



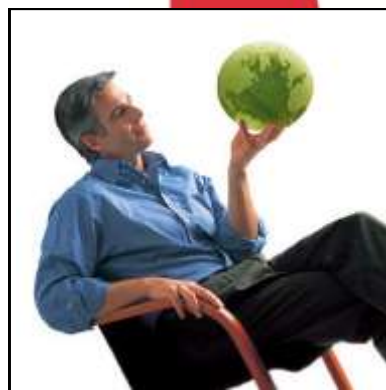
Agriculture and  
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Bureau

MARKET INDICATOR REPORT | SEPTEMBER 2012

## Cooking Oils in Mexico





### ▶ MARKET SNAPSHOT

- ▶ Mexico is home to 112 million inhabitants (Instituto Nacional de Estadística y Geografía INEGI, 2010) and is Latin America's second largest economy, behind Brazil.
- ▶ Over the past two decades and since the signing of the North American Free Trade Agreement (NAFTA), Mexico has seen consistent economic growth and a steady increase in purchasing power. Increasing levels of education have led to higher-paying jobs for Mexican consumers, which have contributed to a growing consumer market.
- ▶ While the global recession hampered the Mexican economy's growth, the country has since recovered, resulting in an increase in gross domestic product (GDP) of 5.4% in 2010.
- ▶ Almost 70% of the population is overweight or obese, and a majority are children. In fact, Mexico has the highest proportion of overweight and obese children in the world. The weight problem in Mexico has prompted various national campaigns, both public and private, to raise health awareness and promote illness prevention.
- ▶ Better-educated, higher-earning Mexican consumers tend to look for products to reduce the effects of aging, and this is leading to increased demand for food perceived to be healthy, natural and nutritious.
- ▶ Public health agencies have made significant efforts to promote the consumption of reduced calorie and cholesterol-free products. Most of these functional attributes are only observed within premium brands. The oils and fats sector as a whole is slowly moving towards offering products with these and other health and wellness characteristics (Euromonitor, 2012).



*Mexican woman using oil to prepare traditional meal.*

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### ▶ DID YOU KNOW?

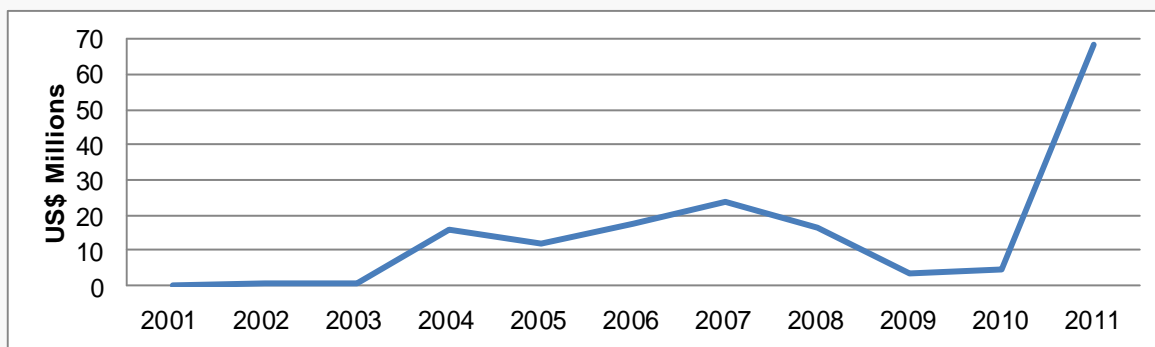
- ▶ Products that are considered healthy and beneficial will continue to gain popularity, as Mexicans seek to improve their lifestyle and health.
- ▶ Small grocery retailers, such as convenience stores and small independent grocers, are the most popular distribution channel for oils and fats.



## ► TRADE

- ▶ Over the past 10 years, various types of cooking oils have been exported by Canada to Mexico. These oils include canola oil, coconut oil, palm kernel, sunflower oil, and olive-residue oil and blends.
- ▶ Canola remains the leading oil product exported to Mexico. According to Statistics Canada, Canada exported 54,477 tonnes of canola oil to Mexico in 2011, with a value of US\$68 million. This was significantly more than the 5,126 tonnes exported the year before.
- ▶ Canadian exports of canola seed to Mexico totalled 1.44 million tonnes in 2011, with a value of US\$844 million.

### Canadian Exports of Canola Oil to Mexico 2001 - 2011

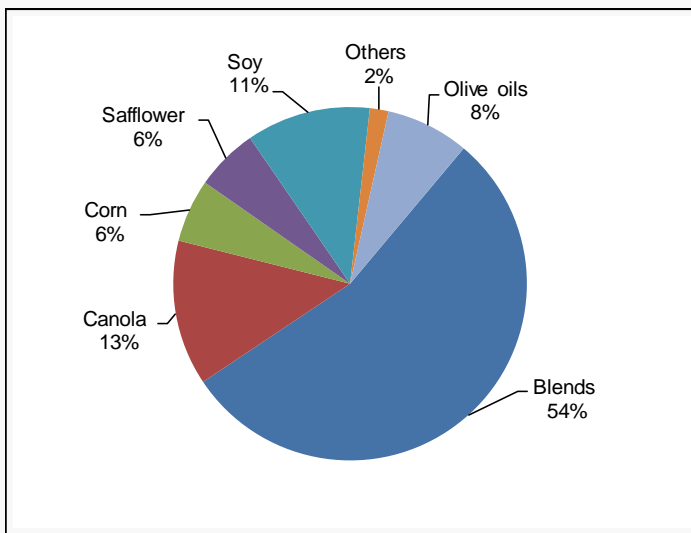


Source: Global Trade Atlas, 2012

## ► RETAIL SALES

- ▶ Canola, soy, safflower, and corn were the most demanded seeds for the production of oils. However, according to Euromonitor International, 54% of total cooking oil in Mexico consisted of blends or combinations of various types of seeds and vegetable oils.
- ▶ Canola oil accounted for 13% of the value of sales by type, followed by soy (11%), safflower (6%), and corn (6%).
- ▶ The popularity of soy and canola oil continues to rise, while corn oil sales have dropped slightly over the past few years.

