

## GRUPO HERDEZ RECEIVES FSSC 22000 CERTIFICATION

**Mexico City, May 31, 2011 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or “the Company”)** (BMV: **HERDEZ**) today announced that the Barilla de México plant located in San Luis Potosí received the FSSC 22000 Certification (Food Safety System Certification), the highest international food safety certification.

This certification is based on the requirements of the ISO 22000:2005 norms and is backed by the International Commission of Agricultural and Food Industries (CIAA). Such certification was granted by Bureau Veritas Certification, and it is the first one awarded in Mexico.

“We are pleased to receive this certification, because the responsibility we have as food producers is to constantly improve processes and to ensure the health of our consumers by always favoring high quality products, the Company’s unwavering commitment”, said Salvador Badui, Technical Director at Grupo Herdez.

The certification is a result of the Company’s efforts towards developing strict functionality schemes in its Quality Management System, thoroughly verifying the quality of the raw materials, the production processes and the storage and distribution conditions.

With this recognition, Grupo Herdez reinforces its quality and safety policy in the production, storage and distribution of its products under strict hygiene conditions that guarantee healthy foods for Mexican families as well as for consumers that have access to its products in other countries, such as United States and Canada.

### About Grupo Herdez

Grupo Herdez is a leading producer of shelf-stable foods and beverages in Mexico, and a leader in the Mexican food category in the United States.

The Company is engaged in the production, distribution and sale of a broad range of categories including catsup, homemade sauces, honey, marmalade, mayonnaise, mole, mustard, pasta, spices, tea, tomato puree, tuna and vegetables, among others. These products are sold through an exceptional portfolio of brands, including Chi-Chi’s, Del Fuerte, Doña María, Embasa, Herdez, La Victoria, McCormick and Yemina. Grupo Herdez has 11 plants, 8 distribution centers and more than 6,500 employees.

## Contacts

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