

## **Development of the Mexican- Brand/Image in Germany**

The relationship between Mexico and Germany started many years ago when the Germans arrived in Mexico. The commercial links between both countries became stronger over the years through signing commercial and navigation agreements. Because of the Second World War the relationship between the two countries broke up in 1941 until 1952 when Mexico and Germany began to rebuild their relationship. In the last decade Germany has been a very strong commercial partner for Mexico. In 2009 Germany was the first commercial partner in the European Union for Mexico. Also this year Mexico was the second most important partner in Latin America after Brazil (Mexican Embassy in Germany 2011).

### **Mexican brands and/or products**

The biggest Mexican brand in Germany is CEMEX. In the beginning the company was called Readymix but in 2005 the company was taken over by CEMEX in Mexico. (CEMEX 2011). Other Mexican brands that can be found around Germany are Corona Extra beer and Tequila Jose Cuervo. Radeberger Gruppe KG distributes Corona in Germany and Diageo GmbH distributes Jose Cuervo.

In a few German cities there are small Mexican shops that sell Mexican products. Also there are companies specialized in Mexican products like MEX-AL ([www.mex-al.de](http://www.mex-al.de)) in Aachen and La Tortilla ([www.latortilla.de](http://www.latortilla.de)) in Unterschleißheim. These companies sell and distribute Mexican food, and other Mexican products especially through online-shopping. The brands of food that they distribute are:

- Beans – La Sierra, San Marcos
- Chili peppers – La Morena, LOL TUN, San Miguel, Faro
- Sauces – San Marcos, La Morena, Valentina, La Costeña, LOL TUN
- Tequila – Don Julio, Corralejo, Jimador

They sell typical food-products like beans, chili and more with a private label. Other Mexican products that they have are piñatas, sombreros “molcajetes”, and so on.

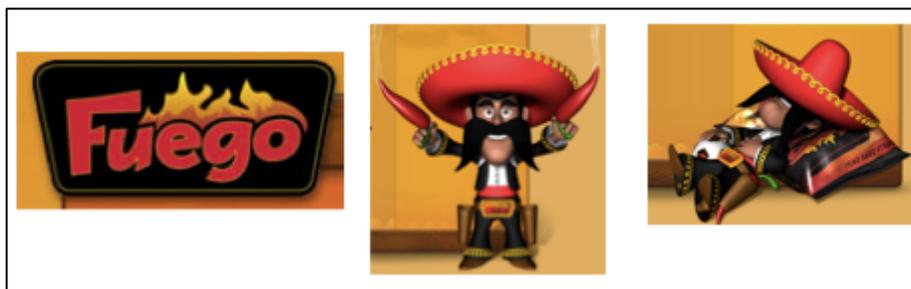
## Non-Mexican brands

Moreover in every supermarket there are the Tex-Mex products that are sell as “Mexicans”. Brands like Fuego, Don Enrico Mexicano, Old El Paso, and Casa Fiesta can be found in any place as Mexican brands or products. The products that all of these brands sell are:

- Wraps
- Taco Shells
- Jalapeños
- Chili con Carne
- Dip sauces
- Chips

The brand Fuego belongs to the company Theodor Kattus GmbH. The brand's website is [www.mexican-food.de](http://www.mexican-food.de). In the label appears the name Fuego that means fire in Spanish. Some of the packages of the products have a desert landscape with cactus plant, which symbolizes the Sonora’s dessert. The webpage shows a “Charro” (horseman) or “mariachi” with black clothes and a red sombrero. In the link “Home” there is a small text about Mexico. The recipes on the webpage are seven German-Tex-Mex dishes.

