

	Company	Chains /Brands	Sector	Year Goal	Countries that included
1	Alea	Burger King (Only 181 restaurants) Dominos Pizza Chilli's P.F. Chang's California Pizza Kitchen Starbucks (954) El Portón, Italianis, Cheescake, VIPs, La Finca, Corazón de Barro, La Casa del Comal y Its Just Wings,	Restaurant	2025	Mexico Colombia Chile Argentina Brazil Spain
2	Bimbo	Bimbo Marinela Barcel Ricolino Wonder El Globo Sanissimo Coronado Del Hogar Suandy Lonchibon Dulces Vero Lara Sunbean JoyCo Clever Oeoweat	CPG	2025	Mexico
3	Toks (Grupo Gigante)	Toks Panda Express Cut Stop Restaurantes California Beer Factory	Restaurant	2022	Mexico
4	CMR	Wings Fonda Mexicana Chilis Olive Garden La Destilería El Lago Red Lobster The Capital Grille	Restaurant	2022	
5	Barilla	Barilla Filiz Barilla Restaurants Academia Amarilla Vesta Yemina Misko Voello Mulino Blanco Harrys Pavesi Gran Cereale Wasa Pan di Stelle	CPG	2020	
6	Sodexo		Foodservice	2025	80 countries including Mexico

	Company	Chains /Brands	Sector	Year Goal	Countries that included
7	Eurest (Compass Group)	Eurest ESS Suport Services Worldwide Medirest Outtakes Eurest Sport and Entertainment Scolarest	Foodservice	2025	Mexico (Eurest) Worldwide (Compass Group)
8	Aramark		Foodservice	2025	Worldwide
9	Subway	Subway	Restaurant	2025	Mexico, USA, Canada (2015 announcement) and Latinamerica (2017 announcement)
10	H.E.B.		Retailer	2025	Mexico, USA
11	Kellog's México	CPG	CPG	2025	Mexico, USA and Canada
12	Arcos Dorados (McDonald's)		Restaurant	2025	Mexico and Latinoamerica
13	Sushi Itto		Restaurant	2022	Mexico, Guatemala and Honduras
14	Natural (La Era Natural S.A. de C.V.)		Restaurant	2020	Mexico
15	Liverpool		Restaurant	2026	Mexico
16	AccorHotels	Ibis	Hospitality	2024	Worldwide
17	Generall Mills	Häagen-Dazs Nature Valley Betty Crocker Pillsbury Gigante Verde	CPG	2025	Worldwide
18	Grupo Loz-car		Foodservice	2025	
19	El Pollo Pepe		Restaurant	2017	
20	Grupo Alimentro		Foodservice	2020	
21	PepsiCo	Gamesa	CPG	2020	2020 Northamerica/ 2025 Worldwide
22	Kraft Heinz	Heinz Mayo	CPG	2025	Northamerica
23	Unilever	Hellman's Holanda	CPG	2020	Worldwide
24	Les Croissants		Foodservice	2025	México
25	Pacific Star		Foodservice	2025	México
26	Pagasa		CPG	2025	México
27	Tortas Locas Hipocampo		Restaurant	2025	México
28	Grupo Costeño		Restaurant	2026	México
29	Mondelez International		CPG	2025	Worldwide except Russia and Ukrania
30	Taco Holding	Krispy Kreme Café Diletto NeveGelato Nuny's Yogurth Carl's Junior Taco Inn SBarro 60's Burger Arrachera House El Farolito Gino's La Mansión Bistrot Mosaico Casa Ávila	Restaurant	2025	México

	Company	Chains /Brands	Sector	Year Goal	Countries that included
31	Grupo Anderson´s	Señor Frog's Carlo's and Charlie's Harry´s Primehouse Porfirio´s Fred´s Freshii La Vicenta La Jefecita H Roof Harry´s Steakhouse and Raw Bar	Restaurant	2025	México, Caribbean and Centoamerica
32	Grupo Refrán	Sirloin Stockade (11) Wendy's (4) Atrium ¿No aplica? Club Empresarial (at Monterrey)¿No aplica?	Restaurant	2026	Mexico
33	Manyar		Foodservice	2017	Mexico
34	Wyndham Hotels	Dolce Wyndham Wyndham Grand Wyndham Garden Tryp Wingate Howthorn Microtel Ramada Encore Baymont Days Inn	Hospitality	2025	Worldwide (Mexico included)
35	Nestle		CPG	2025	Worldwide (Mexico apply by 2025)
36	Grupo BCG		Foodservice	2023	México
37	Restaurant Brands International		Restaurant	2025	Worldwide
38	Pastelería Lety		Bakery	2025	Mexico
39	Grupo Tovisa (TGI Fridays)		Restaurant	2021	Only Mexico City (Franchisor it's exclusively for Mexico City)
40	Pastelería Fina Neufeld		Bakery	2022	Mexico
41	Grupo Alimentarium	Cabo Grill La Cittadina Some Corner Bakery Cafe locations Among others?	Restaurant	2023	Mexico
42	Grupo Fiesta Food		Foodservice	2025	Mexico
43	Danone		CPG	2019	Worldwide
44	InterContinental Hotels Group	Holiday Inn Holiday Inn Express Kimpton Crowne Plaza Hotel Indigo Staybridge	Hospitality	2025	Worldwide
45	Campbell's Soup		CPG	2025	Worldwide
46	Marriott International		Hospitality	2015- Final 2025	Worldwide
47	Royal Caribbean		Hospitality	2022	Worldwide

