partnerships between internal staff and culture ambassadors and the development of improved techniques to influence behavior. Speaking about culture is not just about training and communicating.

We can make no mistake, it requires methodology and strategy. It will not be a flat, 100-meter race, instead think of a 42km (26.2 mile) marathon. It will always be a long, truly challenging race. While it requires strategic vision, you can take my word that a program to create a culture of food safety culture has enormous benefits. If we want to advance on the path toward operational excellence, a culture of food safety is an excellent vehicle by which to achieve advancement.

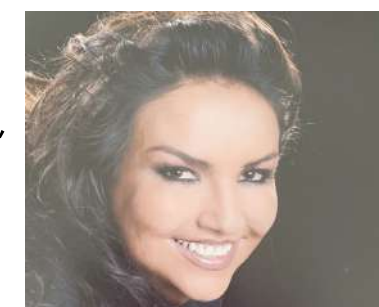
Rights reserved.

JOAQUÍN NAVA FONSECA
CEO, Group Delcen, Mexico

AUTHENTIC MEXICAN FOOD



Best option for Hotels,
Cruises, Chefs and
Restaurants.



Buy easier, safer and
faster

Worldwide Delivery

We have also
plant-based food and
produce

Food Safety
Certifications

@mexicanflavours
 +1 830 252 9114
 +52 551 069 0990
 grace@mexicanflavours.com
 www.mexicanflavours.com



MEXICO - ESTADOS UNIDOS - CARIBE

Index



1 BEVERAGES



2 COFFEE AND TEA



3 CANNED AND PRESERVED GOODS



4 PASTA AND GRAINS



5 SALSAS AND SAUCES



6 SPICES, NUTS AND SEEDS



■ **BRAND:** Llanos de Apan
■ **PRODUCT:** Cerveza Artesanal
■ **PHONE:** (55) 5330 1482 (55) 5553 2169
■ **E-MAIL:** mexworld72@gmail.com
■ **CITY:** MEXICO CITY

www.mexworld.com.mx

ARTESANAL

Pulque and Beer



**MINIMUM ORDER – ONE PALLET
(60 BOXES)**



We are a business committed to gourmet flavor in each of our products. We take pride in the fact that since 1980, we have continued the family legacy of distilling agave with love and care.

Thanks to this, each sip of our mezcals is a mystic experience, a sensation for the senses with rich, aromatic notes, and thousands of flavors to awaken sublime emotions on your taste buds.



BUSINESS: DALIPHER

PRODUCTS: MEZCAL

CERTIFICATION: COMERCAM, CIDAM and FDA

SIZE: 750 ML

EXPORT CAPACITY: 1,066 bottles monthly



REPRESENTATIVE: DALIA FERNANDA PORRAS
PHONE: (52) 951-220-66-13
E-MAIL: DALFER.POHE@GMAIL.COM
WEBSITE: DALIPHER.COM



■ **BUSINESS:** León Mezcal Artesanal

■ **BRAND:** LEÓN MEZCAL

■ **PRODUCE:** Premium Artisanal Mezcal

■ **VARIETIES:** Espadín, Herbal, Tobolá, Tepeztate, Arroqueño, Cuishe y Ensamble Silvestre



The Keeper of the Ancestral Kiss



We are the perfect combination of tradition, culture, and passion for Mexico, willing to conquer the palate of world leaders.

With our soft notes and hints of smoke, we protect, represent, and dignify the mezcal culture which is found in each one of our bottles.

■ **REPRESENTATIVE:** Luis Gómez
■ **PHONE:** +52 779 141 0723 / +52 55 1787 4530
■ **E-MAIL:** contacto@leonmezcal.com.mx
■ **www.leonmezcal.com.mx**



DON LACHO
CAFÉ CON SABOR A HISTORIA

100% puro

■ **BUSINESS:** Café Don Lacho

■ **BRAND:** Café Don Lacho

■ **PRODUCTS:** Coffee, cacao, and wafers

■ **SIZES:** Ground coffee and coffee beans in 100g, 250g, 500g, and 1kg.

■ **NUMBER OF EMPLOYEES:** 4

■ **MONTHLY EXPORT CAPACITY:** 1 ton



Wake up with more energy

Don Lacho Coffee began with an opportunity between a grandfather and a granddaughter to create a business together. Don Lacho, although an adult, had the energy of someone much younger. He, years ago, worked with the brand "Café Molly".

