*Mexico City, October 4, 2016*

**Everybody will be talking about FORMULA 1 GRAN PREMIO DE MEXICO 2016™ thanks to “El Sabor de la Formula 1”**  
  
  
Corporacion Interamericana de Entretenimiento (CIE) introduces the innovation El Sabor de la Formula 1®, a gastronomic tour around the best restaurants in Mexico City, which emerges from Sabor es Polanco- the most relevant gourmet festival in the capital of the country – and FORMULA 1 GRAN PREMIO DE MEXICO 2016™ – the biggest sport event of the year.

As part of the alternative activities, El Sabor de la Formula 1® will offer the audience the opportunity to try the unique touch of the most recognized chefs of our city along the different restaurants which comprise the gastronomic offer of the festival.

It will all be developed in an exclusive atmosphere like those experienced in the best metropolis, where the main culinary events and of course Formula 1® Grand Prix take place; this as a prelude of the glamour expected to be present inside and outside the Autodromo Hermanos Rodriguez at FORMULA 1 GRAN PREMIO DE MEXICO 2016™.

This initiative goal is starting the engines toward the FORMULA 1 GRAN PREMIO DE MEXICO 2016™ so that both national and international visitors – including media, managers, teams and drivers – enjoy the existing wide top class gastronomic offer in CDMX.

“With El Sabor de la Formula 1 we want to bring all the track excitement to the table, in order to transmit our F1ESTA’ s energy and passion to all the city”, said Federico Gonzalez Compean, FORMULA 1 GRAN PREMIO DE MÉXICO™ Managing Director. “It will certainly be a culinary experience that will conquer our fans palates”.  
  
Over 80 restaurants created a special menu inspired by Formula 1® for the diners to enjoy it with a preferential price from October 17 to October 30.

Alejandro Garza, Sabor es Polanco, Managing Director noted that “Involved restaurants did their best to offer a complete and attractive menu that no foodie shall miss”. Given the positive answer from chefs and owners of the restaurants, he added: “Not even going at a Formula 1 speed, it will be possible for them to try all those delicious menus”.

During the announcement, representatives from the federal and local government local were also present to give the starting signal for this gastronomic project.

And so, Horacio de la Vega, The Mexico City Sport Institute Director, said: “El Sabor de la Formula 1 brings an experience that goes beyond the Autodromo Hermanos Rodriguez, this activity aims to catch audience’s attention from a different angle, so they can live the different experiences offered in a world class event such as the Gran Premio de Mexico”.  
  
Finally, Miguel Torruco Marques, Mexico City Tourism Secretariat, said “Mexico City takes place 4th of the countries where you eat the best food and with the biggest variety of dishes; and events such as “El Sabor de la Formula 1” enriches the fact that our city is recognized as the touristic, cultural and gastronomic in Latin America, he celebrated that projects such as these were carried out”.  
  
Ximena de Cordova – Coordinator of PR at Mexico Tourism Board also attended the event.  
  
The starting grid, participant restaurants

The culinary food comprised by a wide variety of restaurants and dishes include all kind of cuisines and food – from steaks and seafood, going from Mexican, French and Asian restaurants.

All menus designed for restaurants, as well as their location, can be looked up at the FORMULA 1 GRAN PREMIO DE MEXICO 2016™– [www.mexicogp.mx/elsaborf1](http://www.mexicogp.mx/elsaborf1" \t "_blank)– and Sabor es Polanco – [www.saborespolanco.mx](http://www.saborespolanco.mx/" \t "_blank)  
  
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RESTAURANT  
  
Hashtag  
  
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Amalia Gusto & Grill  
#Amalia  
  
2  
  
Azul / Condesa  
#AzulCondesa  
  
3  
  
Azul / Historico  
#AzulHistorico  
  
4  
  
Beef Bar  
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5  
  
Bistro  
#Bistro  
  
6  
  
Cambalache  Insurgentes  
#Cambalache  
  
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Cambalache Polanco  
#Cambalache  
  
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Cambalache Oasis  
#Cambalache  
  
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Cambalache  Sn. Jeronimo  
#Cambalache  
  
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Cambalache  Vallejo  
#Cambalache  
  
11  
  
Candela Romero  
#CandelaRomero  
  
12  
  
Casa Regia  
#CasaRegia  
  
13  
  
Centro Castellano  
#CentroCastellano

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China Grill  
#ChinaGrill  
  
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Cipriani  
#Cipriani  
  
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Cranker Patriotismo  
#Cranker  
  
17  
  
Cranker Sta Fe  
#Cranker  
  
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Cuines  
#Cuines  
  
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El Bajio C. Santa Fe  
#ElBajio  
  
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El Bajio Insurgentes  
#ElBajio  
  
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El Bajío Oasis Coyoacán  
#ElBajio  
  
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El Bajío Plaza Minaya  
#ElBajio

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El Bajío Polanco  
#ElBajio  
  
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El Bajío Reforma  
#ElBajio  
  
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El Bajio Sta. Fe Sheraton  
#ElBajio  
  
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El Puntal del Norte  
#PuntalDelNorte  
  
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El Tajín  
#ElTajin  
  
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Entre Fuegos  
#EntreFuegos  
  
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Estoril  
#Estoril  
  
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Estoril Cafe  
#EstorilCafe  
  
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Fiebre de Malta  
#FiebreDeMalta

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Fogo de Chao  
#FogoDeChao  
  
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Fonda Fina  
#FondaFina  
  
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Gloutonnerie  
#Gloutonnerie  
  
