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Ditsch opens first store in the United States

With the opening of the first Ditsch clip-in in the United States, the popular pretzel products of the traditional German bakery are now available for the first time with a dedicated point of sale on the U.S. market. The new location is situated inside an OXXO store in El Paso, Texas, and caters to the growing consumer demand for freshly prepared, high-quality food to-go. With this new point of sale, Ditsch is not only pursuing further growth, but also gaining valuable insights into international customer needs.

Classic pretzel products continue to see rising demand worldwide. Since last week, it has become possible to purchase products from the traditional German bakery Ditsch in the United States as well. The launch took place in the form of a clip-in (shop-in-shop) within an OXXO store in El Paso.

The product range offered at the Ditsch clip-in in El Paso includes both classic Ditsch recipes such as pretzels, pretzel sticks, pretzel croissants, and the popular Ditsch pizza, as well as additions tailored to local tastes, such as Jalapeño & Cheese Pretzel Sticks. The baked goods are produced in Ditsch's production facilities in Germany and freshly baked on site.

"The opening of the first Ditsch clip-in in the United States marks another milestone in the international expansion of our popular foodservice brand. The partnership with OXXO not only offers us further growth potential, but also provides us – as in other international markets – with valuable insights into different customer needs," says Sebastian Kayser, CEO Valora Food Service B2C.

The location in El Paso is situated in a highly frequented OXXO store serving commuters, local residents and employees of nearby businesses. The Ditsch clip-in is designed as a clearly defined in-store area and integrates seamlessly into the OXXO shopping experience.

OXXO, the leading convenience retailer in Latin America, is strategically expanding its presence in the United States. Both OXXO and Valora, the operator of Ditsch, belong to the globally active trading company FEMSA.

Media Contact

media@valora.com

Corporate Communications Valora Group

About Ditsch

The Ditsch bakery was founded in Mainz in 1919 and has developed over the past century into one of the leading suppliers of pretzel products, which are popular in heavily frequented locations throughout Germany. In addition to classic pretzels, Ditsch's range includes a wide selection of pretzel specialties, pizza snacks, croissants and other savoury and sweet baked goods – for a snack or as something more substantial. The offer is complemented by a wide range of hot and cold drinks.

Innovation is a key priority for Ditsch. The bakery is therefore constantly expanding its product range with new varieties and seasonal products. The high-quality pretzel products are produced at Ditsch's own production facilities in Germany and the USA and are then freshly baked on site in order to offer customers the best quality at all times. Ditsch has been part of the Valora Group since 2012 and is represented in Germany with over 170 outlets in central locations such as city centres, shopping malls and railway stations. In January 2025, Ditsch opened its first overseas sales outlet as a shop-in-shop at leading Mexican retail chain OXXO in Monterrey, Mexico.

More information is available at: www.ditsch.de

About Valora

Every day, around 15,000 employees in the Valora network strive to brighten up their customers' journeys with a comprehensive foodvenience offering - nearby, quick, convenient and fresh. Approximately 2,800 small-scale Valora Group sales outlets are in highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands.

The Valora Group includes k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo, Frittenwerk, the popular brand ok.– and the financing provider bob Finance, as well as a steadily growing range of digital services. Valora also operates one of the world's leading productions of pretzel products with the Ditsch pretzel bakery founded in 1919. The Valora Group, headquartered in MuttENZ, Switzerland, is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

More information is available at www.valora.com.

About FEMSA

FEMSA is a company that creates economic and social value through companies and institutions and strives to be the best employer and neighbor to the communities in which it operates. In the retail sector, FEMSA operates through its Proximity Americas division, which includes OXXO, a chain of small convenience stores, and other related retail formats, and through its Proximity Europe division, represented by the Valora Group. In the retail industry it also participates through a Health Division, which includes drugstores and related activities and Spin, which includes Spin by OXXO and Spin Premia, among other digital financial services initiatives. In the beverage industry, it participates through Coca-Cola FEMSA, the largest bottler and distributor of Coca-Cola products in the world by volume.

Across its business units, FEMSA has more than 390,000 employees in 18 countries. FEMSA is a member of the Dow Jones Best-in-Class World Index & Dow Jones Best-in-Class MILA Pacific Alliance Index, both from S&P Global; FTSE4Good Emerging Index; MSCI EM Latin America ESG Leaders Index; S&P/BMV Total México ESG, among other indexes.

More information is available at www.femsa.com.