

FRONERI Announces Strategic Partnership with GRUPO HERDEZ

15 April 2026 | News

This alliance combines Froneri's global ice cream expertise with Grupo Herdez's deep local market knowledge



This alliance combines Froneri's global ice cream expertise with Grupo Herdez's deep local market knowledge

Froneri International Limited (Froneri), one of the world's largest ice cream companies, and Grupo Herdez, S.A.B. de C.V. (Grupo Herdez), a leader in the Mexican processed food sector, hereby announce an agreement to create a strategic partnership regarding the ice cream business in Mexico.

Transaction Overview and Structure

Under the terms of the agreement, the ice cream business that Grupo Herdez has operated under an exclusive license from Nestlé since 2015 will be integrated into the strategic partnership.

The partnership will be supported by a capital contribution from Froneri, which will strengthen the financial structure of the business and secure its growth plan. The transaction does not represent a cash inflow for Grupo Herdez upon closing. Grupo Herdez will transfer full operational control to Froneri to implement its specialised model.

This alliance combines Froneri's global ice cream expertise with Grupo Herdez's deep local market knowledge. The business features a portfolio of beloved brands, including Helados Nestlé, Häagen-Dazs, Mega, and Carlos V. Brand licensing in Mexico will align with Froneri's global framework with Nestlé, leveraging international execution standards and innovation.

The transaction is subject to authorisation by the National Antitrust Commission (CNA) and other customary closing conditions. Formalisation is estimated to occur during this year.

Phil Griffin, Froneri CEO, said, "We are thrilled to be partnering with Grupo Herdez to unlock the significant potential of their ice cream business in Mexico. The business operates under a portfolio of much-loved brands which we plan to invest in to further develop the business. We look forward to working with the Grupo Herdez team."

Héctor Hernández-Pons Torres, Chairman of the Board and CEO of Grupo Herdez, said, "This alliance marks the next step in the configuration of our portfolio, and we are proud to share the potential of this business with a global expert like Froneri. The focus of this alliance will remain on long-term value creation."