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## **ALIMENTARIA MEXICO AND TECNOALIMENTOS EXPO JOIN FORCES TO PRODUCE MAJOR FOOD AND BEVERAGE EVENT IN MEXICO**

**Bethesda, MD (December 6, 2013)** – **Alimentaria Mexico** and **TecnoAlimentos Expo** have agreed to join forces co-siting their 2014 events. The major food and beverage event will take place June 3-5 at Centro Banamex in Mexico City. Combining the two shows will establish one premier event for all aspects of Mexico's food and beverage industry, offering over 13,000 m<sup>2</sup> of exhibit space.

Throughout its four editions, **TecnoAlimentos Expo** has established itself as Mexico's leading food and beverage manufacturing event. The event has focused on manufacturing solutions for all segments of the food processing/packaging supply chain, including the distribution of ingredients, additives, technology and services.

In its 12th edition, **Alimentaria Mexico** has gained the reputation of being Mexico's most important international event for the food and beverage industry. Bringing together the most influential business community in the industry, **Alimentaria Mexico** offers an international marketplace full of innovative food and beverage products from across five continents while conducting an exchange of knowledge, experience, and industry trends. Additionally, it will host the final of the Concurso Cocinero del Año, a renowned culinary competition in Mexico.

In 2014, both events will coincide under the central theme, a commitment to health and wellness. The events will focus the implementation of effective production methods and the presentation of a wide array of health food alternatives, all in the effort to contribute to the improvement of Mexico's current nutritional situation. **Alimentaria Mexico** and **TecnoAlimentos Expo** are committed to offering visitors access to the latest technology, products, and services that can aid in the fight against obesity and support a healthy lifestyle. The two events are comprised of both domestic and international companies offering food solutions suitable for a wide range of domestic consumers.

Mexico's food and beverage industry is thriving. The co-site provides an excellent opportunity for companies involved in all aspects of the food and beverage industry to secure a place in Mexico's market.

**For additional information visit:**

[www.alimentaria-mexico.com](http://www.alimentaria-mexico.com)

[www.expotecnoalimentos.com](http://www.expotecnoalimentos.com)

**About E.J. Krause & Associates:**

*For more than 25 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)*