****Ciudad de México, november, 17

**ANAM Expo Sale ´18**

*September 4, 5 y 6; Puebla, Mexico*

ANAM invites producers and service providers to participate as exhibitors in its major business event to have business relations with wholesale grocery stores and prospect new potential customers who are eager to negotiate for three days.

In ANAM (National Association of Wholesale Grocers) we represent 140 wholesale grocers that are distributed throughout the territory of Mexico and who sell in their businesses around 72,800 sku's that reach 635,000 small stores and the final consumers.

We also represent ANDIVYL (National Association of Wine and Spirits Distributors) where we bring together the 40 largest distributors in the country who sell wines, beverages with different degrees of alcohol and liqueurs; As well as gourmet and canned products.

We are an important part of the supply chain that supplies all around Mexico in all the states and the livelihoods of thousands of families.

All our affiliated companies are proudly Mexican, who have been establishing and growing their businesses for three generations, having a great presence in the sale and distribution of products of great relevance, becoming the channel that has the biggest growth, above other channels having more than 1.9% of national GDP.

The companies that make up ANAM, aim to buy products and services that demand their businesses with those who face the demand of the population and also of resources that they require for themselves.

The latter refers to the fact that wholesale companies not only sell but consume for their own businesses endless products and services such as racks, technology systems, bags, currency collection systems, tires for their huge fleets, weighing machines (used to weight different types of products), forklifts used to move their goods from trailers to and from warehouses, purchase units of different tonnages (motorcycles, small cars, trucks, trucks, trailers, etc), spare parts for all of them; among thousands of other products and services.

ANAM created 21 years ago a business forum called EXPO VENTA ANAM, where we bring together production companies such as wholesale grocery partners. This great business center and it is the only one of its kind that closes negotiations and sales between both parties.

A floor of sale that lasts three intense days of work, but that, they reflect sales of approximately $60,000 million pesos.

It is a space in which new customers can be projected as well as reaffirming ties with those already known to continue exchanging within their businesses the products offered.

Expo Venta ANAM has been growing during all these years and has never stopped, always with the participation of new companies and those who have been convinced all these years that wholesale grocery stores are a noble and fruitful business that increases their participation in the market every year and they know that 21 years are just the beginning.

Currently EXPO VENTA ANAM has an area of 49,200 sq ft in which it has more than 300 companies with more than 4,000 brands offered to wholesalers who negotiate directly and close deals with senior decision makers.

It is worth mentioning that this is not a forum open to the public but addressed to the members of this associations (ANAM and ANDIVYL) who walk through their aisles to see the known suppliers and meet the new ones, that are presented all with innovations, prices and promotions. Attractive Consequently the people who attend are managers and owners, and remain negotiating, achieving an influx of more than 5,000 visitors.

Exclusively the last day access is allowed to companies that have some business related to groceries in order to know first hand the new products that are released to the market in this forum.

Expo Venta ANAM, the most profitable business center in Mexico, for production companies, international services and wholesalers, and we want to invite you to participate in order to increase your sales.

It will be a pleasure to have your presence and ready to negotiate !!



Iñaki Landáburu

CEO

ANAM / ANDIVYL

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