	Company	Chains /Brands	Sector	Year Goal	Countries that included
48	Starwood	Sheraton St Regis Westin Boca Chica Aloft Four Points	Hospitality	2020	Worldwide
49	Elior Group		Foodservice	2025	Worldwide
50	Carnival		Hospitality	2025	Worldwide
51	Norwegian Cruise Line		Hospitality	2025	Worldwide
52	Four Seasons		Hospitality	2025	Worldwide
53	Newrest		Foodservice	2025	Worldwide
54	Pastelería OK		Bakery	2025	Mexico
55	Mr. Sushi		Restaurant	2022	Mexico
56	Giornale		Restaurant	2018	Mexico
57	Hilton		Hospitality	2025	Worldwide
58	Montparnasse Pastelería		Bakery	2025	Mexico
59	Le Pain Quotidien		Restaurant	2025	Mexico
60	La Flor de Córdoba		Coffe shop	2025	Mexico
61	La Borra del Café		Coffe shop	2020	Mexico
62	Munchin Donuts		Bakery	2025	Mexico
63	Ferrero		CPG	2025	Mexico and worldwide
64	Petit Plaisir		Bakery	2023	Mexico
65	Cafe Chai		Restaurant	2023	Mexico
66	Hyatt		Hospitality	2025	Worldwide
67	McCain		CPG	2025	Worldwide
68	Best Western		Hospitality	2025	Worldwide
69	Club de Banqueros		Restaurant	2025	Mexico
70	Vivián Alta Repostería		Bakery	2025	Mexico
71	La Pastería		Restaurant/Bakery	2023	Mexico
72	ISS		Foodservice	2024	Mexico
73	Corazón de Pan	2 at León, Guanajuato	Bakery	2025	Mexico
74	La Parroquia de Veracruz		Restaurant	2025	Mexico
75	Maison Kayser		Bakery/Restaurant	2025	Mexico
76	Karisma Hotels & Resorts		Hospitality	2023	Mexico
77	1000 Shakes & Waffles		Restaurant	2021	
78	La Casa del Waffle		Restaurant	2025	Mexico
79	Pastelería Alcazar		Bakery	2025	Mexico
80	Pastelería Zürich		Bakery	2025	Mexico
81	Tea Connetion/ Green Eat		Restaurant	2021	Global (Argentina,
82	La Crepería		Restaurant	2023	
83	Deli Tutti		Bakery	2025	Mexico
84	Hackel Panadería		Bakery	2025	Mexico
85	El Japonéz		Restaurant	2023	Mexico
86	Radisson			2025	Worldwide
87	Hershey		CPG	2025	Worldwide
88	Clara y Ema		Restaurant	2021	Mexico

	Company	Chains /Brands	Sector	Year Goal	Countries that included
90	Choice Hotels	Comfort Inn Reflect & Reflect Krystal Now Emeral, Now Jade, Now Natura, Now Amber Dreams Sands, Bista, Playa Mujeres, VillaMagna, Secrets The Vine, Playa Mujeres Breathless Zoetry Villa, Sleep Inn The Gallery, Ascend Hotel Collection Mora Suites & Apartments Sunscape Sabor Quality Inn Aguascalientes	Hospitality	2025	Global
91	Club Med	Ixtapa Pacific Mexico Cancún Yucatán México	Hospitality	2025	Global
92	Creppes & Waffles		Restaurant	2025	Mexico
93	En la Cocina con Gerónimo		TV show	2020	Mexico
94	Minor Hotels (NH)	Anantara, Avani, Elewana Collection, Oaks, nh hotels, nh collection, nhow, Tivoli	Hospitality	2027	Global
95	Puratos		CPG	2025	Global
96	YEMA		Super	2025	Mexico
97	Dunkin Donuts		Restaurant	2025 America Latina y el Caribe	
98	Costco		Retailer		
99	Wendy's (Toks -Grupo Gigante)	Toks	Restaurant	2025	Global
100	Productor Delicatessen		Super	ya son	México
101	Melia Hotels		Hot	2025	Global
102	Mi mercadito a granel		Super		México
103	Cuarto de Kilo		Restaurant	2025	México
104	RBI	Popeyes, Burger King, Tim Hortons	Restaurant	2025	Global
105	Nacional Beach Club	EOY	Hotels	2022	México
106	La Tartaleta		Restaurant	2021	México
107	Antares Pastelería		PAN	2025	México
108	Yum! Brands	KFC, Pizza Hut	Restaurant	2026/2030	Global
109	Qin Oriental Food		Restaurant	2022	México
110	Barceló Hotel Group	Royal Hideaway, Occidental, Allegro, Barceló	Hotels	2025	Global
111	Palladium Hotel Group	Grand Palladium, Palladium, TRS, Palladium Boutique, Fiesta Hotels & Resorts, Ushuaia Unexpected, Ayre, Only YOU	Hotels	2025	Global
112	Outback MX		Restaurant	2023	México
113	Focus Brands	Cinnabon	Restaurant	2028	Global
114	Vitology		Restaurant	2022	México

	Company	Chains /Brands	Sector	Year Goal	Countries that included
115	Choux Choux Café		Restaurant	2023	México
116	Toridoll	Wok to Walk y Marugame Udon	Restaurant	2030	Global
117	Riu Hotels & Resorts		Hotels	2025	Global