

GRUPO BIMBO REPORTS THIRD QUARTER 2009 RESULTS

Highlights from the quarter:

- *Top line growth of 41.1% driven by latest acquisition in the U.S.*
- *Results in the U.S. operation helped drive the 59.6% and 56.6% growth in operating income and EBITDA, respectively.*
- *Net majority income rises 24.5%.*

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Mexico City, October 22, 2009 – Grupo Bimbo S.A.B. de C.V. (“Grupo Bimbo” or “the Company”) (BMV: BIMBO) today reported its results for the third quarter ended September 30, 2009.¹

Net sales in the third quarter rose a strong 41.1% to Ps. 29.3 billion, primarily reflecting the incorporation of the acquisition in the United States, along with a 16.3% increase in Latin America. Excluding acquisition-related gains, net sales would have risen 4.2% in the period.

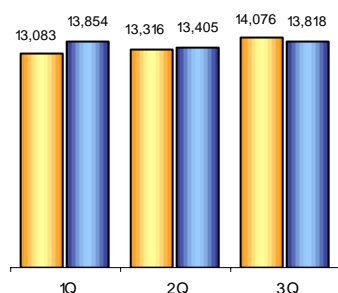
The consolidated gross margin rose 2.2 percentage points over the same quarter of last year, to 53.8%, reflecting significant expansion in the U.S. and Mexico as a result of lower commodity costs. In addition, at BBU, margin improvement was driven by the incorporation of BBU East and ongoing gains in manufacturing productivity in the West.

Operating and EBITDA margins expanded by 1.3 and 1.4 percentage points, respectively, to 11.4% and 14.4%. This performance is mainly attributable to results in the U.S. where operating expenses as a percentage of sales declined 1.8 percentage points year over year. Excluding the acquisition in the U.S., the consolidated operating margin would have expanded 0.7 percentage points compared to the third quarter of last year, to 10.8%.

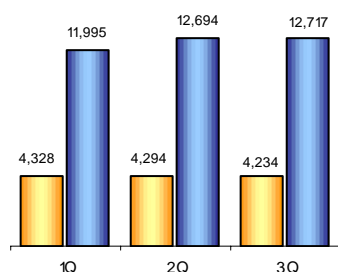
Net majority income totaled Ps. 1.7 billion for the quarter, an increase of 24.5% compared to the same period of 2008, while the margin declined 80 basis points to 5.9% mainly as a result of higher financing costs related to new debt contracted to finance the acquisition in the U.S.

1. Figures included in this document are prepared in accordance with Mexican Financial Reporting Standards (NIF), and are expressed in nominal terms.

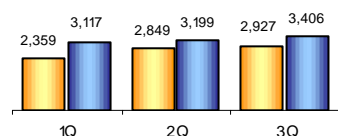
Mexico (millions of pesos)



United States (millions of pesos)



Latin America (millions of pesos)



Net Sales

3Q09	3Q08	% Change	Net Sales	9M09	9M08	% Change
13,818	14,076	(1.8)	Mexico	41,077	40,474	1.5
12,717	4,234	> 100	United States	37,407	12,856	> 100
3,406	2,927	16.3	Latin America	9,722	8,136	19.5
29,338	20,796	41.1	Consolidated	86,353	60,139	43.6

Note: Figures expressed in millions of pesos. Consolidated results exclude inter-company transactions.

Mexico

Net sales in the quarter totaled Ps. 13.8 billion, which represents a decline of 1.8% from the year ago period as a result of the continued challenging economic environment. In addition, unexpectedly warm, dry weather depressed baking volumes and more than offset the benefit of higher snack food sales. By channel, the modern channels continued to outperform in the period. On a cumulative basis, sales registered a 1.5% increase, as a result of carryover pricing over the past 12-month period and new product launches.

