

Mexico-Pork-Snacks-V2

SPEAKERS

Rigoberto Trevino, John Herath

John Herath 00:00

Convenience snacks featuring U.S. pork have become a new avenue for pork sales in Mexico. U.S. Meat Export Federation Mexico Trade Manager Rigoberto Trevino details some of the new products developed with support from USDA, the National Pork Board and state soybean checkoff programs.

Rigoberto Trevino 00:13

Last year we launched a product called Snack-Atelas that is like dry meat with pork ham, that is a snack that is with one of the largest convenience store distributors in Mexico, that is called Oxo. They have more than 22,000 stores, and the product is all over the country. We also have the chicha-ramen. That is very important for us, is made with chicharron, pork jowl chicharon with Carnes Ramos. It is a ramen with pork jowl chicharron. One hundred percent U.S. pork, and is also in all of their stores. It is in different flights with Viva Aerobus, so we are proud to say that we are selling pork jowl chicharron over the air all over Mexico.

John Herath 01:04

USMEF also unveiled a pork jowl chicharron product in a cone at a large Mexican music festival.

Rigoberto Trevino 01:10

We started that idea with a cone that is with bites of pork jowl chicharron, because if you are in a festival, in a concert, or in a match, a soccer match, or something like that, you want to eat something that is very easy to buy to eat, et cetera. So after that cone, we created the chicha-ramen in the festival, just eating the chicharron in that way. And right now, we are introducing that product to the convenience stores. It was a really huge success in the music festival that is called Pal Norte in Monterrey, Mexico. And there is like 80,000 people per day. It lasts three days, and it was a great success, and we are now looking for other channels to sell that product.

John Herath 01:55

The cone product has also been a hit at sporting events across Mexico. For more, please visit [USMEF.org](https://usmef.org). For the U.S. Meat Export Federation, I'm John Herath.