In January of 2018, Don Lacho Coffee was launched and was happily sold in retail stores, bazars, and festivals in the city of Villahermosa, Tabasco, Mexico and surrounding region. Sadly, three months after beginning the business, Don Lacho passed away and since that time, his granddaughter has worked to keep the promise she made to her grandfather so that consumers can hear his story.

The coffee is purchased from indigenous communities in the state of Chiapas, where the beans are grown at an altitude of 1,100 – 1,600 meters above sea level.

■ **REPRESENTATIVE:** Raisza Robles Mollinedo
■ **PHONE:** 55 6098 4082
■ **E-MAIL:** contacto@cafedonlacho.com
■ **www.cafedonlacho.com**



- BUSINESS:** Lola Fresh Products
- BRAND:** Coffee
- PRODUCT:** (55) 5330 1482
- PHONE** masood.ghaderi@lolafreshproducts.com.mx
- CITY:** MEXICO CITY

www.lolafreshproducts.com.mx



- BUSINESS:** Lola Fresh Products
- BRAND:** Vevitia
- PRODUCT:** Hermetically sealed packaged goods
- VARIETY:** Flavorings, teas, supplements, extracts jellies
- PHONE** (55) 5330 1482
- E-MAIL** masoodghaderil@gmail.com
- MEXICO CITY**



Traceability: For each micro or nano lot, product registration includes information about the producer, their farm, and their harvest and production processes (debe ser “por cosecha”) up to reaching the consumer.

Equitable business: The producer and all involved in the supply chain benefit economically and are compensated justly for the work they perform.

Environmentally friendly: We conserve and protect plant and animal biodiversity and mitigate the negative impacts of farming.

Occupational health: Women who are pregnant or breastfeeding are given needed considerations, we take extraordinary care to protect workers from dangerous substances, and we prohibit the exploitation of child labor.

TECHNICAL DETAILS:

Specialty coffees:	Presentation	Origin	Rating	Altitude	Bean	Process	Additional details
Natural honey from hard and strictly hard beans	Medium - dark roast, fine to medium ground, 500 g package.	Highlands of northern Puebla, Mexico	Higher than 85	Higher than 1,000 m above sea level	Arabica	Artisanal, natural honey	Flavor: Strong, sweet. Dominant aroma: Vanilla, butter, caramel. Dominant flavor: Red currant, toasted, red wine. Secondary flavors: Red currant, vainilla, male and lemon.
Strictly hard bean	Medium - dark roast, fine to medium ground, 500g package.	Highlands of northern Puebla, Mexico	Higher than 85	Higher than 1,200 m above sea level	Arabica	Artisanal	Flavor: Intense, perfect balance. Dominant aroma: Butter, hazelnut, coffe flower, maple, toasted, caramel. Dominant flavor: Lime, maple, honey, toasted. Secondary flavors: Lime, toasted, honey, rose tea and caramel.
Hard bean	Medium - dark roast, fine to medium ground, 500g package.	Highlands of northern Puebla, Mexico	83 - 84.5	900m to 1,200m above sea level	Arabica	Artisanal	Flavor: Exotic. Dominant aroma: Cilantro seed, caramel, chocolate, panela. Dominant flavor: Lime, maple, honey, toasted. Secondary flavors: Coffee flower, lime, vainilla, maple, apple and red currant.
Extra premium	Medium - dark roast, fine to medium ground, 500g package.	Highlands of northern Puebla, Mexico	80 - 82.5	900m to 1,200m above sea level	Arabica	Artisanal	Flavor: Strong, well - balanced. Dominant aroma: Dark chocolate, panela, toasted. Dominant flavor: Lime, maple, honey, toasted. Secondary flavors: Maple, rose tea, apple and caramel.



Benefits

Guava leaves have anti-inflammatory qualities and stimulate the immune system. It has also been discovered that some of its extracts have antibacterial properties

Lemon leaves contain antioxidants that help protect the heart from cardiovascular illness, prevent ulcers, strengthen the immune system, and help form collagen, bones and teeth.

Lime leaves have sedative and antispasmodic qualities that control panic attacks, insomnia, tension and anxiety.