United States

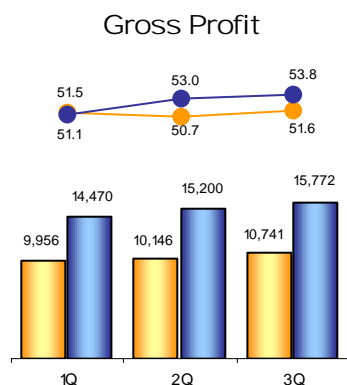
Net sales more than tripled on a quarterly basis, to Ps. 12.7 billion, reflecting the incorporation of BBU East, the continued benefit of FX when translating US dollar results into Mexican pesos and successful new product launches. In terms of volumes, both regions generated healthy performance, mainly due to new product introductions. As expected, growth in national accounts remained strong due to the integration process and a strategic focus on creating value for customers. In the first nine months of 2009, sales almost tripled to Ps. 37.4 billion.

In dollar terms, net sales for the quarter and nine month period excluding the acquisition would have remained almost unchanged when compared to 2008.

Latin America

Net sales in the quarter and nine months grew 16.3% and 19.5%, respectively, when compared to 2008, mainly reflecting continued penetration of the traditional channel, with almost 15,000 new customers added in the current period, and better volume performance. Results were strongest in Colombia, Chile and Brazil; sales growth in the latter reflects results from the restructuring efforts that have been underway this year.

Gross Profit



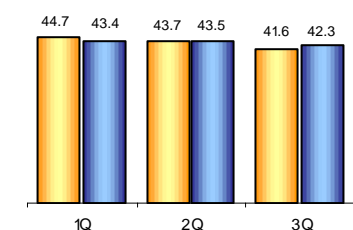
The consolidated gross margin expanded by 2.2 and 1.3 percentage points over the year ago quarter and nine month period respectively, to 53.8% and 52.6%. This was driven by the continued easing of raw material cost pressures, which more than offset the impact of currency devaluation against the US dollar in many of the Company's markets, as well as higher labor costs in Latin America.

In the United States, the operation registered a significant improvement in the gross margin for the quarter and year to date of 6.9 and 6.7 percentage points, respectively. This reflects: i) the more efficient cost structure following the integration of BBU East; ii) the easing of commodity and energy prices from the year ago periods; iii) higher manufacturing productivity in the West, including the benefit of a plant closure in Texas during the second quarter; iv) a better absorption of fixed costs resulting from higher sales volumes; and v) the benefits from sharing best practices between regions that have resulted in a more efficient labor cost structure, mainly in the West.

3Q09	3Q08	Change pp	Gross Margin (%)	9M09	9M08	Change pp
56.3	54.0	2.3	Mexico	54.1	53.5	0.6
51.6	44.7	6.9	United States	50.9	44.2	6.7
42.1	42.8	(0.7)	Latin America	42.9	43.0	(0.1)
53.8	51.6	2.2	Consolidated	52.6	51.3	1.3

Note: Consolidated results exclude inter-company transactions.

Operating Expenses (% of net sales)



2008 2009
 millions of pesos
 % of net sales

Operating Expenses

As a percentage of sales, operating expenses in the quarter increased 0.7 percentage points to 42.3%, while they declined in the nine month period by 0.3 percentage points, to 43.0%. Driving the improvement year to date were lower expenses in the U.S. operation as a percentage of sales, resulting from: i) the integration of BBU East and its more efficient expense structure, ii) ongoing initiatives at BBU West such as route consolidation, and iii) better expense absorption derived from higher sales volume. However, in the current quarter these efforts did not offset the ongoing advertising and promotional spending aimed at boosting consumption in Mexico and Latin America. As well, in the case of the former, absorption of fixed expenses was affected by decelerating sales growth, while in the latter, as a result of the intensive efforts to add customers, the primary distribution expenses reflected an increase when compared to 2008.

Operating Income

Operating income for the third quarter and nine months rose 59.6% and 71.4%, respectively. As well, the consolidated margin expanded 1.3 percentage points in the quarter to 11.4%, and 1.6 percentage points on a cumulative basis, to 9.6%, driven by results in the United States and, to a lesser extent, expansion in Mexico.

