

Press release
Reims, France
Date: September 3rd, 2019

With a new malt house in project, Malteurop settles in Mexico

Malteurop, part of VIVESCIA, announces the construction of a new malt house in Mexico, with an annual production capacity of 120,000 tons, and located in Meoqui, Chihuahua state, in the North of Mexico, that will be operational second semester of 2021.

For Olivier Parent, CEO of Malteurop, *“this project, integrated in our strategic plan Shaping 2022, goes beyond the construction of a malt house on a new territory. It requires to create a whole procurement system upstream, to build partnerships with local farmers and to support them in the malting barley production.”*

And Alain Caekaert, Chief Commercial, Innovation and Procurement Officer, adds: *“Mexico is a key country for our industry, as its beer market is particularly dynamic, with a production of 120 million hectoliters in 2018, of which 80 are consumed locally and 40 go to export markets*.”*

With the construction of this new industrial site, Malteurop, shows its dynamism and its ability to open new markets, and adheres to HEINEKEN Mexico’s vision to continue developing the zone and consolidate Meoqui Brewery as the heart of the first circular ecosystem in the region.



“For HEINEKEN Mexico, this project is a pillar that will boost the growth of our industry, in full alignment with our permanent commitment of contributing to the economic development of Mexico and the state of Chihuahua. We will reduce dependency on imported raw materials, since at least 90% of our barley will be of national origin,” said Etienne Strijp, CEO of HEINEKEN Mexico.

In a context where Malteurop and HEINEKEN trend towards more responsible and sustainable supply-chain, this project includes a close collaboration, both geographical and strategic, and a long-term procurement contract with HEINEKEN Mexico.

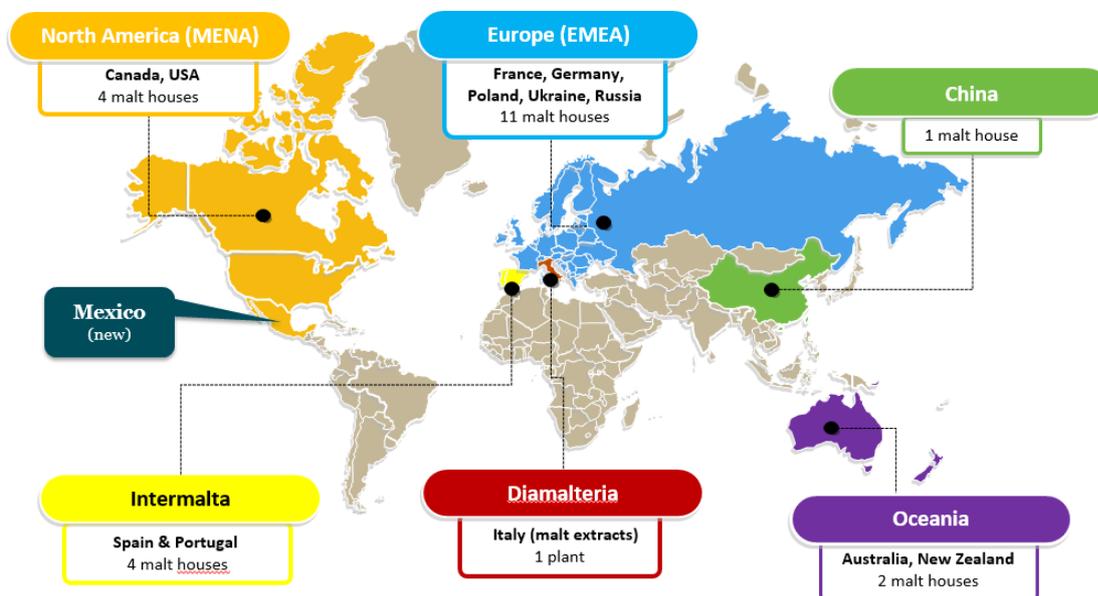
“We have a strong commitment with Mexican farmers and with sustainability and we are sure that we have found in Malteurop an ideal partner that shares our vision and that will definitely contribute with the northern region development. Now as our local ally, together we will continue brewing a better Mexico.” adds, Alberto Máñez, Procurement Director at HEINEKEN Mexico.

Olivier Parent concludes *“part of the plant capacity could be available to other local brewers who will benefit from our new barley supply chain and malting facility in Mexico. We are proud that we can support and boost the growth of the Mexican beer industry. As well, we believe the Mexican government is committed to sustainable growth and development through foreign direct investment in the Agriculture Sector. We look forward to partnering with all stakeholders in order to make this project a success.”*

Project ID card

First stone: 2nd semester 2019
Start of activity: 2nd semester 2021
Malt house capacity: 120,000 ton /year

With this new malt house, Malteurop extends its global footprint:



About Malteurop:

Malteurop, company of VIVESCIA group specialized in the barley-malt-beer value chain, is a malt and malt-based ingredients producer. With 1,100 employees based in 30 locations in 13 countries, Malteurop is proud of its agricultural roots and defines itself as the farmer-maltster supporting brewers, distillers and agro-food companies.

Find out our story, our products and our malt experts all around the world at www.malteurop.com

About VIVESCIA:

VIVESCIA is an international, cooperative farming and food processing group, with 7,500 employees in 24 countries, generating revenue of €3.2 billion. Specializing in producing and adding value to grain through food applications, VIVESCIA is owned by 11,000 farmers from the north-east of France.

As the leading French grain cooperative, VIVESCIA is committed to taking care of grain, from field to fork. 1 in 10 croissants in Europe are produced by our group; 1 in 10 beers worldwide are produced with our malt; Francine, the leading flour brand on the French market, is an integral part of the cooking experience for millions of French families. Every day around the world, thousands of consumers enjoy delicious sweet and savoury snacks together in our 350 Délifrance restaurants.

Over the last 90 years, a Grain Community has emerged, driven by the same entrepreneurial ambition to further their mission: to nourish people. Every day, VIVESCIA's farmers and employees undertake to innovate for more sustainable farming and food. www.vivescia.com

About HEINEKEN Mexico:

Founded in 1890, HEINEKEN Mexico, is the most innovative brewery in Mexico. The company owns 7 plants in Mexico and a malt plant in which more than 16 thousand people are committed to elaborate the best beer experiences. Brewing a Better World is our long term commitment in sustainability and social responsibility. Led by Heineken®, the most valuable Premium beer Brand in the world, HEINEKEN Mexico features a wide range portfolio: Tecate®, Tecate Light®, Dos Equis®, Indio®, Sol®, Amstel Light®, Affligem®, Bohemia®, Miller Light®, Noche Buena®, Strongbow Apple Ciders®, Coors Light®, Carta Blanca®, Superior® y Kloster Light. For further information, please visit: www.heinekenmexico.com Facebook & Twitter @HEINEKENMexico.

Contacts:

Marion Godard – Marion.godard@malteurop.com +33 6 87 22 07 01
Eluyde Paulin – eluyde.paulin@heineken.com +52 55 91 26 35 22