Our products

Herbal teas

Fruit tea
Punch tea
Holistic tea
Red fruit tea

Flavoring

Gumix
Guainilla

Teas

Inmuniza - Té
Revive - Té

Supplements

Tamajhög

Extracts

Guava leaf extract and Rosemary

Jam

Guava

www.lolafreshproducts.com.mx

Tizana Frutos Rojos



“Un café con causa”

- **BUSINESS:** Unión Agrícola Regional de Productos de Café del Estado de Puebla
- **BRAND:** CASÍN DE PUEBLA
- **PRODUCT:** Arabica Coffee
- **SIZE:** 450 g and 500 g
- **BLENDS:** Special Edition, Supreme Blend, Premium Blend



Nature, coffee and community



We are a cooperative organization specializing in the production and commercialization of coffee.

We supply high quality, artisanal coffee produced using alternative energy. It is produced in economic solidarity with coffee growing families, respecting the community, culture, and the environment.

- **REPRESENTATIVE:** Norberto Artemio Hernández Torres
- **PHONE:** (764) 688 0194
- **E-MAIL:** uarcafepuebla@hotmail.com
- **www.uarcafepuebla.org/casin**

- LAVANERO -

- **BUSINESS:** Lavanero
- **BRAND:** LAVANERO
- **PRODUCT:** Salsa habanero
- **CERTIFICATION:** FDA
- **SIZE:** 360 Grs.
- **EXPORT CAPACITY:** 500 boxes daily containing 6,000 bottles of salsa.



A habanero salsa to season meat, pasta, bread, and seafood



We are from Mexico City and although life has led us to different parts of the world to study and grow professionally, we returned to Mexico City.

Its cosmopolitan atmosphere, attractive history and culture, unlimited gastronomy, and unique (and slightly chaotic!) lifestyle remind us that it is one of the best cities in the world.

- **REPRESENTATIVE:** Jesús Hernández
- **PHONE** 55 6075 1740
- **E-MAIL:** jesus.hernandez@fairwind.mx
- **www.lavanero.com**
- La Milagrosa S.A. Monte Everest 720 Lomas de Chapultepec 11000 CDMX

100% NATURAL FREEZE DRIED PRODUCTS

bYOU WELLNESS

NON GMO
GLUTEN FREE
100% NATURAL PRODUCTS

“Snack everywhere anytime”

Sales and info: sales@byouwellness.com.mx



- **BUSINESS:** Friotech Sweet de Mexico SA de CV
- **BRAND:** TONY & YONI / HELADOS CHALCO
- **PRODUCT:** Cream ice creams in fruit (pineapple, corn, orange, apple, mamey, melon, mango, coconut), Ice popsicles, Cream popsicles, Ice cream cups, Extrusion popsicles.
- **SIZE:** Melon ice cream 350 ml, orange 200 ml, apple 200 ml, mango 200 ml, mamey 200 ml, coconut 280 ml, corn 250ml, pineapple 250 ml, corn 250 ml.
- **VARIEDAD:** Gourmet
- **CERTIFICATION:** FSSC 22000
- **EXPORT CAPACITY:** 50 pallets

Enjoy the natural



We are a 100% Mexican company, dedicated to the production, distribution, and sale of fruit ice cream, with a wide range of products, ice popsicles, a family business, committed to the development of employees and in search of innovation, quality of our products and satisfaction of our customers.

- **REPRESENTATIVE:** Marisol Romero Pérez
- **PHONE:** 55 69 708 615
- **E-MAIL:** contabilidad@tonyandyni.com
- **www.heladoschalco.com.mx**
- **www.tonyandyni.com**

San Marcos

DE 1957 -

San Marcos chile experts provide a unique and unmatched Chipotle pepper.

We are a **100% Mexican** company that began its operations in 1949 in Puebla. Our goal is to continue to provide **traditional Mexican flavor**, to tables across Mexico and the world. Somos **are leaders in Chipotle pepper** production and we have a large variety of products made with carefully selected fresh ingredients **without the use of preservatives.**

- **BUSINESS:** San Marcos
- **PRODUCTS:** Canned chile peppers, salsas, beans and vinegar
- **CERTIFICATION:** CTPAT, HALAL, KOSHER, FSSC 2200, Amfori BSCI
- **SIZE:** 100 up to 2.9 kilograms
- **EXPORT CAPACITY:** Unlimited

 **Representative:** José Miguel Flores
 **Phone:** +52 222 710 6397
 **E-mail:** jmflores@alimentossanmarcos.com
 **www.alimentossanmarcos.com.mx**



CON TODA CONFIANZA ES
HERDEZ®



Contact us
contacto@herdez.com
Tel: +52 5552015600 x 2734 / 1749
e-mail: contacto@herdez.com



The #1 pasta in Mexico for its great flavor and variety

La Moderna has gained renowned esteem in the pasta market by clients, staff, vendors, and consumers. We always meet the needs of our consumers, clients, vendors, staff, and shareholders with fair commerce, good business practices, and ethical principles.