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Gogo y Lola  
#GogoYLola  
  
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Guzina Oaxaca  
#GuzinaOaxaca  
  
37  
  
Hotel Condesa DF  
#CondesaDF  
  
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Hotel Distrito Capital  
#DistritoCapital  
  
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Hotel Downtown México  
#DowntownMx  
  
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Jaguar  
#Jaguar

41  
  
L´Ostería del Becco  
#OsteriaDelBecco  
  
42  
  
La Culichi  
#LaCulichi  
  
43  
  
La Fonda del Recuerdo  
#FondaDelRecuerdo  
  
44  
  
La Hacienda de Los Morales  
#LosMorales  
  
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La Miscelanea  
#LaMiscelanea  
  
46  
  
La Piedra Cantina  
#LaPiedra  
  
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La Rua  
#LaRua  
  
48  
  
La Rural  
  
#LaRural  
  
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La Trainera Mercado de Mariscos  
#LaTrainera

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Lampuga  
#Lampuga  
  
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Les Moustaches  
#LesMoustaches  
  
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Lipp La Brasserie  
#LippLaBrasserie  
  
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Lobby / Hotel Habita  
#LobbyHabita  
  
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Luna Bistro /  Hotel Stara  
#LunaBistro  
  
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Maria Bonita  
#MariaBonita  
  
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Mar del Zur  
#MarDelZur  
  
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Morimoto  
#Morimoto  
  
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Murasaki  
#Murasaki

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Nexo  
#Nexo  
  
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Novecento  
#Novecento  
  
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Nudo Negro  
#NudoNegro  
  
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Puerto Madero Arcos Bosques  
#PuertoMadero  
  
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Puerto Madero Polanco  
#PuertoMadero  
  
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Puerto Madero Sn. Ángel  
#PuertoMadero  
  
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Raiz  
#Raiz  
  
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Sanborns  Azulejos  
#Sanborns  
  
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Sanborns CARSO  
#Sanborns

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Sanborns  Masaryk  
#Sanborns  
  
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Sanborns  Polanco  
#Sanborns  
  
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Sonora Grill Cocina de Brasa Amores  
#SonoraGrill  
  
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Sonora Grill Cocina de Brasa Coyoacán  
#SonoraGrill  
  
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Sonora Grill Cocina de Brasa Div. del Nte  
#SonoraGrill  
  
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Sonora Grill Cocina de Brasa Félix Cuevas  
#SonoraGrill  
  
74  
  
Sonora Grill Prime Insurgentes  
#SonoraGrillPrime  
  
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Sonora Grill Prime Masaryk  
#SonoraGrillPrime  
  
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Sonora Grill Cocina de Brasa Miyana  
#SonoraGrillPrime

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Sonora Grill Cocina de Brasa Nápoles  
#SonoraGrillPrime  
  
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Sonora Grill Cocina de Brasa Narvarte  
#SonoraGrillPrime  
  
79  
  
Sonora Grill  Cocina de Brasa Reforma  
#SonoraGrillPrime  
  
80  
  
Sonora Grill Prime Roma-Condesa  
#SonoraGrillPrime  
  
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Syrah  
#Syrah  
  
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Tandoor  
#Tandoor  
  
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Teppan Grill  
#TeppanGrill  
  
  
For the Social Networks … the cherry on top

To create a better interaction between the diners and restaurants, we will invite Twitter users to take a picture of their menu and uploading them to the platform– using the Hashtag #ElSaborF1 together with the corresponding restaurant Hashtag (included on the restaurant list).  
  
Such pictures will be collected from October 17 to October 30, and hosted at the website [www.mexicogp.mx/elsaborf1/concurso/](http://www.mexicogp.mx/elsaborf1/concurso/" \t "_blank), where to find further information about the dynamic.

Subsequently, from November 2 to November 11, at the same site a public voting will be opened, and the most voted picture will win a special dinner for two people at the restaurant whose hashtag had been the most mentioned.

To download high definition pictures, click on the following link: [https://we.tl/0GuQhWxviU](https://we.tl/0GuQhWxviU" \t "_blank)  
To download menus of participant restaurants, click on the following link: [https://we.tl/noBhTEyu5y](https://we.tl/noBhTEyu5y" \t "_blank)

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[www.mexicogp.mx](http://www.mexicogp.mx/)

Facebook: mexicogp

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#MexicoGP #F1ESTA

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**About CIE**

Corporación Interamericana de Entretenimiento, S.A.B de C. V.

[www.cie.com.mx](http://www.cie.com.mx/" \t "_blank)

We are the market leader in outdoor entertainment in Mexico, Colombia and Central America and one of the major players in the entertainment industry in Latin America and across the globe.

CIE offers a variety of world-class entertainment options including concerts, theater productions, and sports and family and cultural events, among others, to meet our market segments’ needs for recreation and entertainment through its unique vertical integration model that provides the only access available to an extensive network of entertainment centers, advertisers including the principal advertising investors in our markets, and partnerships and strategic alliances with experienced global partners.

We operate an amusement and water park in Bogota, Colombia, and manage Centro Banamex in Mexico City, one of the largest convention and exhibition facilities across the globe. We are recognized as the foremost producer and organizer of special and corporate events in Mexico, and we operate one of the most professional contact centers in the Mexican market.

CIE is a public company whose shares and debt securities are listed on the Mexican Stock Exchange.