### Retail Sales of Oils in Mexico, % Value (2011)



Source: Euromonitor, 2012



► **RETAIL SALES (continued)**

**Mexico, Retail Sales of Oils, Historic Value in US\$ millions**

Categories	2006	2007	2008	2009	2010	2011	CAGR 2006-2011 (%)
Oils	1,088.5	1,112.6	1,100.2	1,132.5	1,245.2	1,347.3	4.0
Olive oil	77.5	81.4	79.5	81.5	90.5	102.5	5.8
Vegetable and seed oil	1,011.0	1,031.2	1,020.7	1,051.0	1,154.7	1,244.8	4.2

**Source:** Euromonitor, 2012

- Total retail sales of oils continue to grow. As the Mexican economy continues to recover from the global economic recession, Mexican consumers are starting to reintroduce oils into their diets and returning to foodservice outlets, which account for approximately 30% of total volume sales of oils.
- Over the 2006-2011 period, the compound annual growth rate (CAGR) for cooking oils increased by 4%. Olive oil saw the biggest growth over that period, with a CAGR of 5.8%, while vegetable and seed oil experienced a CAGR of 4.2%. The oils category is expected to continue to grow over the next four years.
- In light of concern about the overweight and obese population, public health agencies are promoting the consumption of lower calorie and cholesterol-free products, boosting the sales of products with antioxidants, such as omega 3 and 6.
- The olive oil sub-category is expected to have the highest CAGR over the forecast period, reaching retail sales of US\$146.3 million by 2016.

**Mexico, Retail Sales of Oils, **Forecast** Value in US\$ millions**

Categories	2012	2013	2014	2015	2016	CAGR 2012-2016 (%)
Oils	1,426.6	1,497.2	1,573.7	1,651.5	1,734.6	5
Olive oil	110.0	117.9	126.5	135.8	146.3	7.4
Vegetable and seed oil	1,316.6	1,379.3	1,447.2	1,515.7	1,588.3	4.8

**Source:** Euromonitor, 2012



**Comercial Mexicana in Mexico**  
**Source:** Planet Retail, 2012



**Walmart in Mexico, Bodega Aurrera**  
**Source:** Planet Retail, 2012



► **RETAIL SALES (continued)**

**Mexico, Retail Sales of Oils, Historic Retail Volume in 1,000 Tonnes**

Categories	2006	2007	2008	2009	2010	2011	CAGR 2006-2011 (%)
Oils	884.6	812.7	714.8	696.7	749.8	767.3	-2.8
Olive oil	9.7	10.5	9.6	9.0	9.5	9.7	0.1
Vegetable and seed oil	874.9	802.2	705.2	687.7	740.3	757.6	-2.8

*Source: Euromonitor, 2012*

- Olive oil saw little growth in volume over the 2006-2011 period, while vegetable and seed oil saw a negative volume growth. Unit price increases may have offset the decline of volume sales. Market players and retail outlets are expected to be cautious about unit price increases. Despite this potential price volatility, producers of oils have already begun introducing healthier products into the market, which will allow the sector to experience growth in the near future.
- The oils category is expected to face some challenging times over the forecast period, as public health organizations promote health and nutrition, and consumers follow healthier diets.

**Mexico, Retail Sales of Oils, **Forecast** Retail Volume in 1,000 Tonnes**

Categories	2012	2013	2014	2015	2016	CAGR 2012-2016 (%)
Oils	778.6	787.5	799.5	811.1	822.1	1.4
Olive oil	10.0	10.3	10.8	11.2	11.6	3.8
Vegetable and seed oil	768.6	777.2	788.7	799.9	810.5	1.3

*Source: Euromonitor, 2012*



Comercial Mexicana in Mexico  
*Source: Planet Retail, 2012*



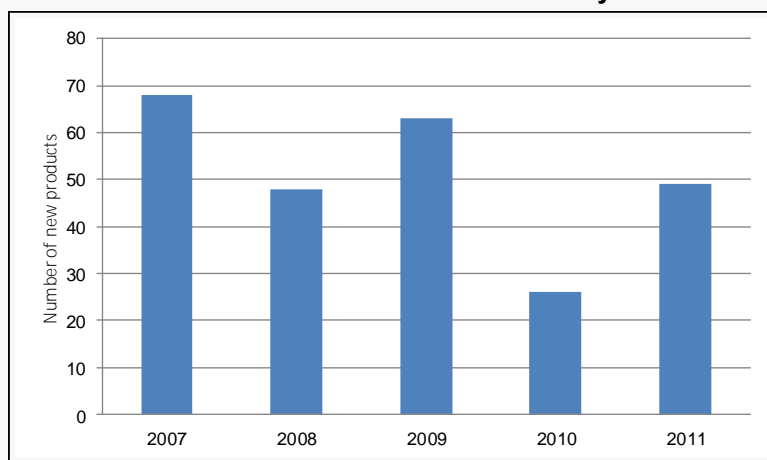
Walmart in Mexico, Superama  
*Source: Planet Retail, 2012*



## ► NEW PRODUCT LAUNCHES

- According to Mintel's Global New Products Database (GNPD), 254 new oil products were introduced in Mexico between January 2007 and December 2011. The majority of these products were new products (as opposed to re-launches, range extensions or products with new packaging).
- In 2011 alone, 49 new products were introduced into the market. New products accounted for 59% of launches, while 21% had new packaging, and 18% were a new variety/range extension.

