

Beat: Business

## **US MARS CHOCOLATE ACQUIRES MEXICAN CHOCOLATE MANUFACTURER GRUPO TURIN**

### **ICONIC BRANDS CONEJOS AND TURIN**

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**USPA NEWS** - The American private family owned business MARS (more than a century of history) acquires family owned Mexican Grupo Turin (founded in 1928). The transaction is subject to approval from the Mexican Antitrust Commission...

The American private family owned business MARS (more than a century of history) acquires family owned Mexican Grupo Turin (founded in 1928). The transaction is subject to approval from the Mexican Antitrust Commission. The parties expect to complete the transaction in Q1 2016 and will continue to operate separately until then.

Mars, incorporated is run by a global management team bearing the business across six business segments : Petcare, Chocolate, Food, Wrigley, Drinks and Symbioscience.

They believe to have five principles : quality, responsibility, mutuality, efficiency and freedom. They are based in more than 74 countries. Mars owns some of the world's most popular brands. It includes : Mars, Twix, Snickers, Dove, Extra, Orbit, M&Ms Royal Canin, Whiskas, Pedigree, Uncle Bens...

Mars believes this acquisition, combined with the capacities of its local team, will uniquely position the business unit in Mexico to take advantage of the projected growth of the Mexican chocolate category over the next decade.

Turin's portfolio offers a strong strategic fit with Mars Chocolate's current product offerings. Leveraging their Food Service business will enable Mars Chocolate to continue its profitable growth in the market in new and innovative ways.

Grupo Turin was created beginning of last century. In the early 20's, Don Pablo Traverso, an Italian consummate master chocolatier immigrated to Mexico from Turino. He left with the dream to produce the finest chocolate using the original Mexican cocoa. Grupo Turin, a Mexican company, has two manufacturing plants with the latest European technology for the the production of high quality chocolates.

The actual owners accepted the proposal because Turin will remain a family-owned business, providing Turin with greater possibilities for their brands and team members. They have been focused on the manufacture, distribution and commercialization of chocolate products for consumer and industrial markets and well as for different segments of institutional confectionery markets and the food industry. Their values are said to be : leadership, integrity, innovation, efficiency, teamwork, quality, added-value customer service, rentability.

#### **Article online:**

<https://www.uspa24.com/bericht-5592/us-mars-chocolate-acquires-mexican-chocolate-manufacturer-grupo-turin.html>

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