Mexican Beer Popular In Germany

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Category/Department: General
Published: Wednesday, September 2, 1992

According to Tamara Quitain, trade adviser at the Mexican Embassy in Germany, Mexican beer is popular in Germany, result of lower alcohol content than the local product and high quality. In 1991, Mexico exported US$2.5 million worth of beer to Germany. Embassy statistics indicate that exports over the first five months of 1992 totaled US$1.1 million, compared to US$552,000 during the same period in 1991. Under a recently finalized agreement, German import company Columbus Trading will distribute Cerveceria Moctezuma's Sol and Dos Equis brands on the German market. Mexico's Modelo brewery is set to finalize a similar contract for distribution of the Corona brand with Seagrams of Germany. Corona is the market leader for Mexican beer in Germany, followed by Sol, Bohemia and Dos Equis. (Source: El Financiero International, 09/07/92)

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