**New Oil Product Launches in Mexico by Year**



Source: Mintel, 2012

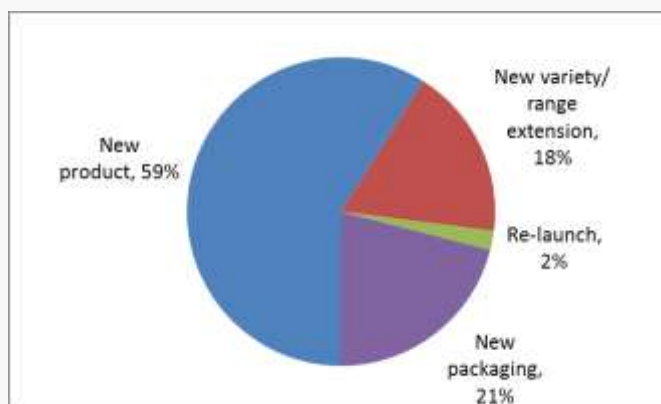
- The top five flavours for the new oil products launched were: unflavoured/plain; garlic; avocado; truffle; and herb.
- The top five claims on oil products were: low/no/reduced cholesterol; kosher; low/no/reduced trans fat; all natural; and organic.
- Aceite Ahuacatl led new product launches in 2011 with four, followed by Alimentos Capullo and H-E-B with three each.

**New Oil Products in Mexico, Top Five Companies (2011)**

Name	Number of Products Launched
Aceite Ahuacatl	4
Alimentos Capullo	3
H-E-B	3
Supermercados Internacionales HEB	2
La Collina Toscana	2

Source: Mintel, 2012

**New Oil Product Launches in Mexico by Type, 2011**



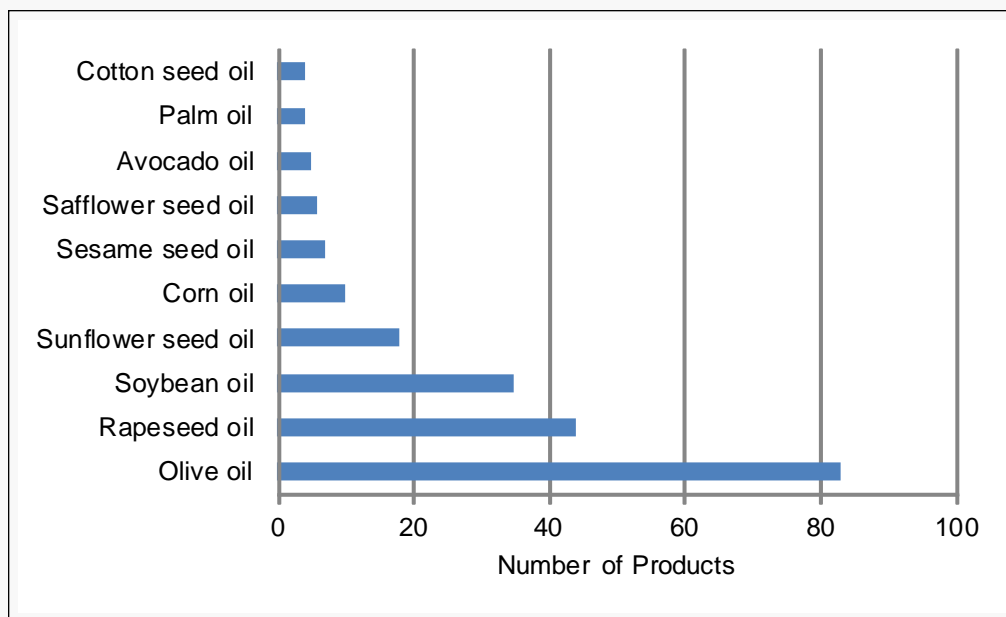
Source: Mintel, 2012



## ► NEW PRODUCT LAUNCHES (continued)

- Over the period reviewed, the most popular ingredients in new oil products were olive oil, canola or rapeseed oil, soybean oil, corn oil, and safflower oil. These ingredients could be used individually in new products or blended together.
- Other oil ingredients found in new products launched in Mexico were avocado, palm, sunflower, cotton, linseed, peanut, hazel, and walnut oil, among others.

**Top Ten Ingredients in New Oil Products in Mexico  
(January 2007 to December 2011)**



Source: Mintel, 2012

- A separate search to identify products containing only one oil ingredient revealed that the most popular oils were olive oil (virgin and extra virgin), followed by pure canola or rapeseed oil. Pure soy, pure corn and pure safflower oil were also among the most popular products.



Source: Mintel, 2012

**New Launches of Oil Products in Mexico  
(January 2007 to December 2011)**

Type of Oil	Number of products
Olive	74
Canola or rapeseed	21
Soy	16
Corn	9
Safflower	1

Source: Mintel, 2012



Source: Mintel, 2012



## ► NEW PRODUCT EXAMPLES



Source: Mintel, 2012

### Edible Vegetable Oil

**Ingredients:** Soybean oil, olive oil, Tertiary Butylhydroquinone (0.004%, as antioxidant)

**Product Description:** Mazola Edible Vegetable Oil is made with olive oil and soybean oil. The product is cholesterol and trans fat free and retails in a 900 ml pack.

**Positioning Claims:** Low/no/reduced cholesterol, low/no/reduced trans fat

**Flavours:** Unflavoured/plain



Source: Mintel, 2012

### Extra Virgin Olive Oil

**Ingredient:** Extra virgin olive oil

**Product Description:** H-E-B Reserve Aceite de Oliva (Extra Virgin Olive Oil) is an all natural product that is said to have a robust fruity flavor. This kosher-certified product retails in a 503 ml pack.

