

Mexico-Cantina-Vibes-V2

SPEAKERS

John Herath, Rigoberto Treviño

John Herath 00:00

Beef and pork variety meats are the centerpiece of a new promotion by the U.S. Meat Export Federation staff in Mexico. The marketing program, called Cantina Vibes, focuses on fast, affordable dining for bars and casual restaurants, starting in regions where variety meat dishes are familiar. According to Rigoberto Treviño, trade manager for USMEF Mexico,

Rigoberto Treviño 00:18

They use a lot of different variety meats in the central part of Mexico, in the cantinas, in casual dining restaurants. We have an activity in the fair of San Marcos that there are like 12 million people that go there in a period of three weeks, three to four weeks to the fair. When we talk about variety meats in pork, we talk about poor, jowl, ears, brains, snout, stomach, etc. In beef, we are promoting small intestine, also liver and sweetbread. Like, for example, with the pork snout, we are doing tacos, we are doing sopes, we are doing tostadas. So it's different cantina dishes with variety meat.

John Herath 00:59

Because of the success in central Mexico, Cantina Vibes has expanded to the northern part of the country, where consumers are less familiar with variety meat dishes, but are attracted to the lower cost, high quality, U.S. pork and beef,

Rigoberto Treviño 01:10

Really good quality. The consistency is amazing. And, of course, it is very affordable for those cantinas because if you want go to a cantina, maybe you can have like a appetizer that is going to be for free if you are drinking or something, and it's affordable, and that's very important for us. Not all variety meats are affordable. I know that sweetbreads are a little bit more expensive. But the small intestine or pork stomach, pork snout are very affordable. And you can have like a pork jowl taco or a pork jowl sope with guacamole for about, I don't know, it might be a dollar. So it's very affordable, and it's very important for those kinds of restaurants and casual dining.

John Herath 01:51

Variety meat promotions in Mexico are made possible through funding from USDA, the National Pork Board and the Beef Checkoff Program. For more, please visit [USMEF.org](https://usmef.org). For the US Meat Export Federation, I'm John Herath.