

## **Cofece sanctions several persons and economic agents for more than 2 million pesos and disqualifies natural persons for manipulating the price of tortillas and limiting their sale in Huixtla, Chiapas**

- *The Commission sanctioned Chedraui and Soriana, as well as the persons who acted on their behalf, who in addition to being fined were disqualified. It also sanctioned five dough and tortilla manufacturers and an official from the government of Huixtla in the state of Chiapas.*
- *Cofece urges companies to have effective compliance programs in that they ensure that the actions of their managers adhere to the Federal Economic Competition Law since they will be responsible for the acts that their employees or officials carry out on their behalf and that result in a breach of the Law.*

**Mexico City, June 21, 2023.-** The Federal Economic Competition Commission (Cofece or Commission) determined to sanction *Chedraui (Tiendas Chedraui, S.A. de C.V.)* and *Soriana (Tiendas Soriana S.A. de C.V.)*, as well as two natural personas who acted on their behalf; likewise, it sanctioned five producers of dough and tortilla, as well as a Delegate of the Government of Huixtla in the state of Chiapas who acted as coadjuvant, for manipulating the price of tortilla and limiting its sale in the municipality of Huixtla, Chiapas (absolute monopolistic practices, file DE-032-2019). Due to the harm and the duration of the sanctioned conducts, the fines imposed amounted to a total of 2 million 72 thousand 405 Mexican pesos.

It is worth noting that, as part of the sanctions, Cofece determined to disqualify two natural persons for a period of 4 months who acted on behalf of Chedraui and Soriana, upon proving their responsibility in acts that affected final consumers, in accordance with section X of article 127 of the Federal Economic Competition Law (LFCE).

Investigations, such as this one, highlight the importance of businesses having an effective compliance program, since companies will be responsible for the acts that their employees or officials carry out on their behalf and that result in non-compliance with the LFCE. In this regard, programs must include the corresponding training, that allows them to guarantee the compliance of their operations and activities with all applicable laws, regulations, and standards, as well as having adequate response mechanisms to dissuade practices contrary to competition regulations. Likewise, Cofece urges managers of small, medium, and large companies to comply with the LFCE, to prevent them from being fined and disqualified.

The Commission maintains its continuous work in the analysis and investigation of the goods and services that have the greatest impact on the welfare of people, such as food. In this case, the tortilla is a product of the basic food basket that, in 2021, according to Coneval data, had a weekly per capita consumption of just over 1 kilogram. Also, according to INEGI data, lower-income households allocate more than 8% of their food spending to the purchase of tortillas.



Once the matter is resolved and the parties have been notified, the sanctioned companies and natural persons have the right to appeal before the Judicial Power to review the legality of the Commission's actions. The public version of the resolution may be consulted in the opinions and resolutions portal of the Cofece's website within the legal term established in Article 47 of the Regulatory Provisions of the LFCE.

- 000 -

**MORE COMPETITION FOR A STRONGER MEXICO**

*The Federal Economic Competition Commission safeguards competition and free market access.  
Through its work, it seeks better conditions for consumers, that more services  
are supplied with higher quality and that there is a "level-playing-field" for companies.*