**Positioning Claims:** All natural product, kosher

**Flavours:** Olive (unspecified)



Source: Mintel, 2012

### Safflower Oil Aerosol Spray

**Ingredients:** Safflower oil (high in monounsaturated fat), corn alcohol (clarifying agent), soy lecithin, Tertiary Butylhydroquinone (0.008%, as antioxidant), propellant (butane)

**Product Description:** Oléico Aceite Comestible de Cártamo (Safflower Oil Aerosol Spray) has been repackaged with an updated design and is now available in a new jumbo 380 g spray pack that contains no chlorofluorocarbons. The cholesterol-free product has been certified kosher, is rich in omega-9, is low in saturated fats, and can be used in cooking. Additionally, this product has been certified by the Mexican Diabetes Federation.

**Positioning Claims:** Ethical - environmentally friendly product, kosher, low/no/reduced cholesterol, low/no/reduced saturated fat

**Flavours:** Unflavoured/plain



## ► NEW PRODUCT EXAMPLES (continued)



### Garlic Flavoured Extra Virgin Olive Oil

**Ingredients:** Extra virgin olive oil (98%), dried garlic (2%), natural flavour

**Product Description:** Gemignani L'Aromantico Aceite de Oliva Extra Virgen sabor a Ajo (Garlic Flavoured Extra Virgin Olive Oil) is now available. This oil retails in a 250 ml bottle.

**Flavours:** Garlic

Source: Mintel, 2012



### 100% Pure Corn Oil

**Ingredients:** Pure edible corn oil, Tertiary Butylhydroquinone (0.02%, as antioxidant)

**Product Description:** La Gloria Aceite 100% Puro de Maíz (100% Pure Corn Oil) has been repackaged with an updated design. This oil is a good source of omega 3 and omega 6, contains vitamin E and is free from cholesterol. This kosher-certified oil is retailed in a 1 L pack.

**Positioning Claims:** Kosher, low/no/reduced cholesterol

**Flavours:** Unflavoured/plain

Source: Mintel, 2012



### Premium Blend Oil

**Ingredients:** Sunflower oil (88%), extra virgin olive oil (12%)

**Product Description:** Nature's Ideal Premium Blend Oil is a blend of 88% sunflower oil and 12% extra virgin olive oil. The kosher product contains 0 g trans fat and retails in a 500 ml bottle. Also available is Extra Virgin Olive Oil, which is retailed in a 8.5-fl. oz. bottle.

**Positioning Claims:** Kosher, Low/no/reduced trans fat, premium

**Flavours:** Unflavoured/plain

Source: Mintel, 2012



► **MARKET SHARES BY COMPANY**

**Shares of Oil Market in Mexico by Company, Retail Sales Value, % Breakdown**

<b>Companies</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Associated British Foods Plc (ABF)	22.2	23.0	23.0	23.2	23.1
Fábrica de Jabón La Corona SA de CV	18.4	18.8	19.0	19.1	18.9
Grupo Desc SA de CV	8.1	8.4	8.3	8.2	8.2
Aceites Industriales El Zapote SA de CV	7.7	7.6	7.5	7.6	7.5
Unilever Group	6.1	6.0	6.0	5.9	5.9
Aceites Grasas y Derivados SA de CV	5.6	5.5	5.5	5.5	5.5
Industrial Aceitera SA de CV	4.6	4.5	4.5	4.5	4.4
Coral Internacional SA de CV	3.5	3.7	3.6	3.5	3.5
Ragasa Industrias SA de CV	2.8	3.2	3.3	3.3	3.3
Industrial Patrona SA de CV	2.1	2.1	2.1	2.1	2.0
Aceitera la Junta SA de CV	2.0	2.1	2.1	2.1	2.0
SOS Corp Alimentaria SA	1.8	1.9	1.8	1.8	1.9
ConAgra Foods Inc	1.4	1.7	1.7	1.7	1.7
Ybarra Group	1.0	1.1	1.0	1.0	1.1
Cremería Americana SA de CV	1.3	1.0	0.9	0.9	0.9
Cándido Miró SA	0.7	0.7	0.7	0.7	0.7
Kraft Foods Inc	0.6	0.6	0.6	0.6	0.6
Aceites Borges Pont SA	0.4	0.4	0.4	0.4	0.4
Industrial Lala SA de CV, Grupo	0.5	0.4	0.4	0.4	0.4
Organización Soriana SA de CV	0.2	0.3	0.3	0.3	0.4
Unifoods SA de CV	0.4	0.4	0.4	0.4	0.3
Aceites del Sur-COOSUR SA (ACESUR)	0.3	0.3	0.3	0.3	0.3
Ganaderos Productores de Leche Pura SA de CV	0.3	0.2	0.2	0.2	0.2
Derivados de Leche La Esmeralda SA de CV	0.3	0.2	0.2	0.2	0.2
Prolesa SA de CV, Grupo	0.1	0.1	0.1	0.1	0.1
Controladora Comercial Mexicana SA de CV - CCM	0.1	0.1	0.1	0.1	0.1
Private Label	4.3	3.5	3.5	3.6	3.6
Others	3.1	2.4	2.4	2.2	2.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