La Moderna has 6 production facilities in Mexico and seeks to distribute to Central and South American, the Caribbean, and the Middle East.



- **NAME OF COMPANY:** La Moderna
- **BRAND:** La Moderna, Allegra, Anatina, Perla and Pasti-Lara.
- **PRODUCT:** Alimentary Pasta
- **SIZE:** 200 grs, 250 grs, 450 grs and 500
- **VARIETIES:** Rotini, Spaghetti, Elbows, Shells, Noodles (Fideos), Alphabet, Linguine, Bow tie, Stars, and Dinosaurs

 **REPRESENTATIVE:** José Antonio Noriega

 **PHONE:** +52 722 168 02 30

 **E-MAIL:** jose.noriega@lamoderna.com.mx

 **www.lamoderna.com.mx**

 Av. Industria Puebla No. 562, Parque Industrial Valle de Puebla, Del. González Ortega, Mexicali, B.C C.P. 21620



CORN TORTILLA MIX



1 Kg

Real Mexican Tortilla
Our formula ready to prepare dough.
Just by adding water



PRODUCT OF MEXICO

Monthly production capacity:
21 000 pouch bags

At George Morton we specialize in Corn flours, We can offer our product with our brand or white label We are looking for distributors in Asia, Africa, the Middle East and Europe.

Company established in 2014, certified by FDA and COFEPRIS (equivalent to EMA) if the HALAL certification is necessary due to the country’s specifications, we can process it.

Our classic prehispanic formula to prepare delicious, flexible and resistant corn tortillas for tacos, enchiladas, or even nachos.

PRESENTATION

- Pouch bag w zipper measures 16x 28 bilaminated. Content:1kg or 2.2 lb
- Kraft paper sack with 20 kg or 44.1 lb.

Delivery: Exworks
Delivery address: Mexico City
Produced by: Astil SA de CV

Contact: Jorge López Morton
+52 55 5413 8871
george@georgemorton.com.mx

www.georgeorton.com.mx



- **BUSINESS:** Le mat Gourmet
- **BRAND:** LE MAT GOURMET VAINILLA
- **PRODUCT:** Vainilla
- **SIZE:** 250g, 500g y 1 kilogram
- **VARIEDAD:** Gourmet



- **BUSINESS:** RANCHO PECANA PRODUCTS SA DE CV
- **BRAND:** RANCHO PECANA
- **PRODUCT:** Pecan nut
- **SIZE:** 30 lb bulk boxes, private label
- **CERTIFICATIONS:** SQF, KOSHER, HALAL, AMERICAN HEART CHECK, FDA
- **VARIETIES:** Natural nut flour, Natural pecan halves
- **MONTHLY EXPORT CAPACITY:** 500,000 LB
- **NUMBER OF EMPLOYEES:** +60



Crunchy traditional snacks

The combination of our high-quality vanilla together with your creativity will make the difference in your business.

Our vanilla undergoes an additional aging process of six months which allows for each vanilla bean to drain 1g of water, leaving only its weight in vanilla oil and vanilla, which eliminates the risk of developing mold.

- **REPRESENTATIVE:** Lilian Sánchez
- **PHONE:** +52 55 2196 5138
- **E-MAIL:** info@lematgourmet.com
- **www.lematgourmet.com.mx**
- San Pedro Cholula, Puebla 72775

Delicious and nutritious experiences in every nut

Rancho Pecana focuses on offering delicious and nutritious experiences with every nut we produce.

We connect orchards and local communities through socially responsible practices. We are very proud of the quality and flavor of each product we offer.



- **REPRESENTATIVE:** Luisa Romero
- **PHONE:** +52 656 633-2207
- **E-MAIL:** sales@ranchopecana.com
- **www.ranchopecana.com**
- Av. Tecnológico 9410, Colonia Puente Alto, 32695 Cd Juárez, Chihuahua.

