

## GRUPO HERDEZ RECEIVES SECOND FSSC 22000 CERTIFICATION

**Mexico City, November 24, 2011 – Grupo Herdez, S.A.B de C.V. (“Grupo Herdez” or “the Company”)** (BMV: HERDEZ) today announced that the Industrias plant in San Luis Potosí of its associated company Herdez Del Fuerte received FSSC 22000 certification (Food Safety System Certification, 2010 version), equivalent to a more complex and complete ISO 22000 certification. This recognition reflects the high quality standards for foods produced by this facility.

This is the second such certification granted to Grupo Herdez, with the Barilla Mexico plant recognized in May of this year. It should be noted that these are the first FSSC 22000 certifications granted in Mexico. The Company thus reiterates its quality commitment to consumers in both Mexico and the United States.

“This recognition is the result of Grupo Herdez’s commitment to society, by continuously working to implement the strictest quality and safety systems available internationally,” said Salvador Badui Dergal, Technical Director at Herdez Del Fuerte.

This certification is granted by the *Bureau Veritas Certification*, a world leader in compliance assessment and certification which verifies and ensures that products, infrastructure and processes that it endorses comply with the required standards and regulations in terms of quality, health and safety, environmental protection and social responsibility. This certification system was developed by the Foundation for the Certification of Food Safety, based on FSSC 22000, ISO 22000 and PAS 220 norms for food producers, which is backed by FoodDrinkEurope and is recognized by the Global Food Safety Initiative (GFSI) and the Food and Drug Administration (FDA), the U.S. health authority.

“At Grupo Herdez we strive to constantly improve our processes in order to provide consumers with the highest quality products. We will continue to seek certification at the rest of our plants in the coming months,” added Alberto Garza Cabañas, Supply Chain Director at Grupo Herdez.

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### **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 *burritos*, catsup, coffee, guacamole, homemade sauces, honey, marmalade, mayonnaise, mole, mustard, pasta, spices, *taquitos*, tea, tomato puree, tuna and vegetables, among others. These products are sold through an exceptional portfolio of brands, including Aires de Campo, Chi-Chi's, Del Fuerte, Don Miguel, Doña María, Embasa, Herdez, La Victoria, McCormick, Wholly Guacamole and Yemina. Grupo Herdez has 14 plants, 9 distribution centers and more than 7,000 employees.