



GRUPO HERDEZ ANNOUNCES INAUGURATION OF NEW McCORMICK PLANT

Mexico City, Mexico, March 5, 2014 - Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: Herdez, OTC: GUZBY) as part of its centennial, reiterates its commitment to the economic development and growth of Mexico by inaugurating its new McCormick® mayonnaise plant, located in the State of Mexico, Mexico.

This plant represents an investment of approximately Ps. 560 million in the associated company McCormick de México, S.A. de C.V., and has an installed capacity of 120,000 tons per year distributed between 6 production lines and 4 lines of PET (polyethylene terephthalate) packaging production for our self-consumption. Moreover, these facilities have a water treatment plant and utilize electricity from renewable sources.

It should be noted that this plant replaces the operations of the plant located in Mexico City, increasing installed capacity by 50%. These facilities are located next to the Group’s largest distribution center, which will enable approximate savings of 6% in transportation costs.

“Grupo Herdez is very proud of the growth achieved in association with McCormick & Co., over the past 67 years. The opening of this facility demonstrates our interest as a Company to stay at the forefront of technology, our concern to ensure sustainability and our focus on developing the highest quality products for our consumers,” said Héctor Hernández-Pons Torres, Chairman and CEO 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 Squeeze, Kikkoman, Ocean Spray, Reynolds and Truvia products in Mexico. Grupo Herdez has 14 plants, 9 distribution centers, 7 tuna vessels, 418 points of sale of Nutrisa 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

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