DESDE — 1968
GRUPO ABASCAL
S.A.

LEADING THE MEXICAN FOOD MARKET MORE THAN 80 YEARS

GRAINS - SEEDS - CHILES - BEANS
SPICES - DRIED FRUITS - FREEZE - DRIED PRODUCTS

IMPORTS \ EXPORTS



ARTEFACTO

BATCH NO.1

ENSAMBLE:
Espadín
Tepeztate
Chuparrosa



SPIRITUAL ELIXIRS

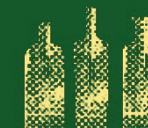


FROM CREATION TO CONSUMPTION

MEZCAL - BACANORA - TEQUILA - RAICILLA
DESTILADOS DE AGAVE



FROM THE
LANDS WHERE
TRADITION
STARTED.



IC Fruiterry
BRANDS WE DISTRIBUTE



EUROPE OFFICES

IMPORTACIONES GUSTAS
www.importacionesgustas.com
C/MARATON — www.maraton.es

ANTONIO MARTINEZ
antonio.martinez@importacionesgustas.com
JOSE IGNACIO MARTINEZ
jose.ignacio.martinez@importacionesgustas.com
FLORENCIA RABERA
florencia.rabera@importacionesgustas.com

MEXICO OFFICES

GRUPO ABASCAL S.A. — www.grupoabascal.com
LA PASTELA — www.la-pastela.com
HUIJILAHU — www.huilahua.com

RODOLFO ABASCAL
rodolfo.abascal@grupoabascal.com
DANIEL DOMÍNGUEZ
daniel.dominguez@grupoabascal.com
JUAN LUIS NAJAL
juanluis.najal@grupoabascal.com

MEZCAL & SPIRITS

SPIRITUAL ELIXIRS
www.spiritualelixirs.com
ARTEFACTO — MEZCAL
www.artefacto-mezcal.com

JOSE GARCIA DE LA GARZA
jose.garcia@spiritualelixirs.com
RODOLFO ABASCAL
rodolfo.abascal@spiritualelixirs.com





COMING CATALOGS 2024

“We show the best of the best”

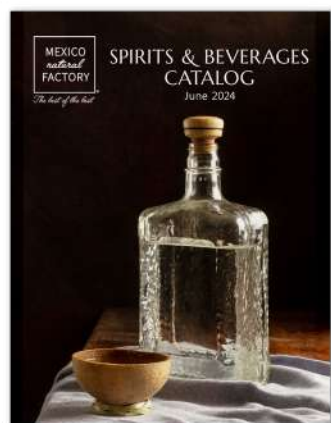


JUNE 2024

Coffee - Tea - Chocolates & Snacks

We will feature coffee, tea growers, toasters, and packaging. Companies from the states of Veracruz, Puebla, Oaxaca, Tabasco, Campeche, Chiapas, and Yucatán will be highlighted. The catalog will also introduce you to cacao producers and producers of chocolates.

In snacks, we will feature products from all over Mexico, from tortillas chips to amaranth products which are available with or without chile.



OCTOBER 2024

Sprits and Beverages of Mexico

We will feature tequila and mezcal producers as well as producers of vegetables, fruits, and flavored watered.

Closing date for advertisements is May 15 th, 2024

ASTIL, S.A. de C.V. (hereinafter referred to as Mexico Natural Factory), with its address at Monte Elbruz 124 Piso 2 Col. Lomas de Chapultepec III Sección Alcaldía Miguel Hidalgo, C.P. 11000 Mexico City, Mexico, is the entity responsible for the processing of your personal data and hereby provides you with this Privacy Notice in accordance with the Federal Law on Protection of Personal Data and its current regulatory provisions.

Personal Data We Collect and How We Obtain Them:

We collect the following personal data from you, and the means through which we obtain them are as follows:

Your name, address, federal taxpayer registry, phone number, photograph and video of your person, email, as well as financial data from your credit card or bank accounts to make charges and credits for payments resulting from contracts entered into with Natural Factory.

We collect this personal data directly when you provide it to us through various means, either in person or by filling out forms for the hiring of our services, authorizations for automatic charges to credit and debit cards, phone calls to our various departments, or when you visit our website to use our online services. We also collect your personal data through commission agents, call centers, or entities other than Natural Factory, which are responsible for offering our services or delivering our messages.

