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Soft Drink Bottler Gemex To Open Pepsi Cola Plant In Merida In April

by Carlos Navarro

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On Feb. 25, the bottling company Grupo Embotellador de Mexico (GEMEX) announced plans to open a new Pepsi Cola bottling plant in Merida (Yucatan state) in April. Jorge Moreno Ortiz, public relations director for Consorcio Industrial Escorpion (the GEMEX parent company), said the firm will initially invest US$1.2 million for construction of the plant. The facility is expected to create about 2,000 jobs. According to Moreno, the US-based Pepsi Cola Co. (Pepsico) licensed the GEMEX plant as its exclusive bottler and distributor of Pepsi Cola products for Yucatan, Campeche and Quintana Roo states (including the resort of Cancun). He said the plant may in the future expand its distribution area into Central America. According to a company report released on Feb. 24, GEMEX sales in 1993 are projected to increase by 13% over the US$400 million in sales in 1992. (Source: Notimex, 02/24/93, 02/25/93)

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