*Source: Euromonitor, 2012*



## ► MARKET SHARES BY BRAND

**Shares of Oil Market in Mexico by Brand, Retail Sales Value % Breakdown**

Brand	Company/Global Brand Name	2006	2007	2008	2009	2010
123	Fábrica de Jabón La Corona SA de CV	15.3	15.6	15.8	15.9	15.8
La Gloria	Grupo Desc SA de CV	8.1	8.4	8.3	8.2	8.2
Capullo	Associated British Foods Plc (ABF)	6.8	6.8	6.9	6.9	6.9
Inca	Associated British Foods Plc (ABF)	6.5	6.4	6.4	6.5	6.5
Kartamus	Aceites Grasas y Derivados SA de CV	5.6	5.5	5.5	5.5	5.5
Mazola	Associated British Foods Plc (ABF)	5.2	5.3	5.3	5.3	5.3
Maravilla	Industrial Aceitera SA de CV	4.6	4.5	4.5	4.5	4.4
Primavera	Unilever Group	4.5	4.4	4.4	4.4	4.4
Nutrioli	Ragasa Industrias SA de CV	2.8	3.2	3.3	3.3	3.3
Dorela	Associated British Foods Plc (ABF)	3.1	3.0	3.0	3.0	2.9
Corona	Fábrica de Jabón La Corona SA de CV	2.6	2.7	2.6	2.6	2.5
Oléico	Coral Internacional SA de CV	2.5	2.6	2.6	2.5	2.4
Humaya	Aceites Industriales El Zapote SA de CV	2.2	2.1	2.1	2.1	2.1
Patrona	Industrial Patrona SA de CV	2.1	2.1	2.1	2.1	2.0
Pam	ConAgra Foods Inc	1.4	1.7	1.7	1.7	1.7
Capullo Puro	Associated British Foods Plc (ABF)	0.7	1.4	1.4	1.4	1.4
AS	Aceitera la Junta SA de CV	1.4	1.4	1.4	1.4	1.4
Capitán	Aceites Industriales El Zapote SA de CV	1.3	1.3	1.3	1.3	1.3
Cafe Tropical	Aceites Industriales El Zapote SA de CV	1.3	1.3	1.3	1.3	1.3
Carbonell	SOS Corp Alimentaria SA	1.0	1.1	1.1	1.1	1.1
Primor	Coral Internacional SA de CV	1.0	1.0	1.0	1.0	1.1
Ybarra	Ybarra Group	1.0	1.1	1.0	1.0	1.1
Iberia	Unilever Group	1.0	1.0	1.0	0.9	0.9
Private label	Private Label	4.3	3.5	3.5	3.6	3.6
Others	Others	3.1	2.4	2.4	2.2	2.9

**Source:** Euromonitor, 2012

## ► SOURCES

Instituto Nacional de Estadística y Geografía (INEGI) (January 31, 2011). "Poblacion, Hogares y Vivienda." Retrieved February, 2012 from: [<http://www.inegi.org.mx/Sistemas/temasV2/Default.aspx?s=est&c=17484>].

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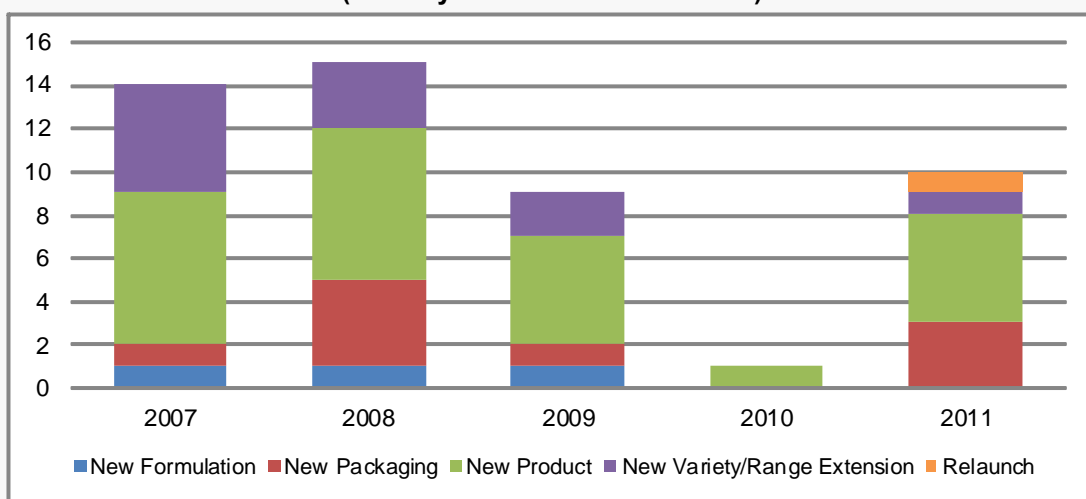


## ► ANNEX

### New Product Launches of Canola Oil

- A search in Mintel's Global New Products Database (GNPD) oils sub-category for new products launched in Mexico containing the words "canola" or "rapeseed" in the product's description was conducted. A total of 49 products were found, all of which contained the word "canola" but none were found to contain the word "rapeseed".
- Out of the 49 new products found, 51% corresponded to new products, 22% to new varieties/range extensions, 18% to new packaging, 6% to new formulation, and 2% to re-launched products.
- Over the reviewed period, 2008 saw the highest number of new launches, totaling 15. The lowest number of products launched in a year was in 2010, most likely as a result of Mexico's recovering economy.

