

GRUPO HERDEZ LAUNCHES SECOND PUBLIC TENDER OFFER FOR THE REMAINING 0.06% OF THE OUTSTANDING SHARES OF GRUPO NUTRISA

Mexico City, Mexico, November 14, 2013 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ, OTC: GUZBY) announces that having received all the necessary authorizations, it will today launch the second public tender offer (“The Offer”), for up to 19,091 remaining shares or 0.06% of the outstanding shares of Grupo Nutrisa S.A.B. de C.V. (“Nutrisa”) (BMV: NUTRISA). The acquisition price is Ps. 91 per share.

The Offer acceptance period expires on December 13, 2013, under the understanding that it may be extended pursuant to the terms in the Information Prospectus of the Offer. The payment will be settled on December 19, 2013.

The Information Prospectus of the Offer is available in Spanish with the intermediary (Casa de Bolsa Ve Por Más, S.A. de C.V.), or through the following websites: CNBV (www.cnbv.gob.mx), Mexican Stock Exchange (www.bmv.com.mx) and Grupo Herdez (www.grupoherdez.com.mx).

Contact Information:

Andrea Amozurrutia
Ph: +52 (55) 5201 5636

Macarena García
Ph: +52 (55) 5201-5602
invrel@herdez.com.mx

About Grupo Herdez

Grupo Herdez is a leading producer of shelf-stable foods and frozen yogurt in Mexico, and a leader in the Mexican food category in the United States. The Company participates in a wide range of categories including burritos, coffee, guacamole, frozen yogurt, homemade salsas, honey, ketchup, marmalade, mayonnaise, mini tacos, mole, mustard, pasta, spices, tea, tomato puree, tuna, vegetables and organic foods, among others. These products are commercialized through an exceptional portfolio of brands, including Aires de Campo, Barilla, Chi-Chi's, Del Fuerte, Don Miguel, Doña María, Embasa, Herdez, La Victoria, McCormick, Nutrisa, Wholly Guacamole and Yemina. In addition, the Company has distribution agreements for the Herdez GoGo Squeez, Kikkoman, Ocean Spray, Reynolds and Truvia products in Mexico. Grupo Herdez has 14 plants, 9 distribution centers, 7 tuna vessels and a workforce of more than 9,000 associates. The Company was founded in 1914 and has been listed in the Mexican Stock Exchange since 1991 and in the OTC market since 1997. For more information, visit www.grupoherdez.com.mx

Forward-Looking Statement

The information herein contained (“Information”) has been prepared by Grupo Herdez, S.A.B. de C.V., its associates, subsidiaries and/or affiliates companies (“Grupo Herdez”) and may contain forward-looking statements that reflects Grupo Herdez current expectations and views which could differ materially due to different factors, risks and uncertainties. Therefore, Grupo Herdez or any of their respective officers, employees or agents, have no responsibility or liability for such differences in the Information. In particular, but without prejudice to the generality of the foregoing, no warranty is given as to the achievement or success of any future variation of such Information or other written or oral Information. This Information has been delivered only for informative purposes. The issue of this Information shall not be taken as any form of commitment on the part of Grupo Herdez to proceed with any transaction.