Purposes for which we collect and use your personal data:

Natural Factory may collect and process your personal data, including, without limitation, previously identified sensitive personal data, for the following purposes:

- Inclusion in catalogs.
- Providing the services required in service provision contracts.
- Fulfilling obligations contracted with our clients, suppliers, and authorities.
- Receiving or making any type of payment resulting from Natural Factory's services.
- Registering, attending, and paying customers, buyers, suppliers.
- Billing and accounting integration of income and expenses.
- Tracking our acquired products or products considered for acquisition.
- Sending advertisements and notices for the dissemination and promotion of public catalogs.
- Sending and receiving information (including statements).
- Sending catalogs.
- Publication of catalogs in media, including local or national newspapers.
- Record of offers in the absence.
- Participation in online catalogs.
- Hiring and management of the employment or business relationship with our employees, agents, or consultants.

Privacy Policy

As secondary purposes, your personal data may also be processed for:

- Preparation of reports, records, and statistics required by Mexican and foreign authorities (including tax authorities).
- Service surveys.

According to the Federal Law on Protection of Personal Data Held by Private Parties (“the Law”), it will not be necessary to obtain consent for the processing of personal data obtained whe it is intended to fulfill obligations arising from a legal relationship between the data subject and the data controller.

Revocation of consent and limitation of the use or disclosure of your personal data:

You have a period of 5 (five) business days to revoke your consent or request the limitation of the use and disclosure of your personal data with respect to purposes that are NOT necessary and have NOT given rise to the legal relationship with Natural Factory, by sending an email specifying the consent you wish to revoke or limit its use or disclosure, as well as any data that facilitates the location of your data, along with a copy of your official identification, and, if available, the policy number corresponding to the email address: morton@mexiconaturalfactory.com.mx

Within a maximum period of 20 (twenty) calendar days, counted from the date on which Natural Factory receives your request, we will process your request and inform you of its appropriateness, through a response to the email address through which we received your request, and, if applicable, implementing the determination reached, taking into account the deadlines established in the Law and its regulatory provisions.

Exercise of Access, Rectification, Cancellation, and Objection Rights (“ARCO”). In accordance with the Law and its regulatory provisions, as the data subject or legal representative of a data subject, you have the right to access the personal data we have collected and the details of their processing, rectify them if they are incomplete or inaccurate, cancel them if you consider that they are not required for any of the purposes stated in this Privacy Notice and in which case they may be subject to a blocking period, or object to the processing of the personal data you have provided us for specific purposes. The request to exercise your ARCO rights must be sent by email to morton@mexiconaturalfactory.com.mx, including the following data and documents:

- I. The name of the data subject and address or other means to communicate the response to your request.
- II. The documents that prove the identity, or where applicable, the legal representation of the data subject.
- III. A clear and precise description of the personal data regarding which you wish to exercise any of the aforementioned rights.
- IV. Any other element or document that facilitates the location of the personal data subject to your request.

Privacy Policy

In the case of requests for rectification of personal data, the data subject must indicate, in addition to the above, the modifications to be made and provide the official documentation that supports your request. Natural Factory will communicate the determination to the data subject by the same means requested, within a maximum period of twenty calendar days, counted from the date the ARCO rights request was received, and if it is appropriate, it will be implemented within fifteen calendar days from the date the response is communicated, in accordance with the Law and the corresponding regulatory provisions.

In the case of requests for access to personal data, delivery will be made after accreditation of the identity of the applicant or legal representative, as applicable. If the data subject requests access to data from a person presuming that Natural Factory is the responsible entity, and it turns out not to be, it will suffice to indicate this to the data subject to fulfill the obligation derived from the request.

In every response to an ARCO rights request, Natural Factory must inform the reason for its decision and communicate it the data subject, or, where applicable, the legal representative, within the deadlines established by the Law and its regulatory provisions for this purpose and through the same means by wich the request was made, accompanied by any relevant evidence.

The delivery of personal data will be free, with the data subject only having to cover the justified shipping expenses or the cost of reproduction in copies or other formats.