**New Canola Oil Products in Mexico, by Launch Type  
(January 2007 to December 2011)**



Source: Mintel, 2012

**New Canola Oil Products  
Top Ten Brands  
(January 2007 to December 2011)**

**New Canola Oil Products  
Top Five Companies (January 2007 to December 2011)**

Company Name	Number of products launched
Alimentos Capullo	6
Fabrica de Jabon la Corona	4
Proteínas y Oleicos	4
ConAgra Foods	4
Aceites Industriales el Zapote	3

Source: Mintel, 2012

Brand	Number of products launched
Capullo	6
Pam	4
Hill Country Fare	2
Great Value	2
Mimarca	2
Kirkland Signature	1
Wilton Bake Easy!	1
Duque de Richelieu	1
Pam Professional	1
Monarca Premium	1

Source: Mintel, 2012

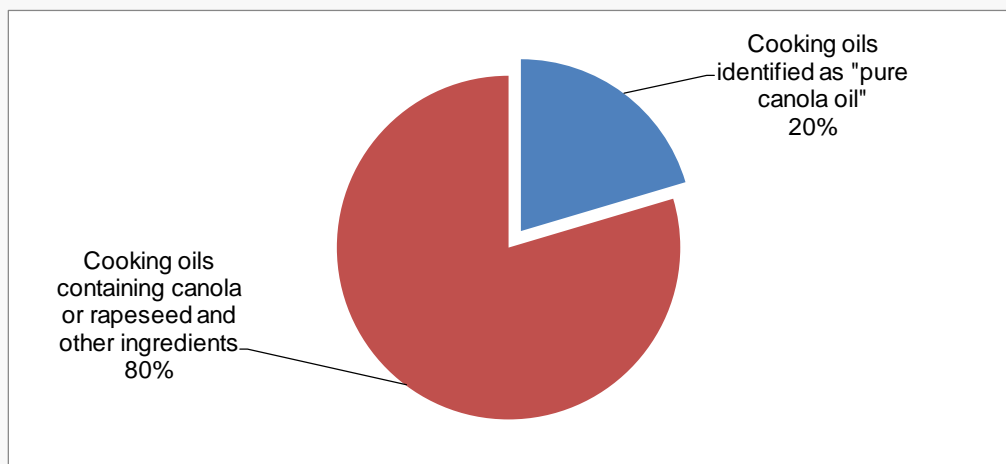


## ▶ ANNEX

### *New Product Launches of Canola Oil (continued)*

- ▶ Due to the popularity of blended oils in Mexico, only 20% of products found in the Mintel search were identified as “pure canola oil.” The remaining products had other oils included in their product description.

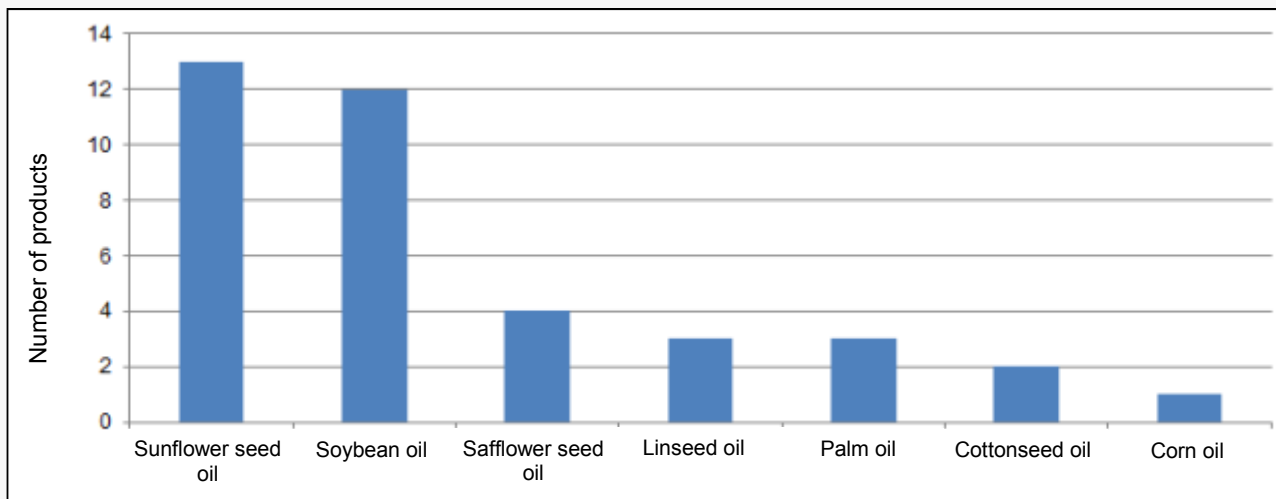
**Pure Canola Oil Versus Canola Oil as an Ingredient,  
Mexico (January 2007 to December 2011)**



Source: Mintel, 2012

- ▶ While canola oil remained the main ingredient in blended products, it was mixed with other oils such as sunflower seed oil, soybean oil, and safflower seed oil.

**Other Ingredients Found in Canola Oil Products in Mexico  
(January 2007 to December 2011)**



Source: Mintel, 2012

**NOTE:** A search for oil products launched in Mexico containing the ingredient “cold pressed canola” was conducted in Mintel GNPD. No products were found.



► **ANNEX**  
**New Product Launches of Canola Oil (continued)**



Source: Mintel, 2012

**Pure Canola Oil**

**Ingredients:** Pure canola oil, tertiary butylhydroquinone (0.004%, as antioxidant)

**Product Description:** Capullo Aceite Puro de Canola (Pure Canola Oil) is now available in a newly designed pack. It is 100% pure canola oil, free from cholesterol and trans fat and contains CardiOmegas formula with omega 3, 6 and 9. It is recommended by the Mexican Heart Association and retails in a 1L bottle, featuring the Mexican Heart Foundation logo.

**Positioning Claims:** Ethical - human, low/no/reduced cholesterol, low/no/reduced trans fat

**Flavours:** Unflavoured/plain



Source: Mintel, 2012

**Pure Canola Oil**

**Ingredients:** Canola oil

**Product Description:** Canola Harvest Aceite de Canola Puro (Pure Canola Oil) is said to be a natural source of omega 3, is free from trans fat and cholesterol, and contains half the saturated fat of olive oil. This kosher-certified product consists of 100% canola oil and retails in a 946 ml, anti-drip recyclable bottle.

