

## Promotional campaign for Mexican bananas

The Cabal group, based in Mexico, manages several banana brands, such as San Carlos and Bananas de México. It recently launched a campaign that will be presented for the first time to a global audience at FRUIT LOGISTICA 2016. The aim of the campaign is to promote the group as a reliable partner for European operators.

In the past, Mexican bananas were being used as "filler" for Europe and countries in other continents. Now the group brings together numerous producers under a single brand and ensures a continuous supply, adapted to aspects such as variety, size and packaging.

Cabal includes 19 companies that produce, sell and distribute ripe bananas, minibananas, pineapples, papayas, sweet peppers, avocados, limes and greenhouse tomatoes. According to information supplied by the company, Cabal is the largest producer of bananas in Mexico, with 2,068 hectares in Tabasco, Chiapas and Colima, 6 ripening and distribution centres in Mexico and 1 in the United States.

For more information:

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