

## **GRUPO NUTRISA ELECTS LUIS ZUBIETA DE LA MORA AS NEW CHIEF EXECUTIVE OFFICER**

**Mexico City, Mexico, January 14, 2014 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ, OTC: GUZBY)** announced today that the Board of Directors of Grupo Nutrisa, S.A.B. de C.V. (“Grupo Nutrisa”), elected Luis Zubieta de la Mora as Chief Executive Officer (“CEO”), effective immediately, to succeed Jorge Ibarra Ripoll, who retires from his position as CEO of Grupo Nutrisa, after a successful career of 24 years.

Mr. Zubieta is an Industrial Engineer from UP University (Universidad Panamericana) with an MBA (Master’s in Business Administration) from ITAM (Instituto Tecnológico Autónomo de México) and an Advanced Marketing Program Certificate from Kellogg School of Management. Throughout his career, he has developed a broad range of experience across management, marketing, strategy, operations and sales areas of companies within the Consumer Goods and Retail sectors, which include Procter & Gamble, Pepsico, Blockbuster de México, Planeta Networks, Grupo Danone, Red Bull and William Grant & Sons.

Héctor Hernández-Pons Torres, Chairman and CEO of Grupo Herdez, said: “We extend our gratitude to Jorge Ibarra for the key role that he played in the transition period after Grupo Herdez acquired Grupo Nutrisa, and we send him our best wishes in his future endeavors. We also warmly welcome Luis Zubieta. We are confident that his passion to build brands, develop new businesses and retail experience will contribute to the continued profitable growth of Grupo Herdez”.

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### **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](http://www.grupoherdez.com.mx)

**Forward-Looking Statement**

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