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Max InterAmericas could consider M&A options following succession process, VP says

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Max InterAmericas, a San Diego export management company representing the sales of manufacturers and service providers, could consider a stake sale or JV to expand its chocolate brand internationally, once it completes its succession plan, VP Eric Gomez said.

Gomez's father and founder of the company, Raul, is 78 years old and is looking to retire this year, he said. Gomez is expected to take full control of the business, he added. Eric Gomez owns Mexico City-based **MaxiaNET** and has not decided yet whether to merge the businesses or continue growing them separately, he said.

The company is not looking for advisors to help on the succession plan at this point, but in the event of an M&A process it would retain a banker, he said.

InterAmericas is about to launch its own brand of chocolate bars MaxiRico, which it plans to produce in Mexico and to export to Argentina, Peru, El Salvador, Nicaragua and Guatemala, he said. A potential stake sale or a JV with a local distributor could help the company achieve its goals faster, he said.

Before founding InterAmericas, Raul Gomez had Frontier Trading, which was the first company to introduce the instant noodles soup Maruchan in Mexico, he said. However, in 2003, Maruchan took control of its distribution in Mexico and Gomez decided to create InterAmericas, he said. The company continues to export Maruchan's soups to Central and South American markets as well as to some European and African nations, he said.

According to Gomez, InterAmericas has annual revenues of USD 45m distributing consumer products from any latitude, but it lacked its own brands. That is why now it is looking to develop and distribute its own brands from scratch in order to become more profitable, he said.

In September 2023, Gomez told *Mergermarket* that it was seeking strategic investors for MaxiaNET to help expand marketing, distribution, and visibility services for its instant soup brand, Fans, across the Americas. However, no deal has been reached yet as the company has not found the right potential partner. Instead, it signed distribution agreements in different markets like in the Mexican city of Monterrey, and is about to close a deal in the southeastern city of Merida, aimed at distributing the soup, he said, adding that the company continues to be interested in entertaining stake sale offers from strategic investors.

by Adriana Curiel



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