

EMBAMEX SWEDEN MAY NEWSLETTER

STATE BY STATE: SINALOA

The wonderful beaches of Sinaloa have made it a popular haven for tourists from all over the world. In particular, the beautiful beaches of Mazatlán earned it the nickname “Pearl of the Pacific Ocean.” In its historical center, Old Mazatlán, visitors can admire the rich architecture of its colonial buildings, such as the Cathedral of the Immaculate Conception, in addition to various beautiful nineteenth century buildings. Its heritage is in sharp contrast to modern tourism resorts in its Zona Dorada, or “Golden Zone,” comprising luxury hotels, stores and restaurants.

Sinaloa’s beaches rank among the largest in Mexico. Playa Norte (North Beach), is a good example of this; with its 10 miles of sand and gentle waves, it is perfect for swimming and relaxing. Playa Olas Altas (High Waves Beach) is also an amazing place, where the sands shift according to the season. Many types of water sports are enjoyed in the coasts of Sinaloa State, including surfing, sailing, snorkeling and scuba diving. Isla Venados, for one, is not to be missed—a visitor will come upon the Las Labradas stones on its shores, which are a series of rocks that were carved by the ancient inhabitants of this area, and which have survived for thousands of years.

As the state is considered to be Mexico’s Shrimp Capital, the cuisine of Sinaloa is rich in fish and seafood. The vast majority of its dishes include a variety of seafood, whether served in cocktails or marinated. Another traditional dish of this state is the famous *chilorio*, which is a kind of pork sausage flavored with *pasilla* chile, garlic, oregano and salt, and served in tacos. It is also worthwhile to taste the delicious *mochomo*—a kind of precooked beef—as well as papered pigeons.

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Mazatlán beach at night. Photo credit: www.visitmexico.com

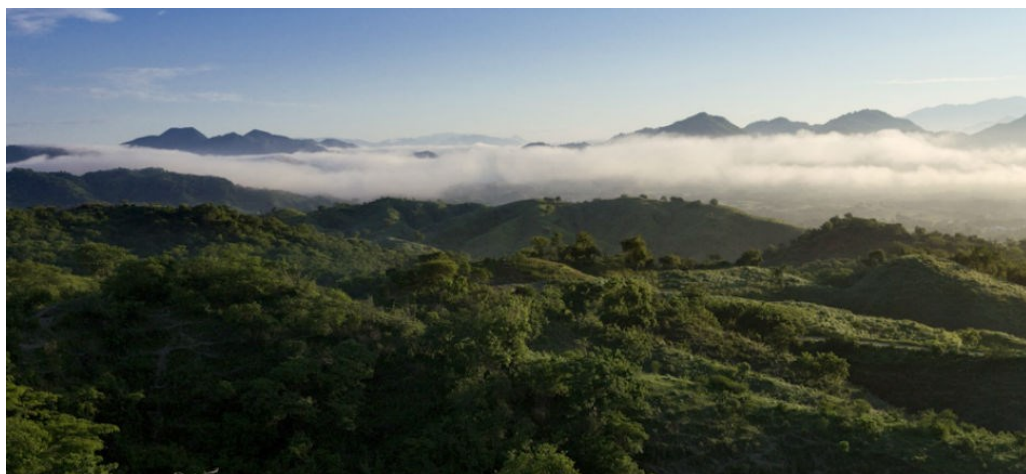
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As may be expected of a popular beach destination, the party never stops in Sinaloa. The warm nights are always full of life. One can take a romantic stroll along the boardwalk with a partner and enjoy the sea breeze. If the preference is for the nightlife, one may dance until dawn in the nightclubs of the Zona Dorada to all kinds of music while enjoying the most original drinks.

There are a thousand ways to visit Sinaloa, because the state has a very strong tourism and transportation services infrastructure. By air, one can fly to the Rafael Buelna International Airport; and by sea, there is a ferry service from La Paz, Baja California, which arrives at a port for cruise and cargo ships. There is also a railway station as well as bus terminals.



*Top: Sierra Madre Occidental in
Sinaloa
Left: El Rosario, Sinaloa.
Photo and text credits:
www.visitmexico.com*

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WINES OF COAHUILA IN SWEDEN

A wine tasting event for the Wines of Coahuila was held at the official residence of the Embassy of Mexico on April 25.

The event was attended by entrepreneurs David Mendel Lamb, of Casa Don Leo, and Brandon Milmo, of Casa Madero; accompanying them were the officers of the government of Coahuila Ricardo Schumm Sherpa, Undersecretary for Economic Development, Competitiveness and Tourism; Francisco Javier Treviño Aguirre, General Coordinator of Planning and Economic Information and Enrique Rodríguez Cárdenas, Technical Secretary. During the tasting, Coahuila brand wines were presented to entrepreneurs, restaurateurs, Swedish wine importing companies and businessmen interested in the wine industry. It was mentioned at the gathering that the Mexican State of Coahuila produces more than 3 million bottles of wine annually, with 42 different labels, that it brings together more than 20 producers from 9 municipalities in the state. Coahuila brand wines have a tradition which dates back more



Wines of Coahuila on offer for tasting at the official Residence of the Ambassador of Mexico, Mr. Agustín Gasca Pliego

than 400 years.