3Q09	3Q08	% Change	Operating Income	9M09	9M08	% Change
2,009	1,940	3.6	Mexico	4,622	4,470	3.4
1,301	63	> 100	United States	3,474	44	> 100
64	130	(50.6)	Latin America	252	330	(23.7)
3,348	2,098	59.6	Consolidated	8,268	4,824	71.4

Note: Figures expressed in millions of pesos. Consolidated results exclude inter-company transactions.

On a regional basis, in Mexico operating income rose 3.6% quarter over quarter, and the margin improved by 70 basis points to 14.5%, reflecting gross margin expansion that more than offset the aforementioned increase in expenses. On a cumulative basis, operating income rose 3.4% over the first nine months of 2008, while the margin expanded by 30 basis points to 11.3%.

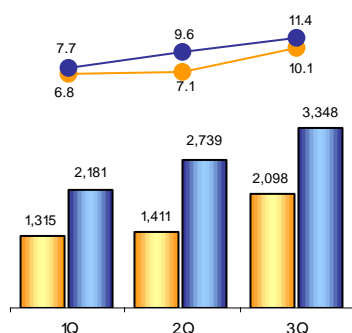
In the United States, operating income in the quarter grew twenty-fold, while the margin expanded 8.7 percentage points to 10.2%, when compared to 2008. The above was driven by the aforementioned expansion on the gross margin, the more efficient cost and expense structure derived from the incorporation of BBU East, the shared best practices between regions and the benefit of a stronger US dollar when translating to Mexican pesos. On a cumulative basis, the operation went from narrow profitability in the first nine months of 2008 to almost Ps. 3.5 billion of operating income this year, with a 9.3% margin. Excluding BBU East, the operating margin in the third quarter and nine months would have expanded 4.2 and 5.8 percentage points, to 5.7% and 6.1%, respectively, over the year ago periods.

In Latin America, the operating margin for the quarter contracted 2.5 percentage points to 1.9%, mainly due to higher labor costs and weak local currencies that did not fully reflect the benefit of lower commodity costs. Similarly, on a cumulative basis, the margin declined 1.5 percentage points, to 2.6%.

3Q09	3Q08	Change pp	Operating Margin (%)	9M09	9M08	Change pp
14.5	13.8	0.7	Mexico	11.3	11.0	0.3
10.2	1.5	8.7	United States	9.3	0.3	9.0
1.9	4.4	(2.5)	Latin America	2.6	4.1	(1.5)
11.4	10.1	1.3	Consolidated	9.6	8.0	1.6

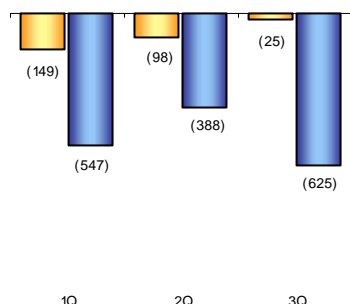
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Operating Income

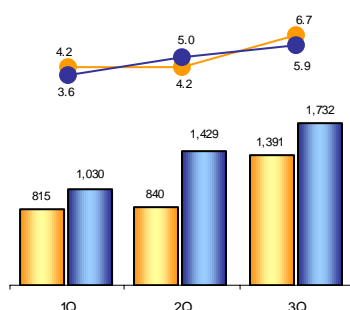


2008 2009
 millions of pesos
 % of net sales

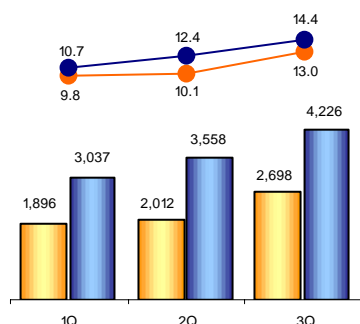
Comprehensive Financing Result



Net Majority Income



EBITDA



millions of pesos
% of net sales

2008 (yellow bar) 2009 (blue bar)

% of net sales (orange line) % of net sales (blue line)

Comprehensive Financing Result

As expected, comprehensive financing resulted in a Ps. 625 million cost in the third quarter, compared to Ps. 25 million in the same period of last year, due to higher interest expense associated with the new debt contracted in January of this year. Similarly, on a cumulative basis, the comprehensive financing cost increased from Ps. 272 million to Ps. 1.6 billion. In both cases, the result was partially offset by a foreign exchange gain.

