


Mexico

 Beer Consumption
60 liters

 Population
122.3 million

About us

Grupo Modelo

Grupo Modelo, founded in 1925, is the leader in the manufacture, distribution and sale of beer in Mexico. Corona is the leading beer brand in Mexico, the 6th most valuable beer brand in the world and the most popular Mexican beer worldwide, with sales in more than 120 countries. It has been part of AB InBev since 2013.

Our headquarters are in Mexico City and we have 9 breweries across the country in:

Torreón (Coahuila), México City, Guadalajara (Jalisco), Tuxtepec (Oaxaca), Mazatlán (Sinaloa), Cd. Obregón (Sonora), Zacatecas (Zacatecas), Tecate (Baja California) and Tijuana (Baja California)

Key facts

Number of employees: +31,000

Market position: #1

Market share: 58.2%

Our brands

As well as Corona, one of our global brands, we also brew a wide range of local and specialty beers. These include:



Corona
Global brand



Victoria



Modelo Especial



Negra Modelo



Modelo Ambar



Montejo



Corona Light



León



Pacífico



Bud Light



Ideal As de Oros



Ideal Azabache

Brand highlights and innovations

2016 Beer Innovation
Corona Cero (non-alcoholic)

2015 Beer Innovation
Bud Light Mega (1.07 L)

2015 Beer Innovation
Bud Light Ritas (237 ml.)

Our commitment to building a better world



- We are committed to protecting the environment and have set ourselves ambitious objectives.
- Through Grupo Modelo's Foundation we promote, encourage and recognize volunteering by our employees, their families and the community.
- We promote responsible drinking through various programs and campaigns that seek to tackle inappropriate consumption and underage drinking.



Our management

Zone President

Mauricio Leyva is our Zone President Middle Americas.

Contact information

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