**Positioning Claims:** Convenient packaging, ethical - environmentally friendly package, kosher, low/no/reduced cholesterol, low/no/reduced saturated fat, low/no/reduced trans fat

**Flavours:** Unflavoured/plain



Source: Mintel, 2012

**Pure Edible Canola Oil**

**Ingredients:** Canola oil (refined, dewaxed)

**Product Description:** Kirkland Signature Aceite Puro de Canola (Pure Edible Canola Oil) contains zero gram of trans fat per portion. This product retails in a 4.73 L pack.

**Positioning Claims:** Low/no/reduced trans fat

**Flavours:** Unflavoured/plain



► **ANNEX**  
**New Product Launches of Canola Oil (continued)**



**Vegetable Oil**

**Ingredients:** Canola oil/sunflower oil, Tertiary Butylhydroquinone (antioxidant)

**Product Description:** 1-2-3 Aceite Vegetal Comestible (Vegetable Oil) is a special blend, rich in omega 3, 6 and 9. The certified-kosher product is cholesterol free and retails in a 1 L bottle

**Positioning Claims:** Kosher, low/no/reduced cholesterol

**Flavours:** Unflavoured/plain

Source: Mintel, 2012



**Canola and Linseed Oil**

**Ingredients:** Soy oil, canola oil, linseed oil, di-alpha-tocopherol (antioxidant), Tertiary Butylhydroquinone (0.004%, as antioxidant)

**Product Description:** Capullo Aceite Vegetal Comestible con Canola y Linaza (Canola and Linseed Oil) has been reformulated with linseed oil, antioxidants and omegas 3, 6 and 9. The product is claimed to be good for a healthy heart and is retailed in a 1 L bottle.

**Positioning Claims:** Antioxidant, Cardiovascular (Functional)

**Flavours:** Unflavoured/Plain

Source: Mintel, 2012



**Soybean and Canola Oil**

**Ingredients:** Edible soybean oil, edible canola oil, tertiary butylhydroquinone antioxidant (0.01%).

**Product Description:** Sabro Sano Aceite Vegetal Comestible de Soya y Canola (Soybean and Canola Oil) contains 0 g trans fat per serving and is naturally free from cholesterol. The kosher-certified product retails in a 1L bottle.

**Positioning Claims:** Kosher, low/no/reduced cholesterol, low/no/reduced fat

**Flavours:** Unflavoured/plain

Source: Mintel, 2012

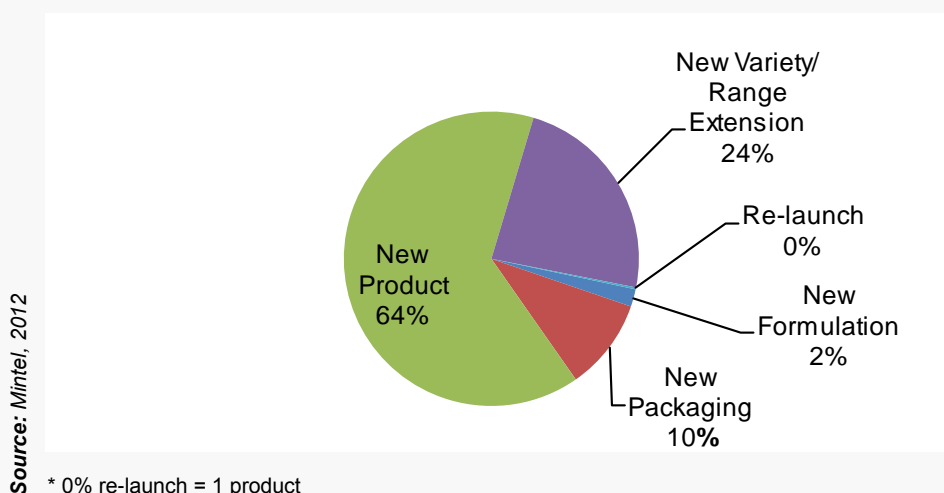


## ► ANNEX

### ***New Launches of Food Products containing Canola or Rapeseed Oil***

- A search in Mintel's GNPD food category for new products launched in Mexico containing the words "canola" or "rapeseed" in the product's description was conducted. A total of 468 launches were found. The search excluded oil products to avoid duplication.
- Of those 468 launches, 454 products contained canola oil while the rest contained rapeseed oil.
- Snacks and bakery products were the most popular categories for newly launched products. This included popular sub-category products, such as sweet biscuits, cookies, cold cereals, snacks/cereal/energy bars, and cakes, pastries and sweet goods.

#### **New Products Containing Canola or Rapeseed Oil in Mexico, by Launch Type (January 2007 to December 2011)**



#### **Top Ten Categories: Products Containing Canola or Rapeseed Oil in Mexico (January 2007 to December 2011)**

Source: Mintel, 2012

Category	Number of Products
Snacks	106
Bakery	102
Sauces and seasonings	53
Breakfast cereals	46
Meals and meal centers	46
Processed fish, meat and egg products	25
Side dishes	18
Soup	13
Chocolate confectionery	11
Sugar & Gum Confectionery	9

#### **Top Ten Companies: Products Containing Canola or Rapeseed Oil in Mexico (January 2007 to December 2011)**

Source: Mintel, 2012

Company	Number of products
H-E-B	28
Kraft Foods	16
General Mills	15
Importadora Primex	14
Nissin Foods	10
Nestlé	10
Kellogg	9
Supermercados Internacionales HEB	8
Dare Foods	8
Walmart	7

**NOTE:** A search for food products launched in Mexico containing the ingredient "cold pressed canola" was conducted in Mintel GNPD. No products were found.



