



Relaciones Exteriores
Secretaría de Relaciones Exteriores

México

Consulado de Carrera de México
en Frankfurt

Discover Mexico @Eurovino

Karlsruhe, Germany, 1-2 March 2026





I. The Mexican wine sector: industry landscape

Mexico has a **centuries-old winemaking tradition** and a productive network that combines large wineries, medium-sized companies, and boutique producers. The wine industry in Mexico generates approximately **500,000 jobs**



Mexico has 17 wine-producing states out of 32 federal entities, each contributing to the country's diverse viticultural landscape: Aguascalientes, Baja California, Baja California Sur, Chihuahua, Coahuila, Durango, Guanajuato, Hidalgo, Jalisco, Michoacán, Nayarit, Nuevo León, Puebla, Querétaro, San Luis Potosí, Sonora y Zacatecas.





I. The Mexican wine sector: infrastructure

- **Cultivated land expanded by 380%** from 7,500 hectares in 2010 to **36,000 hectares in 2021**
- **More than 12,000 Mexican wine brands** that highlight a sophisticated and competitive ecosystem
- Robust network of over **400 established producers**, cultivating **80 different grape varieties**
- Annual production reached **452,927 tons of grapes** in 2022, yielding approximately **36 million liters** or 4 million cases of wine





I. The Mexican wine sector: market dynamics

- In 2023, wine exports were \$7.31M and increased to **\$8.61 million USD in 2024**, mainly to the United States, approx. 85.8% of total exports.
- Mexican wine benefits from **preferential access to the US' market** (USMCA), providing a clear **competitive advantage** and positioning Mexico as a **strategic supplier** within the broader North American market.
- Mexico also shows relatively high volumes of **exports to Japan, Cuba, and Guatemala** and continuously aims to diversify into further global markets .
- Mexico ranks as the **25th largest global wine importer** (in 2022, 87.2 million liters valued at \$373 million USD; slight reduction in 2023, \$318 million USD); the market primarily driven by high-value demand for **Spanish, French, and Italian products**.