Net Majority Income

Net majority income in the third quarter of 2009 rose 24.5% from the year ago period to Ps. 1.7 billion. Despite the expansion of the gross and operating margins, higher comprehensive financing costs in the period led to a 0.8 percentage point decline in the margin, to 5.9%. On a cumulative basis, net income rose 37.6% to Ps. 4.2 billion, while the margin contracted by 20 basis points to 4.9%.

3Q09	3Q08	Change pp	Net Majority Income	9M09	9M08	Change pp
1,732	1,391	24.5	Consolidated	4,191	3,045	37.6

3Q09	3Q08	Change pp	Net Majority Margin (%)	9M09	9M08	Change pp
5.9	6.7	(0.8)	Consolidated	4.9	5.1	(0.2)

Operating Income plus Depreciation and Amortization (EBITDA)

EBITDA in the quarter rose 56.6% to Ps. 4.2 billion, while the margin expanded 1.4 percentage points to 14.4%. For the first nine months of the year, EBITDA rose 63.8%, with a 1.5 percentage point expansion in the margin to 12.5%. EBITDA performance in the United States was of particular note, with the margin expanding 9.0 and 9.2 percentage points in the quarter and nine months, to 12.5% and 11.5%, respectively.

3Q09	3Q08	% Change	EBITDA	9M09	9M08	% Change
2,422	2,351	3.0	Mexico	5,868	5,699	3.0
1,595	147	> 100	United States	4,320	296	> 100
235	236	(0.4)	Latin America	713	632	12.8
4,226	2,698	56.6	Consolidated	10,821	6,607	63.8

Note: Figures expressed in millions of pesos. Consolidated results exclude inter-company transactions.

3Q09	3Q08	Change pp	EBITDA Margin (%)	9M09	9M08	Change pp
17.5	16.7	0.8	Mexico	14.3	14.1	0.2
12.5	3.5	9.0	United States	11.5	2.3	9.2
6.9	8.1	(1.2)	Latin America	7.3	7.8	(0.4)
14.4	13.0	1.4	Consolidated	12.5	11.0	1.5

Note: Consolidated results exclude inter-company transactions.

Financial Structure

As of September 30, 2009, the Company's cash position totaled Ps. 9.1 billion, compared to Ps. 6.7 billion in 2008. This reflects strong and healthy cash generation of the U.S. operation, as well as the continued strength of the Mexican operation.

Net debt at the end of the third quarter was Ps. 32.6 billion, compared to Ps. 2.7 billion registered in September of 2008. This increase is due to the credit facilities secured to finance the BBU East acquisition in the United States, which structurally modified the Company's balance sheet. On a sequential basis, however, net debt declined Ps. 2.6 billion from the second quarter of 2009 due to continued strong cash generation in the period and the amortization in August of this year of Ps. 1,150 million in domestic bonds issued in 2002.

Similarly, the net debt to EBITDA ratio declined from 2.8 times at the end of the second quarter of this year to 2.3 times in the current period. As of September 30, 2009, the ratio of net debt to majority stockholders' equity was 0.8 times, compared to 1.0 times registered in June 2009.

Company Description

Grupo Bimbo is one of the largest baking companies in the world in terms of production and sales volume. As the market leader in the Americas, Grupo Bimbo has 99 plants and 600 distribution centers strategically located in 18 countries throughout the Americas, Europe and Asia. Its main product lines include sliced bread, buns, cookies, snack cakes, English muffins, bagels, pre-packaged foods, tortillas, salted snacks and confectionery products, among others. Grupo Bimbo produces over 5,000 products and has one of the most extensive direct distribution networks in the world, with more than 39,000 routes and more than 102,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.

