

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 – and Sabor es Polanco – www.saborespolanco.mx

#

RESTAURANT

Hashtag

1

Amalia Gusto & Grill

#Amalia

2

Azul / Condesa

#AzulCondesa

3

Azul / Historico

#AzulHistorico

4

Beef Bar

#Beefbar

5

Bistro
#Bistro

6

Cambalache Insurgentes
#Cambalache

7

Cambalache Polanco
#Cambalache

8

Cambalache Oasis
#Cambalache

9

Cambalache Sn. Jeronimo
#Cambalache

10

Cambalache Vallejo
#Cambalache

11

Candela Romero
#CandelaRomero

12

Casa Regia
#CasaRegia

13

Centro Castellano
#CentroCastellano

14

China Grill
#ChinaGrill

15

Cipriani
#Cipriani

16

Cranker Patriotismo
#Cranker

17

Cranker Sta Fe
#Cranker

18

Cuines
#Cuines

19

El Bajío C. Santa Fe
#ElBajío

20

El Bajío Insurgentes
#ElBajío

21

El Bajío Oasis Coyoacán
#ElBajío

22

El Bajío Plaza Minaya
#ElBajío

23

El Bajío Polanco
#ElBajio

24

El Bajío Reforma
#ElBajio

25

El Bajío Sta. Fe Sheraton
#ElBajio

26

El Puntal del Norte
#PuntalDelNorte

27

El Tajín
#ElTajin

28

Entre Fuegos
#EntreFuegos

29

Estoril
#Estoril

30

Estoril Cafe
#EstorilCafe

31

Fiebre de Malta
#FiebreDeMalta

32

Fogo de Chao
#FogoDeChao

33

Fonda Fina
#FondaFina

34

Gloutonnerie
#Gloutonnerie

35

Gogo y Lola
#GogoYLola

36

Guzina Oaxaca
#GuzinaOaxaca

37

Hotel Condesa DF
#CondesaDF

38

Hotel Distrito Capital
#DistritoCapital

39

Hotel Downtown México
#DowntownMx

40

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

45

La Miscelanea
#LaMiscelanea

46

La Piedra Cantina
#LaPiedra

47

La Rua
#LaRua

48

La Rural
#LaRural

49

La Trainera Mercado de Mariscos
#LaTrainera

50

Lampuga
#Lampuga

51

Les Moustaches
#LesMoustaches

52

Lipp La Brasserie
#LippLaBrasserie

53

Lobby / Hotel Habita
#LobbyHabita

54

Luna Bistro / Hotel Stara
#LunaBistro

55

Maria Bonita
#MariaBonita

56

Mar del Zur
#MarDelZur

57

Morimoto
#Morimoto

58

Murasaki
#Murasaki

59

Nexo
#Nexo

60

Novecento
#Novecento

61

Nudo Negro
#NudoNegro

62

Puerto Madero Arcos Bosques
#PuertoMadero

63

Puerto Madero Polanco
#PuertoMadero

64

Puerto Madero Sn. Ángel
#PuertoMadero

65

Raiz
#Raiz

66

Sanborns Azulejos
#Sanborns

67

Sanborns CARSO
#Sanborns

68

Sanborns Masaryk
#Sanborns

69

Sanborns Polanco
#Sanborns

70

Sonora Grill Cocina de Brasa Amores
#SonoraGrill

71

Sonora Grill Cocina de Brasa Coyoacán
#SonoraGrill

72

Sonora Grill Cocina de Brasa Div. del Nte
#SonoraGrill

73

Sonora Grill Cocina de Brasa Félix Cuevas
#SonoraGrill

74

Sonora Grill Prime Insurgentes
#SonoraGrillPrime

75

Sonora Grill Prime Masaryk
#SonoraGrillPrime

76

Sonora Grill Cocina de Brasa Miyana
#SonoraGrillPrime

77

Sonora Grill Cocina de Brasa Nápoles
#SonoraGrillPrime

78

Sonora Grill Cocina de Brasa Narvarte
#SonoraGrillPrime

79

Sonora Grill Cocina de Brasa Reforma
#SonoraGrillPrime

80

Sonora Grill Prime Roma-Condesa
#SonoraGrillPrime

81

Syrah
#Syrah

82

Tandoor
#Tandoor

83

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/, 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>
To download menus of participant restaurants, click on the following link: <https://we.tl/noBhTEyu5y>

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#MexicoGP #F1ESTA

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About CIE

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

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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.