

Press release

Viernes, 17 de enero de 2025

Popular Ditsch pretzel snacks now available for the first time in Monterrey, Mexico

- *With the opening of the first Ditsch clip-in in the leading Mexican retail chain OXXO, the German bakery's popular pretzel products are now also available in Latin America for the first time. Ditsch is not only aiming for further growth, but also to gain valuable insights into different customer needs in various international markets.*

Monterrey, Nuevo León, 17 January 2025. The classic German pretzel products have been enjoying steadily increasing demand worldwide. Now, for the first time, customers in Monterrey, Mexico, can savor these iconic products under the Ditsch brand. The launch is part of a clip-in, a shop-in-shop concept, within OXXO. OXXO, the leading Mexican convenience retail chain is, like Ditsch's operator Valora, part of the global FEMSA group headquartered in Monterrey.

The first Ditsch clip-in in Monterrey offers both traditional German recipes and locally inspired variations, such as a pretzel stick with salchicha. In addition to pretzels, the range also includes other pretzel products such as breadsticks, croissants and sandwiches. The Ditsch Pizza, which is very popular in Germany, is also available there. The baked goods are produced in the Ditsch production facilities in Germany and the USA and freshly baked on site - a concept that is unique in Mexico to date.

"Our first Ditsch clip-in in the Mexican market demonstrates that German pretzel products are becoming an increasingly popular export," said Sarah Johannes, Director Concept & Brand at Ditsch. "The first-time collaboration between Ditsch and OXXO, the leading Latin American retail brand, not only drives further growth but also brings us valuable insights into the different customer needs in various international markets."

Retail partner OXXO provides Ditsch with an excellent platform to enter the Mexican market. The convenience retail chain operates more than 24,000 stores across Central and South America. FEMSA, its parent company, places significant strategic importance on the "Foodvenience" segment, which combines fresh food and essential convenience offerings. Following a successful introduction of the first Ditsch clip-ins, further expansion of the offering in Mexico is planned.

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Acerca de FEMSA's Proximity and Health

FEMSA's Proximity and Health Division creates economic and social value in the countries where it operates. It runs various small-format retail chains in Latin America and Europe, including OXXO and Bara stores. Additionally, it operates service stations under the OXXO GAS brand in Mexico and Valora, our European retail unit that manages convenience stores and food service operations.

FEMSA Health manages pharmacy chains across Latin America, including YZA, Farmacon, and Moderna in Mexico; Cruz Verde in Colombia and Chile; Fybeca and SanaSana in Ecuador; and Maicao in Chile, as well as a pharmaceutical production and wholesale laboratory. Currently, it operates more than 4,400 units in the countries where it has a presence.

Through its business units, FEMSA's Proximity and Health Division serves over 13 million consumers daily and employs more than 160,000 collaborators, promoting inclusion, diversity, and sustainability practices within its teams to operate in harmony with the planet, the community, and the value chain.

About Ditsch

The Ditsch bakery was founded in Mainz in 1919 and over the last 100 years has developed into one of the leading suppliers of pretzels, which are popular at high-traffic locations across Germany. In addition to the classic pretzel, Ditsch's range includes a variety of pretzel products, pizza snacks, croissants and other salty and sweet baked goods - for a snack in between meals or as a hearty snack. The offering is complemented by a broad selection of hot and cold drinks.

Ditsch places great emphasis on innovation and is constantly expanding its product range with new varieties and seasonal products. The high-quality pretzel products are produced in the company's own production facilities in Germany and then freshly baked on site in order to always offer customers the best quality. Since 2012, Ditsch has been part of the Valora Group and operates over 170 locations in Germany, situated in central areas such as city centers, shopping malls, and train stations. In January 2025, Ditsch opened its first overseas outlet with a clip-in in the leading Mexican retail chain OXXO in Monterrey, Mexico.

More information: <http://www.ditsch.de/en>

About Valora

Every day, around 15,000 employees in the Valora network strive to brighten up their customers' journeys with a comprehensive foodvenience offering - nearby, quick, convenient and fresh. Approximately 2,800



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small-scale Valora Group sales outlets are in highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands.

The Valora Group includes brands such as avec, k kiosk, Press & Books, BackWerk, Ditsch, Brezelkönig, Frittenwerk, Caffè Spettacolo, and the popular own label ok.–, along with a steadily growing range of digital services. Valora also operates one of the world’s leading pretzel production facilities and benefits from a highly integrated value chain in the sector of baked products. The Valora Group has its registered office in Muttenz, Switzerland, and is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

More information: <http://www.valora.com>