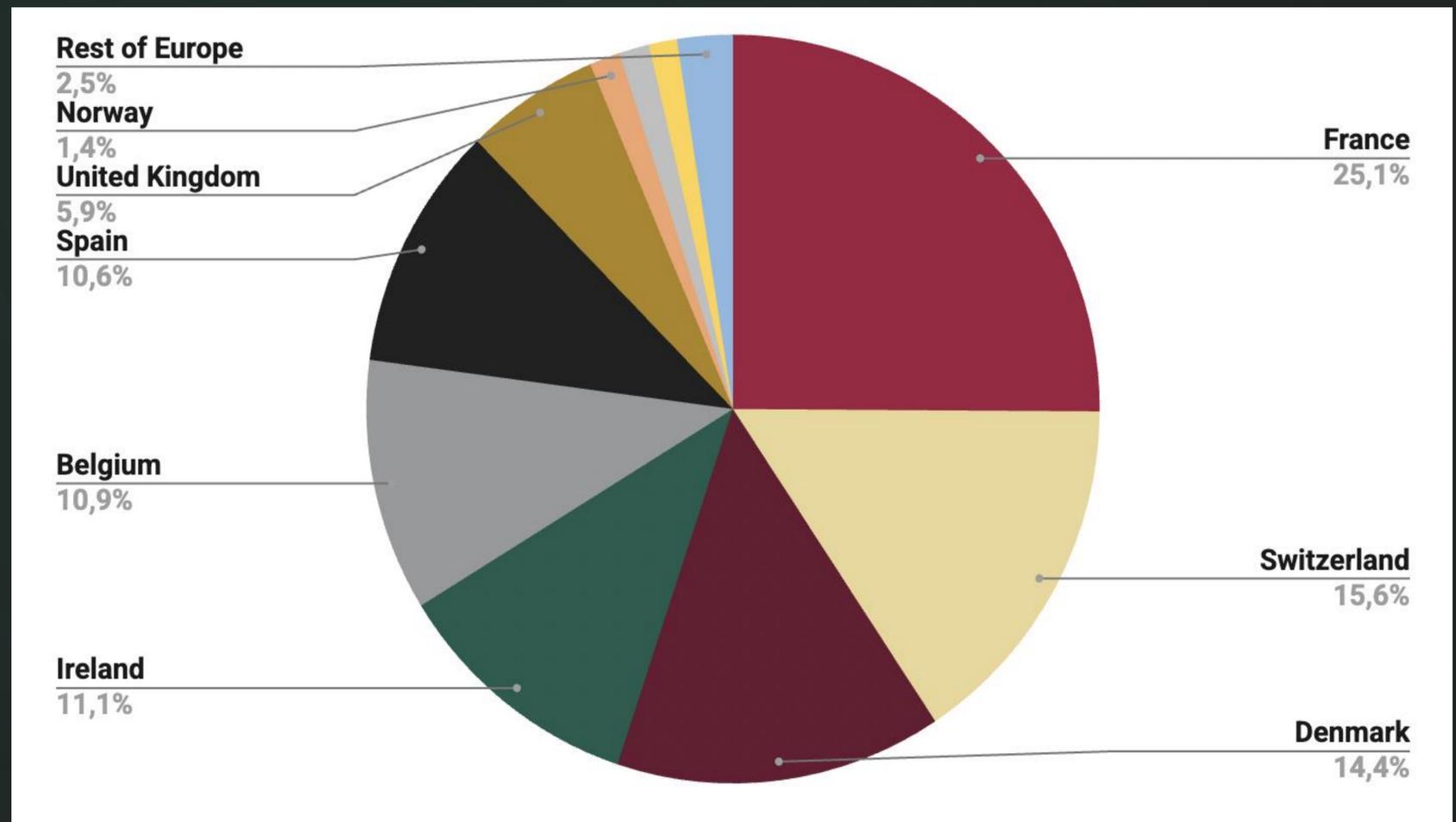




I. The Mexican wine sector: European market

Mexican wine exports to Europe are currently concentrated in a few key nations, with France leading at 25.1%, followed by Switzerland at 15.6%, Denmark 14.4%, Ireland 11.1%, Belgium 10.9%, Spain 10.6%, and the United Kingdom 5.9%. Germany currently accounts for 0.85%.