Data Transfer: Your personal data, including sensitive personal data, may be transferred and processed within and outside the country for the purposes indicated in this Privacy Notice and to fulfill our contractual and/or legal obligations to you and to the authorities of other countries. In accordance with the Law, it is stated that regardless of whether a data subject accepts the transfer of their personal data, any third-party recipient assumes the same obligations as Natural Factory as an entity that transfers personal data in its possession in accordance with the above paragraph. By using this website and its applications, or by filling out any Natural Factory forms, or by contracting with Natural Factory (as a client, supplier, employee, agent, or in any other way), you consent to the transfer of your data.

National or international data transfers may be carried out without the consent of the data subject when the transfer is made to controlling companies, subsidiaries, or affiliates under the common control of the controller, or to a parent company or to any company in the same Natural Factory group operating under the same internal processes and policies, when the transfer is necessary due to a contract entered into or to be entered into for the data subject's interest, by Natural Factory and a third party, when the transfer is necessary or legally required for the safeguarding.

Collection of Online Statistical Data: NATURAL FACTORY can observe and study the traffic and usage of the website in order to determine the most popular features and services used by our visitors, with the goal of improving our services. We may collect and store information about your navigation through this website, how long you use it, the IP address of your device, as well as the operating system and type of internet browser you use. NATURAL FACTORY obtains this information automatically through a remote data collection service using “web beacons” and “cookies.” This mechanism is solely for generating statistical data on activities and browsing patterns and does not identify personal data of any individual. Please note that these technologies can be disabled. To learn how to do so, please refer to the following link: <http://support.microsoft.com/kb/283185/en>

Privacy Policy

Procedure and Means to Communicate Any Changes to Data Subjects:

NATURAL FACTORY may, at any time and without prior notice, make modifications or updates to this Privacy Notice, which will be communicated through our website www.natrualfactory.com and by posting notices in visible places in the offices where customer service is provided. Therefore, we recommend that data subjects periodically visit our website and pay attention to the referenced notices. This Privacy Notice is governed by the Federal Law on Protection of Personal Data Held by Private Parties and its corresponding regulatory provisions.

Other Options and Means to Limit the Use or Disclosure of Personal Data:

In addition to exercising ARCO rights or revoking consent, there are other options and means to limit the use and disclosure of your personal data. You can register in the Public Registry to Avoid Advertising by calling 96 28 00 00 from Mexico City, Guadalajara, and Monterrey, or 01 800 962 8000 from the rest of the Mexican Republic to restrict promotional calls and protect your privacy in accordance with the Federal Consumer Protection Law. Additionally, for more information about current regulations and legal resources available to you as a data subject, you can contact the Federal Institute for Access to Information and Data Protection (IFAI) at 01-800-IFAI or visit their website: www.ifai.mx

Privacy Policy

DATE OF LAST UPDATE: October 5, 2023

Our Privacy Policy on the NATURAL FACTORY website aims to ensure that personal data contained in the databases are relevant, correct, and up to date for the purposes for which they were collected. When personal data are no longer necessary for the purposes outlined in the current Privacy Notice and applicable legal provisions, they will be duly canceled. The processing of your personal data will be what is necessary, appropriate, and relevant in relation to the purposes outlined in this privacy notice. In particular, for sensitive personal data, NATURAL FACTORY limits the processing period to the minimum necessary. By using any printed format of NATURAL FACTORY or this website and its applications, as well as any other NATURAL FACTORY website, you agree to the collection, use, transfer, and storage of your personal data as outlined in the current Privacy Notice. You can choose not to grant your consent, in which case we request that you refrain from using this website, its applications, or printed forms. Consequently NATURAL FACTORY may be unable to formalize or continue the corresponding legal relationship.



* MARKET OPENING



* LOGISTICS



* CERTIFICATIONS



Ing. Jorge López Morton
Montes Elbruz 124-212 B
Alcaldía Miguel Hidalgo
Lomas de Chapultepec, CDMX 11000

C +52 55 5413 8871

E direccion@astilconsulting.com

W www.astilconsulting.com

VERTICAL
HOLDING



MAIN SERVICES

CUSTOMS AGENCY | BONDED WAREHOUSE | FREIGHT FORWARDINGS

WAREHOUSING | STRATEGIC TAX WAREHOUSE | FULFILLMENT

contacto@verticalholding.com.mx · +51 (55)4747.6110

MEXICO
natural
FACTORY

The best of the best

COFFEE - TEA - CHOCOLATES & SNACKS CATALOG

JUNE 2024



www.mexiconaturalfactory.com.mx