



ALSEA CONCLUDES DEFINITIVE AGREEMENT TO DEVELOP AND OPERATE STARBUCKS IN COLOMBIA

Agreement provides the exclusive rights to operate and develop the brand until the year 2033



Mexico, D.F., August 26, 2013. Alsea, S.A.B. de C.V. (BMV: ALSEA*), the leading operator of Quick Service Restaurants, Coffee Shops, and Casual Dining establishments in Latin America, reports that as part of its permanent expansion strategy, it has reached an agreement with Starbucks Coffee International, Inc., (SCI) to develop and operate Starbucks® in Colombia together with Grupo Nutresa, Colombia's leading food company.

Alsea started operations in the Colombian market since 2008, and today is operating Domino's Pizza, Burger King and P.F. Chang's with a total of 48 units.

The strategic association between Alsea and Grupo Nutresa to develop the brand in Colombia will be implemented through a joint venture company in which Alsea will own 70% and Nutresa the remaining 30%. The agreement with SCI provides for the development of a minimum 51 stores over a five-year period, with exclusivity development rights until the year 2033. The first store is scheduled to open in Bogotá in the second half of 2014. This deal will allow customers in Colombia to share and enjoy Starbucks legendary specialty coffee experience, as well as the more than 70 million current patrons do in more than 19,000 locations in 62 markets around the world.

Starbucks will offer Colombian consumers locally sourced and roasted espresso, drip and packaged Colombian coffee. The leading coffee company in the world has been roasting coffee in Colombia with Colcafe, a subsidiary of Nutresa, since 2008, when Starbucks developed its signature VIA Ready Brew.

After meeting today with Colombia President Juan Manuel Santos, Starbucks chairman, president and chief executive officer Howard Schultz said, "Our long and proud history of purchasing and roasting Colombian coffee dates back to Starbucks 1971 founding. From our humble start in Seattle's Pike Place Market, Starbucks has always admired and respected Colombia's distinguished coffee tradition. It is an honor for us to bring the Starbucks Experience and Colombia's finest coffee to this important and fast-growing market while collaborating with Colombia and USAID (United States Agency for International Development) to continue empowering local coffee growers and sharing the value, heritage and tradition of its coffee with the world."

Fabián Gosselin, CEO of Alsea, commented, "We are very excited to work along a prestigious Colombian company as Nutresa, providing the Starbucks Experience in Colombia." Gosselin added, "I am convinced that the dynamism and evolution of this market, together with its rich coffee culture tradition, will welcome a first-class brand as Starbucks and its premium Colombian and world coffee blends. This will give us the opportunity to execute an aggressive and profitable development plan, which will strengthen our expansion strategy in Latin America."

Carlos Piedrahita, CEO of Nutresa mentioned that "We feel very confident that partnering up with Alsea, with all the proven track record of successfully operating Starbucks in Latin America together with our local knowledge will allow us to deliver the Starbucks experience to Colombians and achieve a leading position in the market." Piedrahita added "We have great pride to be the first Latin American market where Starbucks commits to serving only locally sourced and roasted Colombian coffee. We are incredibly honored to enable the growth of our country's pride with the support and trust of such a respected and admired global brand as Starbucks"





About Alsea

Alsea is a leading restaurant operator in Latin America of global known brands within the Quick Service Restaurant, Coffee Shop, and Casual Dining segments. It has a diversified portfolio with brands such as Domino's Pizza, Starbucks, Burger King, Chili's, California Pizza Kitchen, PF Chang's, Pei-Wei, Italianni's and The Cheesecake Factory. The company operates by the end of June 1,768 units in Mexico, Argentina, Chile, and Colombia. Its business model includes support for its brands through a Shared Service Center, which provides all of the Administrative and Development Processes, as well as its Supply Chain. It has more than 29,800 employees in four countries.

For more information visit: www.alsea.com.mx

About Grupo Nutresa

Grupo Nutresa is the fourth largest food company in Latin America in terms of market cap and is the leader of the processed foods industry in Colombia. The group participates in six lines of business: coffee, biscuits, chocolates, ice cream, cold cuts, and pasta. It is made up of 54 companies that have beloved and recognized brands. Nutresa employs more than 30,000 partners and has a 90-year history of delivering nutritious products that provide their consumers with wellness and enjoyment in their daily lives. We are present in 15 countries in the Americas, from States to Chile and southeast Asia in Malaysia. We sell our products in 70 countries across five continents, with global sales amounting to USD 3 Billion.

For more information visit: www.gruponutresa.com

About Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality arabica coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience, please visit us in our stores or online at www.starbucks.com

Its shares are traded on the Mexican Stock Exchange under the ticker symbol ALSEA*

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