Image 3.1: Fuego Logo and Mexican character

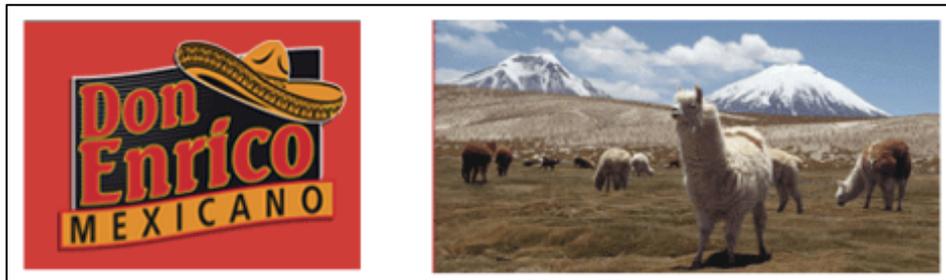


Source: <http://www.mexican-food.de>

The brand Don Enrico Mexicano belongs to Rila Feinkost-Importe. The brand’s logo is the name of the brand with a sombrero. The webpage is [www.don-enrico.de](http://www.don-enrico.de) and in the link “Home” is a small text about the food in Mexico and South America but with pic-

tures of Peru. In “kulturelles Umfeld” is a large text about Mexican cuisine. This webpage has a lot of Tex-Mex and German-Tex-Mex recipes.

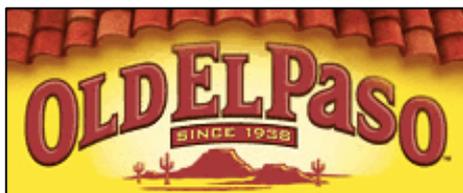
Image 3.2: Don Enrico Mexicano logo and landscape picture of Peru



Source: <http://www-don-enrico.de>

General Mills, an American company, owns the brand Old El Paso. El Paso is a city of Texas. This brand is present in many countries all around the world including Germany. The website of the brand in Germany is [www.oldelpaso.de](http://www.oldelpaso.de). It has the history of the company, as well as recipes and their products that are all Tex-Mex.

Image 3.3: Old El Paso logo,



source: <http://www.oldelpaso.de>

Bruce Foods, another American company, sells around the world the brand Casa Fiesta. The name is the Spanish translation of Party House. The webpage is [www.casafiesta.com](http://www.casafiesta.com) and they mention on their homepage the origins of the brand and they call themselves authentic Mexican even though they sell only Tex-Mex food and have Tex-Mex recipes and only the name is in Spanish.

Image 3.4: Casa Fiesta logo and seal



Source: <http://www.casafiesta.com>

Desperados is a Tequila flavored beer made in France that belongs to Heineken. It uses the colors of the Mexican flag (green, white and red) and a Mexican styled bottle. Some of the advertisements show typical Mexican aspects such as a snake and an eagle, an iguana or traditional Mexican music.

Image 3.5: Desperados beer and label



Source: <http://worldofrosie.files.wordpress.com/2011/05/desperados.jpg>

One of the most popular brands of Tequila in Germany is Sierra Tequila that belongs to BORCO-MARKEN-IMPORT Matthiesen GmbH & Co. KG. The Tequila is produced in Jalisco in Mexico and then it is exported to Germany and branded. The most common bottle of the brand has a Mexican hat as a lid and on the label appears a Mexican playing a guitar in front of a cactus. The TV advertising normally shows a Mexican stereotyped bar. In marketing events they give a red *sombrero* (hat) to the consumers.

Image 3.6: Sierra Tequila products



Source: <http://www.sierratequila.com/>

In the German yellow pages are 356 “Mexican restaurants” however almost all of them sell only Tex-Mex and German-Tex-Mex food. In the city of Stuttgart in Germany there are 4 “Mexican restaurants” that are:

- El Chico
- La hacienda
- Enchilada
- Joe Peñas

All of these restaurants sell Chili con Carne, Fajitas, Quesadillas (Tex-Mex style), Burritos, Taco Shells, Chicken Wings and more but in reality most of the menus are dominated by Tex-Mex and German-Tex-Mex dishes, averagely 90% of the menu, whereas only 10% of the menu contains authentic Mexican dishes, although in some cases the restaurants serve no truly authentic Mexican dishes. The restaurants are usually decorated with sombreros, cactus plants, mariachi’s clothes, charro’s clothes, Mexican flags, Mayan Calendars, piñatas and more Mexican decorations. Due to the quantity of Tex-Mex restaurants, some Mexicans have opened authentic Mexican restaurants like Ramsés Luevano who has three Mexican restaurants in Berlin; “Maria Bonita”, “Maria Peligro” and “Santa Maria” (Gonzalez 2010) or Angel Chavez Martinez who owns “Der echte Mexikaner” in Fellbach. (El Mero Mexicano 2011)