



GRUPO HERDEZ

ANNOUNCES THE ACQUISITION OF CIELITO QUERIDO CAFÉ

Mexico City, Mexico, December 5, 2019 - Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ) the Mexican food company with more history in the country, announces the acquisition of **Cielito Querido Café** (www.cielitoquerido.com.mx), one of the most recognized brands in Mexico’s coffee shops segment, for **MXN 280 million**.

This acquisition is part of Grupo Herdez’s strategy to grow and strengthen its brand portfolio. Together with Nutrisa and Lavazza, in the impulse category, the Company now **has more than 500 points of sale** throughout the country.

“For more than 100 years, we at Grupo Herdez have set ourselves apart by preserving the culture of Mexican gastronomy and its connected traditions. Since inception ten years ago, **Cielito Querido Café** has focused on reviving Mexican traditions through innovative concepts, which, without question has become a benchmark in Mexico,” said Héctor Hernández-Pons Torres, Chairman and CEO of Grupo Herdez.

Cielito Querido Café currently has **78 stores throughout the country** and is one of the most beloved brands in Mexico. Net sales for the last twelve months were **MXN 420 million**.

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ABOUT GRUPO HERDEZ

Grupo Herdez is the leading producer of shelf-stable foods and one of the main players in the ice cream category in Mexico, as well as the fastest growing company in the Mexican food category in the United States. The Company participates in a wide range of categories including burritos, canned vegetables, frozen yogurt, guacamole, home-style salsas, honey, ice cream, ketchup, marmalade, mayonnaise, mole, mustard, organic foods, pasta, spices, tea, tomato purée, and tuna fish, among others. These products are sold through an exceptional portfolio of brands, which includes Aires de Campo, Barilla, Búfalo, Chi-Chi's, Del Fuerte, Don Miguel, Doña María, Embasa, Frank's, French's, Helados Nestlé, Herdez, La Victoria, McCormick, Nutrisa, Wholly Guacamole, and Yemina. Additionally, the Company has distribution agreements in Mexico for Kikkoman, Lavazza, Ocean Spray, and Reynolds. Grupo Herdez has 15 manufacturing facilities, 24 distribution centers, 6 tuna vessels, more than 500 points of sale under Nutrisa, Cielito and Lavazza as well as a workforce of more than 10 thousand employees. The Company was founded in 1914 and has been listed on the Mexican Stock Exchange since 1991. For more information, visit <http://www.grupoherdez.com.mx>

FORWARD-LOOKING STATEMENTS

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