



## GRUPO HERDEZ LEVERAGES GROVARA'S B2B MARKETPLACE TO EXPORT TO THE UAE

**Philadelphia, PA – August 14, 2023** – Grovara, the dynamic B2B export marketplace, today announced an exclusive partnership with HERDEZ®, Mexico's iconic brand. This collaboration introduces a groundbreaking opportunity for UAE-based importers to purchase HERDEZ® products through Grovara's digital platform.

HERDEZ®, renowned as the No. 1 salsa brand in Mexico, has earned its reputation as a beloved household name for its genuine Mexican taste. Now, UAE consumers can savor the richness of HERDEZ® products, ranging from salsas and dips to tomato based juices, conveniently accessible via Grovara's user-friendly website.

"Our partnership with HERDEZ® is a testament to Grovara's commitment to transforming global trade and HERDEZ® innovative approach in bringing their authentic Mexican products to the world," said Abu Kamara, CEO of Grovara. "Through this collaboration, UAE distributors and retailers now have direct access to HERDEZ® products and consumers can immerse themselves in authentic Mexican cuisine."

This strategic partnership between Grovara and HERDEZ® not only marks an innovative step forward, but also offers UAE consumers an exclusive opportunity to experience the authentic flavors of Mexico. For the first time, HERDEZ® products are available in the UAE through Grovara's platform.

Grovara's expansion into the UAE market signifies the company's dedication to bridging global trade gaps. By offering HERDEZ® products in the UAE through their platform, Grovara is pioneering a transformative approach to international commerce. This partnership aligns with Grovara's mission of bringing unique and quality products to the fingertips of consumers around the world.



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## ABOUT GRUPO HERDEZ

We are proud to be the oldest Mexican food company in the country. Since 1914, we have been bringing Mexican families the best of our cuisine and the flavors of the world, and taking the most delicious flavors of Mexico to the rest of the globe. We have been listed on the Mexican Stock Exchange since 1991, and our mission is to be a worthy representative of Mexico worldwide.

We are leaders in the processed foods sector, and an important player in the ice cream category in Mexico, in addition to being the fastest growing company in the Mexican food segment in the United States through Megamex. We are currently present in 99% of Mexican households through our large portfolio of more than 1,500 products, with which we provide solutions to the daily lives of our consumers, offering them variety and convenience for different lifestyles. We participate in the categories of tuna, spices, guacamole, ice cream, impulse, yogurt, mayonnaise, marmalades, honey, mole, mustard, pastas, organic products, tomato purée, homemade salsas, ketchup, tea, canned vegetables, and many more, and we are leaders in several of these categories in Mexico. These products are sold through an exceptional portfolio of brands, including: Aires de Campo®, Barilla®, Blasón®, Búfalo®, Cielito Querido Café®, Del Fuerte®, Doña María®, Embasa®, Flaveur®, Frank's®, French's®, Helados Nestlé®, Herdez®, Libanius®, Liguria®, McCormick®, Moyo®, Nutrisa® and Yemina®.

We are committed to the social and environmental needs of the locations where we operate, and have aligned our sustainability strategy with the United Nations 2030 Agenda. This vision is shared with an exceptional team of more than 10,500 employees, and it is implemented through the solid infrastructure of our 15 production plants, 24 distribution centers, and more than 690 points of sale of our brands Cielito Querido Café®, Chilim Balam®, Lavazza®, Moyo® and Nutrisa®. For more information, visit [grupoherdez.com.mx](http://grupoherdez.com.mx) or follow us on: FB: / GrupoHerdezMX TW: @GrupoHerdezMX LI: /Grupo-Herdez

## ABOUT GROVARA

Grovara is a leading B2B export marketplace that connects buyers and sellers from around the world. Grovara's platform simplifies international trade, providing a seamless and efficient experience for businesses of all sizes. Grovara is headquartered in Philadelphia, PA, and has a presence in over 35 countries.