Note on Forward-Looking Statements

This announcement contains certain statements regarding the expected financial and operating performance of Grupo Bimbo, S.A.B. de C.V., which are based on current financial information, operating levels, and market conditions, as well as on estimations of the Board of Directors of the Company related to possible future events. The results of the Company may differ in regards with those expressed on these statements, due to different factors that are beyond the Company's control, such as: adjustments in price levels, variations in the costs of its raw materials, changes in laws and regulations, or economic or political conditions not foreseen in the countries where the Company operates. Therefore, the Company is not responsible for such differences in the information and suggests that readers review such statements prudently. Moreover, the Company will not undertake any obligation to publicly release any revisions to the statements due to variations of such factors after the date of this press release.



CONSOLIDATED INCOME STATEMENT (MILLIONS MEXICAN PESOS)	2008						2009											
	1Q	%	2Q	%	3Q	%	4Q	%	ACCUM	%	1Q	%	2Q	%	3Q	%	ACCUM	%
NET SALES	19,347	100.0	19,996	100.0	20,796	100.0	22,178	100.0	82,317	100.0	28,342	100.0	28,672	100.0	29,338	100.0	86,353	100.0
MEXICO	13,083	67.6	13,316	66.6	14,076	67.7	14,371	64.8	54,845	66.6	13,854	48.9	13,405	46.8	13,818	47.1	41,077	47.6
UNITED STATES	4,328	22.4	4,294	21.5	4,234	20.4	5,193	23.4	18,049	21.9	11,995	42.3	12,694	44.3	12,717	43.3	37,407	43.3
LATIN AMERICA	2,359	12.2	2,849	14.2	2,927	14.1	3,211	14.5	11,346	13.8	3,117	11.0	3,199	11.2	3,406	11.6	9,722	11.3
COST OF GOODS SOLD	9,391	48.5	9,849	49.3	10,055	48.4	10,997	49.6	40,293	48.9	13,873	48.9	13,472	47.0	13,566	46.2	40,911	47.4
GROSS PROFIT	9,956	51.5	10,146	50.7	10,741	51.6	11,181	50.4	42,024	51.1	14,470	51.1	15,200	53.0	15,772	53.8	45,442	52.6
MEXICO	6,974	53.3	7,094	53.3	7,596	54.0	7,630	53.1	29,294	53.4	7,189	51.9	7,270	54.2	7,778	56.3	22,236	54.1
UNITED STATES	1,937	44.8	1,854	43.2	1,891	44.7	2,252	43.4	7,934	44.0	5,948	49.6	6,523	51.4	6,560	51.6	19,031	50.9
LATIN AMERICA	1,046	44.3	1,198	42.1	1,252	42.8	1,297	40.4	4,793	42.2	1,330	42.7	1,407	44.0	1,434	42.1	4,170	42.9