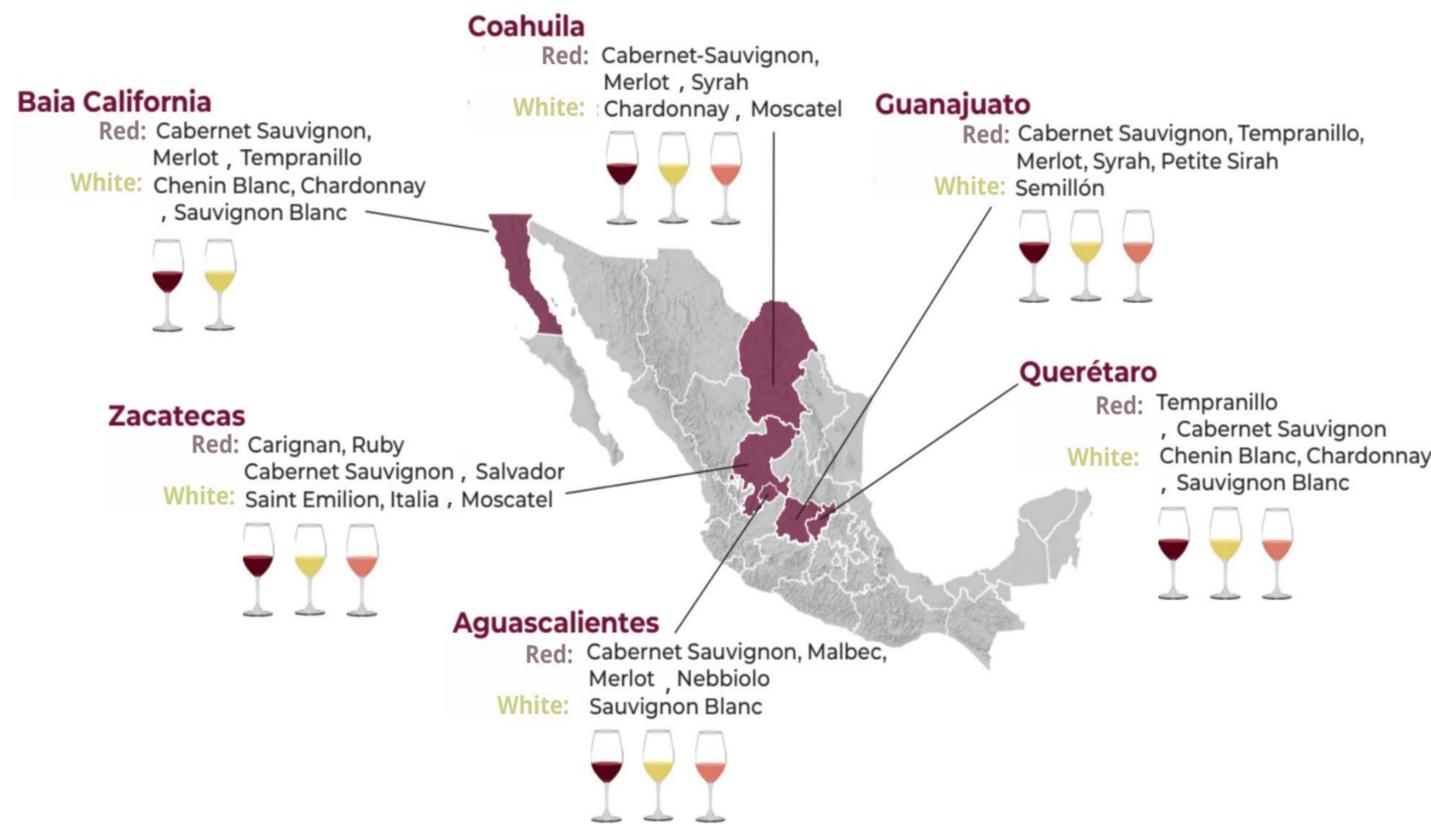
In 2024, imports valued around \$350M USD, with the main suppliers being European Union countries—primarily Spain, France, and Italy—along with Chile, Argentina, and the United States



II. Mexico @Eurovino: main production states

Baja California serves as the industry's primary powerhouse, accounting for **90% of national grape production** and 70% of total wine output.

Main Grape Producing States for Wine Production



Annual per capita wine consumption in Mexico is estimated at 1.5 liters, being 39% of it Mexican wine; 69% red, 16% white, 10% sparkling and 5% rosé

This regional strength is complemented by specialized hubs: **Querétaro** leads as the national center for **sparkling wine**, **Coahuila** delivers a consistent volume of **4 million bottles** annually, and **Zacatecas** provides **41%** of the country's **industrial grape supply**, ensuring a diverse and reliable raw material base.

II. Mexico @Eurovino: CASTA DE VINOS

A first-generation family winery. Valle de Guadalupe, Baja California. Our emblem represents both the vineyard and our family legacy: Sergio Castañeda and Claudia Horta, founders and winemakers, Ana Sofía Castañeda, winemaker, and Valeria Castañeda, sommelier and hospitality.



Limited editions, 60,000 bottles and 40,000 cans (growing)

Organic and vegan wines sourced from high-quality vineyards.

High-end traditional wines: Still wines, classic methods, limited editions.

Low-intervention wines: Foot-pressed grapes, **orange wines** and red wines aged in used oak barrels. Limited runs of 800 to 1,000 bottles.

Bottled Sparkling Wine - La Disruptiva: 24 months on lees, Brut Nature.

La Disruptiva · Premium canned wine white, rosé, red, and sparkling. Advanced can technology, up to 3-year shelf life.

II. Mexico @Eurovino: L.A. CETTO



L.A. Cetto is one of Mexico's oldest and most influential wineries, **renowned for its production volume, international presence, and pivotal role in shaping Baja California's wine industry.** Its Italian heritage, commitment to the Guadalupe Valley, and export-driven vision have defined modern Mexican viticulture.

Founded in **1928** by Italian immigrant Don Angelo Cetto, the vineyard launched its first varietal wines under the L.A. Cetto label in 1983. It has become **Mexico's top wine exporter.**



Vineyards are primarily in Ensenada, Baja California, including Guadalupe, San Vicente, San Antonio de las Minas, and Tecate valleys, **near the Pacific Ocean.**

Among the most internationally awarded are Petite Sirah and Nebbiolo Reserva Privada.

