

Xavier Briseño

Tecnología en Helados



“ I saw an opportunity to become the Mexican leader in ice cream production and technology. ”

COUNTRY	Mexico
INDUSTRY	Consumer Goods & Services
EMPLOYEES	90
YEAR SELECTED	2010
WEBSITE	www.nevegelato.com

COMPANY SNAPSHOT

Xavier, a Mexican ice cream innovator, aims to bring his premium gelato to everyone in Mexico. Since founding Neve Gelato in 1999 as Mexico's first Italian-style ice cream chain, Xavier has slowly built his brand name and retail presence to 25 stores in Mexico City's middle and upper class neighborhoods. After a decade of steady growth, he recently took the next step in transforming his company from a niche-player into a homegrown competitor to Haagen-Dazs and Ben and Jerry's by introducing Neve Gelato into supermarkets. With a new lower-priced brand and several new distribution channels in the works, Xavier is well on his way to capturing a scoop of Mexico's nearly US\$1 billion ice cream market.