OPERATING EXPENSES	8,641	44.7	8,736	43.7	8,643	41.6	8,676	39.1	34,696	42.1	12,289	43.4	12,461	43.5	12,424	42.3	37,173	43.0
OPERATING PROFIT	1,315	6.8	1,411	7.1	2,098	10.1	2,504	11.3	7,328	8.9	2,181	7.7	2,739	9.6	3,348	11.4	8,268	9.6
MEXICO	1,180	9.0	1,350	10.1	1,940	13.8	2,384	16.6	6,854	12.5	1,184	8.5	1,429	10.7	2,009	14.5	4,622	11.3
UNITED STATES	17	0.4	(35)	(0.8)	63	1.5	80	1.5	125	0.7	940	7.8	1,233	9.7	1,301	10.2	3,474	9.3
LATIN AMERICA	118	5.0	81	2.9	130	4.4	101	3.2	431	3.8	82	2.6	106	3.3	64	1.9	252	2.6
OTHER (EXPENSES) INCOME NET	5	0.0	(121)	(0.6)	(166)	(0.8)	(194)	(0.9)	(476)	(0.6)	(154)	(0.5)	(249)	(0.9)	(193)	(0.7)	(596)	(0.7)
COMPREHENSIVE FINANCING RESULT	(149)	(0.8)	(98)	(0.5)	(25)	(0.1)	(267)	(1.2)	(539)	(0.7)	(549)	(1.9)	(387)	(1.3)	(625)	(2.1)	(1,560)	(1.8)
INTEREST PAID (NET)	(115)	(0.6)	(65)	(0.3)	(88)	(0.5)	(194)	(0.9)	(461)	(0.6)	(546)	(1.9)	(609)	(2.1)	(590)	(2.1)	(1,747)	(2.0)
EXCHANGE (GAIN) LOSS	(34)	(0.2)	(67)	(0.3)	31	0.1	(83)	(0.4)	(153)	(0.2)	(25)	(0.1)	210	0.7	(64)	(0.2)	122	0.1
MONETARY (GAIN) LOSS	(0)	(0.0)	33	0.2	32	0.2	10	0.0	75	0.1	22	0.1	12	0.0	28	0.1	66	0.1
EQUITY IN RESULTS OF ASSOCIATED COMPANIES	(4)	(0.0)	10	0.1	26	0.1	(8)	(0.0)	24	0.0	(40)	(0.1)	(13)	(0.0)	51	0.2	(1)	(0.0)
EXTRAORDINARY CHARGES	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
INCOME BEFORE TAXES	1,167	6.0	1,201	6.0	1,933	9.3	2,036	9.2	6,337	7.7	1,440	5.1	2,089	7.3	2,582	8.8	6,110	7.1
INCOME TAXES	329	1.7	345	1.7	505	2.4	714	3.2	1,893	2.3	391	1.4	640	2.2	819	2.8	1,850	2.1
PROFIT BEFORE DISCONTINUED OPERATIONS	838	4.3	856	4.3	1,428	6.9	1,322	6.0	4,444	5.4	1,049	3.7	1,449	5.1	1,763	6.0	4,260	4.9
NET MINORITY INCOME	23	0.1	17	0.1	37	0.2	48	0.2	124	0.2	18	0.1	20	0.1	31	0.1	69	0.0
NET MAJORITY INCOME	815	4.2	840	4.2	1,391	6.7	1,274	5.7	4,320	5.2	1,030	3.6	1,429	5.0	1,732	5.9	4,191	4.9
EARINGS BEFORE INTERESTS, TAXES, DEPRECIATION AND AMORTIZATION (EBITDA)	1,896	9.8	2,012	10.1	2,698	13.0	3,222	14.5	9,829	11.9	3,037	10.7	3,558	12.4	4,226	14.4	10,821	12.5
MEXICO	1,588	12.1	1,760	13.2	2,351	16.7	2,804	19.5	8,503	15.5	1,631	11.8	1,815	13.5	2,422	17.5	5,868	14.3
UNITED STATES	103	2.4	47	1.1	147	3.5	244	4.7	540	3.0	1,211	10.1	1,514	11.9	1,595	12.5	4,320	11.5
LATIN AMERICA	205	8.7	191	6.7	236	8.1	235	7.3	867	7.6	220	7.1	257	8.0	235	6.9	713	7.3