II. Mexico @Eurovino: VINALTURA

Family-owned winery, established in 2013, located in the State of Queretaro, Bajio Region.

Harvesting grapes from our vineyard, we thrive to make high-quality wines, **with patience, passion, and tradition**, respecting nature and the environment.



Focused on technological innovation, **qualified human factors**, and best quality control practices, we do small vinifications with minimal oenological intervention, seeking to make great wines that **express the typicity of our region**.

With 15 grape varieties, we make white, rosé, red, sparkling and dessert wines, currently offering 25+ different labels.

II. Mexico @Eurovino: Consulate in Frankfurt

The **Mexican Consulate in Frankfurt** stands ready to support and guide companies interested in exploring business or investment opportunities with Mexico's thriving wine industry.

Should you wish to import Mexican wines or learn more about potential partnerships, please contact us:

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<https://consulmex.sre.gob.mx/frankfurt/index.php/es/>



III. Mexico's strength: cultural heritage

Key geopolitical position

- 13th largest country (1.97 km²)
- 6th most populous (132 million people):
- North American identity and Latin American culture
- Calling between the Atlantic and the Pacific oceans

Megadiverse and pluricultural

- 3,000+ years of history and ancient civilizations (Maya, Mexica, Zapotec, Olmec)
- 36 sites on the World Heritage List: 1st in America, 6th worldwide (28 cultural, 6 natural, and 2 mixed sites); archaeological sites, historic monuments and museums
- 68 Indigenous peoples
- 11 expressions of Intangible Cultural Heritage: Day of the Dead, traditional cuisine and mariachi



Mexico's society is creative, dynamic and rich

III. Mexico´s strength: tourism and wine

Wine tourism represents a diverse and **sustainable tourism product**, based on **natural and winemaking heritage**, and promotes the development of local communities; it generates 1.6 billion pesos per year.



The **Magical Towns Program of the Mexican Tourism Ministry** helps to revalue a group of towns in the country that stand out for their beauty and cultural richness. **28 Pueblos Mágicos** have a connection to a **wine route or vineyard**.

The most relevant **wine routes (WR)** are in: **Aguascalientes**; **Baja California** (Guadalupe Valley; the Cheese and WR; the Old WR; and the Northern Gateway Route); **Coahuila** (Wines and Dinosaurs Route, and the Desert Route); **Guanajuato** (Valley of Independence); **Hidalgo** (“Getaway along the Camino Real between Wine and Cheese” and Toltec Route between Wine and Cheese); **Querétaro**: Art, Cheese, and Wine Route.



III. Mexico's strength: tourism and romance

Mexican wineries have transformed their facilities into tourism products that highlight their natural, cultural, and gastronomic attributes, positioning themselves as destinations for romance tourism.



Mexico is one of the main destinations for romance tourism coming from US and Canada. Germany is the 4th country with more romance tourism mainly in Italy, Marocco and the Caribbean.



36 vineyards in 14 states of Mexico promote their facilities to host weddings, celebrations and other events, in collaboration with local producers and entrepreneurs.



III. Mexico's strength: tourism and connectivity



- Mexico: **6th most visited country**, **45 million international visitor entries** in 2024
- **5 million more visitors** are expected in the context of the 2026 FIFA World Cup
- **Revenue from international visitors** is expected to be **35.1 billion dollars**, with an increase of 6.5% compared to 2024





III. Mexico´s strength: tourism and soccer WC

Official slogan of the Government of Mexico for the World Cup:

“ONE COUNTRY, ONE PASSION”.

With every play, the land of our ancestors vibrates.

This is the legacy of a people who never stop dreaming.



Mexico will be the first country to host three World Cups openings (1970, 1986, and 2026): the next opening match will be **June 11, 2026, at Azteca Stadium, Mexico City**

13 matches will be held in Mexico: 5 in Mexico City, 4 in Guadalajara, Jalisco, and 4 in Monterrey, Nuevo León.

5,5 Million international tourists are expected

