

Pablo Gonzalez Cid

Café Punta del Cielo



“ I saw an opportunity to create Mexico's first gourmet coffee brand. ”

COUNTRY	Mexico
INDUSTRY	Consumer Goods & Services
EMPLOYEES	1,021
YEAR SELECTED	2005
WEBSITE	www.puntadelcielo.com.mx

COMPANY SNAPSHOT

Pablo is changing Mexico's coffee consumption habits and the world's view of Mexican coffee. His company — Café Punta del Cielo — is diverting from the Starbucks “coffee bar” model as well as Mexico's traditional old-world coffee stores by becoming Mexico's first gourmet coffee brand. The company is beloved by both Mexicans and tourists who visit its 14 retail stores, the majority of which are located in Mexico City. In addition to traditional products, Pablo has invested in research and development, introducing new consumer options, such as pressurized cans of coffee, espresso pods (currently the only Mexican manufacturers of this product), canned drinks like Xzo Icecap, as well as coffee extract and concentrate.

The company has forged strategic alliances with Mexicana and Aeromexico airlines to exclusively serve their coffee during in-flight service; signed contracts with Costco and other large-chain grocery stores; become the coffee supplier of major hotel chains like “Posadas de Mexico,” the largest hotel company in Latin America; and become the coffee supplier for the office of the President of Mexico. Since selection by Endeavor, company revenues have grown by 225%.

ENDEAVOR AND CAFÉ PUNTA DEL CIELO

Strategic advice from Endeavor broadened Pablo's potential revenue streams, principally through the introduction of a franchising model. Global services have included the eMBA program, Immersion Tour, and Entrepreneur Summit. Locally, he benefited from an advisory board which helped develop a franchising strategy, professionalize the company and improve processes, leading to better decision-making. He has received ongoing sales advice from numerous mentors, and public exposure through talks and media interviews. He also received support raising financing.

Pablo remains a strong ambassador for Endeavor Mexico and helps established Endeavor Entrepreneurs make the most of their experience.