Inter-regional sales are excluded from the consolidated figure operations

Regional percentages of Gross Profit, Operating Profit and EBITDA are calculated as a percentage of sales of each operation



CONSOLIDATED BALANCE SHEET		2008	2009	%
<small>(MILLIONS MEXICAN PESOS)</small>				
TOTAL ASSETS		53,046	101,627	91.6
MEXICO		31,276	33,822	8.1
UNITED STATES		11,668	54,118	363.8
LATIN AMERICA		10,102	13,687	35.5
CURRENT ASSETS		16,185	24,339	50.4
PROPERTY, PLANT AND EQUIPMENT (NET)		24,320	33,067	36.0
TOTAL LIABILITIES		22,280	62,448	180.3
SHORT-TERM BANK LOANS		1,922	9,232	380.2
LONG-TERM BANK LOANS		7,439	32,400	335.6
STOCKHOLDERS' EQUITY		30,766	39,179	27.3

STATE OF CASH FLOW		2008	2009
INDIRECT METHOD			
INCOME (LOSS) BEFORE INCOME TAXES		4,301	6,110
+ (-) ITEMS NOT REQUIRING CASH		26	-
+ (-) ITEMS RELATED TO INVESTING ACTIVITIES		1,787	2,795
+ (-) ITEMS RELATED TO FINANCING ACTIVITIES		306	(208)
CASH FLOW BEFORE INCOME TAX		6,420	8,697
CASH FLOW PROVIDED OR USED IN OPERATION		(1,353)	606
NET CASH FLOWS PROVIDED OF OPERATING ACTIVITIES		5,067	9,303
NET CASH FLOW FROM INVESTING ACTIVITIES		(4,750)	(37,379)
FINANCING ACTIVITIES		317	(28,075)
NET CASH FLOW FROM FINANCING ACTIVITIES		2,361	29,812
NET (DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS		2,678	1,736
TRANSLATION DIFFERENCES IN CASH AND CASH EQUIVALENTS		101	28
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF PERIOD		3,902	7,317
CASH AND CASH EQUIVALENTS AT END OF PERIOD		6,681	9,081



QUARTERLY PRO-FORMA

	2009 3Q	2008 3Q	% Change	BBU East 3Q08 Pro-forma	GB 3Q08 Pro-forma	% Change Pro-forma
NET SALES						
Grupo Bimbo	29,338	20,796	41.1%	5,963	26,759	9.6%
United States	12,717	4,234	200.4%	5,963	10,197	24.7%
OPERATING INCOME						
Grupo Bimbo	3,348	2,098	59.6%	646	2,745	22.0%
United States	1,301	63	NA	646	709	83.4%
OPERATING MARGIN						
Grupo Bimbo	11.4%	10.1%	1.3 pp	10.8%	10.3%	1.1 pp
United States	10.2%	1.5%	8.7 pp	10.8%	7.0%	3.2 pp

Figures in millions of nominal pesos

ACCUMULATED PRO-FORMA

	2009 Accum	2008 Accum	% Change	BBU East Accum 08 Pro-forma	GB Accum 08 Pro-forma	% Change Pro-forma
NET SALES						
Grupo Bimbo	86,353	60,139	43.6%	11,924	72,064	19.8%
United States	37,407	12,856	191.0%	11,924	24,780	51.0%
OPERATING INCOME						
Grupo Bimbo	8,268	4,824	71.4%	1,250	6,074	36.1%
United States	3,474	44	NA	1,250	1,294	168.5%
OPERATING MARGIN						
Grupo Bimbo	9.6%	8.0%	1.6 pp	10.5%	8.4%	1.2 pp
United States	9.3%	0.3%	9.0 pp	10.5%	5.2%	4.1 pp

Figures in millions of nominal pesos



QUARTERLY INFORMATION EXCLUDING BBU EAST

	2008 3Q	2009 3Q	% Change	BBU East 3Q09	3Q09 w/o BBU East	% Change w/o BBU East
NET SALES						
Grupo Bimbo	20,796	29,338	41.1%	7,673	21,666	4.2%
United States	4,234	12,717	200.4%	7,673	5,044	19.1%
OPERATING INCOME						
Grupo Bimbo	2,098	3,348	59.6%	1,015	2,333	11.2%
United States	63	1,301	NA	1,015	286	NA
OPERATING MARGIN						
Grupo Bimbo	10.1%	11.4%	1.3 pp	13.2%	10.8%	0.7 pp
United States	1.5%	10.2%	8.7 pp	13.2%	5.7%	4.2 pp

Figures in millions of nominal pesos

ACCUMULATED INFORMATION EXCLUDING BBU EAST

	2008 Accum	2009 Accum	% Change	BBU East Accum 09	Accum 09 w/o BBU East	% Change w/o BBU East
NET SALES						
Grupo Bimbo	60,139	86,353	43.6%	21,283	65,070	8.2%
United States	12,856	37,407	191.0%	21,283	16,124	25.4%
OPERATING INCOME						
Grupo Bimbo	4,824	8,268	71.4%	2,495	5,773	19.7%
United States	44	3,474	NA	2,495	979	NA
OPERATING MARGIN						
Grupo Bimbo	8.0%	9.6%	1.6 pp	11.7%	8.9%	0.9 pp
United States	0.3%	9.3%	9.0 pp	11.7%	6.1%	5.8 pp

Figures in millions of nominal pesos