► **ANNEX**  
**New Launches of Food Products**  
**containing Canola or Rapeseed Oil (continued)**



Source: Mintel, 2012

**All Purpose Biscuit Mix**

**Ingredients:** Unbleached enriched flour (wheat flour, niacin, iron, thiamin mononitrate, riboflavin, folic acid), palm oil, canola oil, rosemary, ascorbic acid, dextrose, baking powder (baking soda, sodium acid pyrophosphate, monocalcium phosphate), buttermilk, natural flavor.

**Product Description:** Marie Callender's Mezcla para Galletas Multiusos (All-Purpose Biscuit Mix) is an all natural, restaurant-style mix, which is free from trans fat. This mix can be used to make biscuits, pancakes and even waffles. The product is retailed in a 198.45 g pack.

**Positioning Claims:** All natural product, low/no/reduced trans fat

**Flavours:** Unflavoured/plain



Source: Mintel 2012

**Coloured Baked Snack Crackers**

**Ingredients:** Enriched bleached wheat flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), cheddar cheese (pasteurized milk [cultures], salt, enzymes, canola oil, sunflower oil, soy oil), salt, artificial colour (red no. 40, red no. 3), annatto (natural color)

**Product Description:** Pepperidge Farm Goldfish Galletas Saladas de Colores Sabor Queso Cheddar (Colors Baked Snack Crackers) contain zero trans fat, are low in cholesterol and feature a cheddar flavour. This product is aimed at children and retails in a 187 g pack.

**Positioning Claims:** Children (5-12), low/no/reduced cholesterol, low/no/reduced trans fat

**Flavours:** Cheddar



Source: Mintel, 2012

**Peanut Butter Creme Filled Soft Snack Cakes**

**Ingredients:** Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate (vitamin B1), riboflavin (vitamin B2), folic acid, sugar, high oleic canola oil, processed cocoa (alkali), fructose, corn syrup, soy lecithin, yeast, baking soda, salt, vanilla, artificial chocolate flavor

**Product Description:** Nabisco Oreo Galletas Suaves con Relleno Sabor a Crema de Cacahuete (Peanut Butter Creme Filled Soft Snack Cakes) are new to the range. These kosher-certified cakes retail in a 300 g pack made from 100% recycled paperboard, 35% of which comes from post-consumer waste, containing 6 x 50 g twin-wrapped packs of soft cakes.

**Positioning Claims:** Ethical - environmentally friendly package, kosher

**Flavours:** Peanut butter



► **ANNEX—**  
**New Launches of Food Products**  
**containing Canola or Rapeseed Oil (continued)**



Source: Mintel, 2012

**Spreadable Butter**

**Ingredients:** Cream (pasteurized), low erucic acid rapeseed oil, iodized salt, retinyl palmitate, beta-carotene

**Product Description:** Lyncott has introduced Mantequilla Untable (Spreadable Butter), which has been made using pasteurized cream from cow's milk and canola oil. It is premium quality, kosher-certified and contains zero per cent trans fat. This product retails in a recyclable 227 g tub.

**Positioning Claims:** Kosher, premium, low/no/reduced trans fat, ethical - environmentally friendly package

**Flavours:** Unflavoured/plain



Source: Mintel, 2012

**Creamy Broccoli Rotini & Cheese**

**Ingredients:** Cheese Sauce (Milk, Whey, Waters, Whey Protein Concentrate (Concentrate), Low Erucic Acid Rapeseed Oil, Milk Protein Concentrate (Concentrate), Sodium Phosphates, Salt, less than 2% of Lactic Acid (Food Acids), Sodium Alginate, Sorbic Acid (Food Acids, Preservatives), Paprika Oleoresin (Food Colours), Annattos (Food Colours), Natural Flavouring Substance (Natural), Cheese Cultures (Bacterial Cultures), Food Enzymes, enriched macaroni product (Wheat Flour, Niacin, Ferrous Sulphate, Thiamine Mononitrate, Riboflavin, Folic Acid (Food Acids), Broccoli (Dry), White Sugar

**Product Description:** Kraft Velveeta has launched Rotini & Cheese Broccoli, consisting of creamy cheese sauce with broccoli florets and rotini pasta. This product is said to be an excellent source of calcium and protein for strong bones and bodies. This product retails in a 267 g pack.

**Positioning Claims:** Bone health, ethical - environmentally friendly package, other (functional)

**Flavours:** Unflavoured/plain



Source: Mintel, 2012

**Crunchy Corn Puffs**

**Ingredients:** Corn (whole grain), white sugar, peanut butter (peanut, white sugar, distilled monoglycerides, peanut oil, salt, molasses, corn starch), glucose, corn flours, corn starch, glucose syrup, rice bran (bran), low erucic acid rapeseed oil, salt, cocoa powder, tricalcium orthophosphate, allura red AC, tartrazine, sunset yellow FCF, brilliant blue FCF, trisodium orthophosphate, artificial flavouring substance (artificial), tertiary Butylhydroquinone, BHT (for freshness), micronutrients (calcium carbonate, zinc carbonate, ferrous carbonate, vitamin C (food acids), niacinamide, pyridoxine chlorohydrate, riboflavin, thiamine mononitrate, retinyl palmitate, folic acid (food acids), vitamin B12, cholecalciferol)

**Product Description:** Reese's Puffs introduces Cereal de Maíz Crujiente (Crunchy Corn Puffs), which have been made using Hershey's chocolate and Reese's peanut butter. This kosher product is "wholegrain guaranteed" and retails in a 510 g pack.

**Positioning Claims:** Kosher, co-branded, whole grain

**Flavours:** Peanut butter and chocolate

The Government of Canada has prepared this report based on primary and secondary sources of information. Although every effort has been made to ensure that the information is accurate, Agriculture and Agri-Food Canada assumes no liability for any actions taken based on the information contained herein.

### **Cooking Oils in Mexico**

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ISSN 1920-6593  
AAFC No. **11822E**

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