



E. J. KRAUSE &
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ALIMENTARIA MEXICO COMMITS TO HEALTH AND WELLNESS

Bethesda, MD, October 2, 2013 – This year **Alimentaria Mexico**, the premier international food and beverage event in the country, is conducting a campaign to help fight obesity and support a healthy lifestyle. With new research revealing Mexico now has the largest obesity rate in the world, Alimentaria Mexico is joining the efforts of the Mexican government and institutions concerned with the country's issues of health, nutrition and wellness. **Alimentaria Mexico 2014** will assist in addressing the country's concern with obesity in an effort to facilitate a stronger and healthier population.

As Mexico's growth rate continues to rise, **Alimentaria Mexico** creates an excellent opportunity to deliver new international and national food and beverage products. The food and beverage expo believes it is "important to improve the quality of life through offering healthy food and drink options to Mexico" said co-organizer Ned Krause, CEO of E.J. Krause & Associates. **Alimentaria Mexico** is committed to assisting companies associated with health and nutrition promote and integrate their products into the Mexican marketplace. Given the market condition, the venue provides an excellent opportunity for companies to utilize this unique platform to maximize new business opportunities in the Mexican food and beverage sector.

This year's event will present an expanded range of healthy and nutritious products, offer more alternatives to the marketplace, and educate consumers about their food and beverage choices. Nutritional experts from Mexico and Central America have been invited to the 2014 event to discuss and debate the most important health issues relevant to the food and beverage industry. By providing an open forum for discussion, **Alimentaria Mexico** is committed to offering visitors access to the latest global trends and products that can be effective in the fight against obesity and support a healthy lifestyle.

For more information on participating in **Alimentaria Mexico 2014** please contact James Cross, cross@ejkrause.com or visit <http://www.alimentaria-mexico.com>

About E.J. Krause & Associates:

For more than 25 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit www.ejkrause.com