

Export Mission Synthesis

To begin with when I arrived in Mexico City, I noticed that there were many French restaurants and especially creperies. However, in this kind of establishment unlike in France it is not customary for Mexicans to consume cider with their crepes. Indeed, cider in Mexico is a seasonal product, this product is usually consumed during the Christmas period. Cider is a popular tradition among low- and middle-income families looking for a sparkling alcoholic beverage to drink at Christmas or New Year.

That's why we usually find advertising for cider only in December. In addition, during the year it is rare to find cider in supermarkets and grocery stores. The main consumers of this drink in Mexico are 45-year-old women and men. Moreover, the low alcohol content of cider is the main reason why young adults do not consume it, preferring spirits, wine or drinks ready to drink.

That's why I thought about exporting Sassy cider which aims to change the image of cider and perry in France and abroad. Indeed, Sassy products are between classic cider and cocktails. Sassy has chosen to export to Mexico its range of flavored ciders. This decision was influenced by the taste of Mexican consumers. In Mexico, the most popular drinks are flavored water (lime, Jamaican flower, orange, mango, strawberry ...) followed by beers such as Dos Equis, Corona, Sol, Indio, Tecate ...

However, Sassy products can conquer the cider market in Mexico and change the consumption habits of Mexicans thanks to the quality and originality of our products. Indeed, our ciders and perry have:

- **of a different taste:** made from Norman apples and pears, they are 100% pure juice.
- **of recognized quality:** "Made in Normandy" products. France, is recognized for having a good reputation in the middle of the cider because it is in Normandy in the 6th century that this alcoholic drink with apple base appeared for the first time.
- **a contemporary design:** long-necked bottle in white glass, sober and elegant packaging.
- **an original consumption concept:** Sassy cider can be drunk alone or added to cocktails. In addition, to appeal to Mexican consumers we are considering creating new products such as a chili-flavored cider (ingredient that accompanies all Mexican meals).

Sassy wishes to become the reference in terms of flavored cider and quality in France and internationally. Their goal is to put cider at the same level as champagne or wine and to make known in the world the Normandy region as may be the Champagne region or Bordeaux for champagne and wine. By buying Sassy, customers want the best cider on the market, 100% natural and affordable.

In addition, we sometimes team up with artists to offer innovative capsule collections. Our collaborations with Tiffany Cooper, Ines Longevial (Paulette edition), Craig and Karl and more recently with Jean André allow to know more about our products and to give that touch of pep that is missing in this cider medium.

We thought of a collaboration with the Mexican illustrator César Santillán based in the state of Hidalgo. This one proposes minimalist, geometric works, using the color to sublimate the human silhouette. This association would not only offer a product in line with the Sassy values and codes but also meet the expectations and current trends of Mexican consumers.

The advantage is that Sassy in Mexico in this sector of premium cider would have only one direct competitor, the brand Strongbow held by Heineken. Strongbow established itself in the country in 2012. Like Sassy, it is a premium cider that also aims to change the consumption habits of Mexicans. The brand also seeks to change the current perception of cider as a seasonal beverage but rather as a beverage comparable to beer as alcoholic and refreshing. The brand has also developed flavored ciders (orange, cherry and honey). The product is also sold in the same format, long-necked white glass bottles.

To conclude, we believe that our implementation will lead to a transformation of consumption habits. Indeed, some Mexicans will prefer to consume a cider rather than a beer. We expect to obtain 13.2% market share in the first year and generates a turnover of € 47,800.