Ambassador Gasca Pliego emphasized that in Mexico, the long wine-making tradition dates back to the time of the Conquest, when the Spaniards arrived in Mexico and found that a wild grape grew in Parras de la Fuente, Coahuila, which would come to be the basis for developing large tracts of vineyards in the New Spain.

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Representatives from the Embassy of Mexico and from the Wines of Coahuila Houses at the wine tasting.

Photo credits: Nuria Almgren



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It is worth noting that Mr. Mats Lögren, CEO of LIQUORAMA, said the wines on offer were of excellent quality and body, from the mildest to the most intense.

Furthermore, on April 26, Ambassador Gasca Pliego attended Vinordic Fair to formally inaugurate the promotional pavillion “Wines of Coahuila” with the presence of the Coahuilan wine company representatives from Casa Madero and Casa Don Leo. The flag of the State of Coahuila was thus a part of the Fair, held in Stockholm from April 26 to 29. Vinordic is considered the most important event of this type in Europe, and is attended by large food and beverage companies. In representation of the Governor of Coahuila, Rubén Moreira Valdez, and the Secretary of Economic Development, Competitiveness and Tourism, Antonio Gutierrez Jardón, the Undersecretary Ricardo Schumm Cerpa, of the same government branch, and Francisco Javier Treviño Aguirre, General Coordinator of Strategic Planning and Economic Information, attended the event.

The Vinordic Fair is held every two years and is visited by more than forty thousand people around the world; in it, buyers and sellers from prestigious restaurants, cooking utensils, and food and drinks companies all congregate. In order to participate in Vinordic, industry sellers and consumers must demonstrate very high standards of quality and excellence.



Ribbon cutting ceremony at the inauguration of the Wines of Coahuila stand at the Vinordic Fair in Stockholm.

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HARD ROCK CAFÉ IN STOCKHOLM CELEBRATES MEXICAN FOOD



STOCKHOLM

On April 28, in collaboration with the Embassy of Mexico in Sweden, the Hard Rock Café in Stockholm launched its “Taste of Mexico” campaign, which seeks to pay tribute to traditional Mexican cuisine. During this inaugural event, Mexican gastronomy, high quality mezcal and the Mayan Riviera were promoted.

In his opening speech, the Hard Rock Café’s Manager of Events and Publicity, Kevin Lee, described the campaign, noting that from May 2, for a month, a Mexican menu will be available in this restaurant and throughout many other HRCs on all continents, which will offer a similar selection of Mexican dishes. During the event, representatives of the drink import industry and specialty bloggers participated, as well as representatives from ProMéxico Sweden.

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One of the Mexican-cuisine inspired dishes at the hard Rock Café in Stockholm.



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HARD ROCK CAFÉ IN STOCKHOLM CELEBRATES MEXICAN FOOD



Mexican tequila at the Hard Rock Café Stockholm.

want to visit the Mayan Riviera.

For more information, please visit the Hard Rock Café Stockholm or write to: stockholm@hardrock.se

From left: ProMéxico Commercial Counsellor Carlos Pérez Cirera, Hard Rock Café General Manager Richard Herry, Ambassador Agustín Gasca Pliego, Hard Rock Café Kitchen Manager Harouf Alam, and Hard Rock Café Sales and Press Manager Kevin Lee.

Photo credits: David Ruiz Coronado.

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It is worth noting that Mexican cuisine has always been one of the main attractions for tourists and Swedish journalists who are interested in visiting our country, which has resulted in the publication of multiple newspaper articles, books on Mexican cuisine and even TV shows. The number of Swedes who visited Mexican beaches, archaeological sites and Magical Towns increased by 100% during the last five years, from 21,779 tourists in 2010 to 45,627 in 2015.

As a part of the campaign, the Hard Rock Café Stockholm is holding a contest during May whose winner will be awarded seven nights all-inclusive accommodation at the Hard Rock Hotel in the Mayan Riviera. To participate, interested parties must submit a two-minute video in which they explain why they



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AVISOS CONSULARES

Sistema de Registro para Mexicanos en el Exterior (SIRME)

Estimado(a) compatriota:

El Sistema de Registro para Mexicanos en el Exterior (SIRME), tiene como objetivo que tanto turistas como residentes mexicanos en el exterior puedan registrarse por Internet para obtener información y/o recomendaciones prácticas.

Sin duda, una de las funciones prioritarias y útiles de este registro electrónico es brindar atención a todos los mexicanos para que sean contactados fácilmente en caso de una situación de emergencia, un desastre natural o el surgimiento de cualquier condición inesperada que pudiera poner en estado de vulnerabilidad su seguridad o integridad.

Al inscribirse, los usuarios recibirán información por correo electrónico sobre las representaciones mexicanas en el exterior que correspondan a su lugar de residencia o destino.

El uso del sistema es voluntario y gratuito. Se recomienda tener a la mano su pasaporte al momento de registrarse, ya que el ingresar los datos de estos documentos permitirá verificar la identidad y nacionalidad del usuario. La información personal que se proporcione estará clasificada como confidencial y protegida conforme a la Ley Federal de Transparencia y Acceso a la Información Pública Gubernamental, su Reglamento y los lineamientos correspondientes.

Se puede ingresar al sistema a través del vínculo que se encuentra en la siguiente dirección de internet: <https://sirme.sre.gob.mx>.

