

Muttenz, 21 January 2025

Ditsch celebrates successful market entry in Mexico – second opening to follow in spring

With the opening of the first Ditsch shop-in-shop at leading Mexican retail chain OXXO, the German bakery's popular pretzel products are now also available in Latin America for the first time. Another location in Mexico will open in spring. Ditsch is thereby not only targeting further growth, but also earning valuable insights into international customer needs.

International demand for pretzel products keeps growing. Since the start of the year, leading German export brand Ditsch has also been available in Monterrey, Mexico. The launch took the form of a shop-in-shop at Mexican retail chain OXXO. OXXO is known as a leading Latin American retail brand and, like Ditsch operator Valora, is part of the global retail company FEMSA.

The first Ditsch shop-in-shop in Monterrey offers both classical recipes and products adapted to local tastes, such as a pretzel bar with chorizo. The universally popular Ditsch pizza is also on offer. The baked goods come from the Ditsch production sites in Germany and the US and are freshly baked on site – a concept that is so far unique for Mexico.

Second shop-in-shop after a successful start

“The soft opening in Monterrey exceeded all our expectations and confirmed that pretzel products are increasingly growing into a top export product. We're therefore pleased that we can already announce the opening of the next shop-in-shop at the University of Monterrey,” says Sarah Johannes, Concept & Brand Director at Ditsch. “The partnership with OXXO not only offers growth potential but also provides us with valuable insights into varying customer needs in different international markets.”

OXXO offers an ideal springboard into the Mexican market for food service brand Ditsch. The convenience retail chain operates more than 24,000 stores in Central and South America. The parent company FEMSA attaches particular importance to the foodvenience sector, which brings together fresh food and the most important convenience offers.

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About Ditsch

The Ditsch bakery was founded in Mainz in 1919 and has developed over the past century into one of the leading suppliers of pretzels, which are popular in heavily frequented locations throughout Germany. In addition to classic pretzels, Ditsch's range includes a wide selection of pretzel specialities, pizza snacks, croissants and other savoury and sweet baked goods – for a snack or as something more substantial. The offer is complemented by a wide range of hot and cold drinks.

Ditsch attaches great importance to innovation and is constantly expanding its range with new varieties and seasonal products. The high-quality pretzel products are produced at Ditsch's own production facilities in Germany and are then freshly baked on site in order to offer customers the best quality at all times. Ditsch has been part of the Valora Group since 2012 and is represented in Germany with over 170 outlets in central locations such as city centres, shopping malls and railway stations. In January 2025, Ditsch opened its first overseas sales outlet as a shop-in-shop at leading Mexican retail chain OXXO in Monterrey, Mexico.

More information is available at: www.ditsch.de

About Valora

Each and every day, around 15,000 employees in the Valora network strive to brighten up their customers' journey with a comprehensive foodvenience offering - nearby, quick, convenient and fresh. The approximately 2,800 small-scale Valora Group sales outlets are located in highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands.

The Valora Group includes avec, k kiosk, Press & Books, BackWerk, Ditsch, Brezelkönig, Frittenwerk, Caffè Spettacolo and the popular own brand ok.– as well as a steadily growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. The Valora Group has its registered office in Muttenz in Switzerland and is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

More information is available at: www.valora.com