





Relaciones
Exteriores

Secretaría de Relaciones Exteriores



Academia Mexicana
de Gastronomía

View the map of all restaurants with Seal M

See map
(<https://sellom.com.mx/#mapa-restaurantes>)

Distinctive of Mexican gastronomy abroad

This distinction will be awarded through a qualifying panel made up of experts from the ***Mexican Academy of Gastronomy***, ensuring a rigorous and transparent process that guarantees the quality and authenticity of each establishment.

The Seal will be delivered to those who prove compliance with the guidelines through the **Representations of Mexico Abroad**.

With the aim of recognizing the work of promoting authentic Mexican gastronomy abroad, the **Secretary of Foreign Affairs** and the **Mexican Academy of Gastronomy**, through Embassies and Consulates of Mexico, they call on restaurants, mobile restaurants (food trucks, food booths) and temporary gastronomic ventures (pop-up, catering) to participate in this call to obtain the “**M-Stamp**”.

Categories

The Seal will be awarded in three categories, according to the modality of the Mexican gastronomic offer outside the country:

- Restaurant
- Mobile restaurant /Food truck or food booth
- Temporary gastronomic venture (pop-up or banquet/catering service)



Temporality of calls

Two calls will be issued per year: **the first, during the first week of May**, within the framework of Mexican Gastronomy Week; and **the second, in the third week of November**, on the occasion of the anniversary of the Declaration of Traditional Mexican Cuisine as Intangible Cultural Heritage of Humanity by UNESCO. Both will be disseminated with the support of the Embassies and Consulates. **Each call will remain open for a period of three weeks.** Interested establishments must respond to the call issued by the embassies and consulates of Mexico to obtain the “M” Seal.

Eligibility criteria and requirements to obtain the Seal

Establishments interested in obtaining the Seal must meet the following criteria:

- **Two years** operation at least.

- **Mexican gastronomic offer:** Have a menu based on Mexican recipes that reflects the cultural and culinary diversity of the country.
- **Ingredients, techniques and traditional processes:** Use ingredients typical of Mexican cuisine, preferably of national origin or, failing that, local equivalents that preserve the essence of the dishes.
- **Qualified staff:** have at least one chef with training and/or experience in authentic traditional Mexican cuisine, without nationality restriction.



How can you get
the M Seal?

Registration Closed

Verification and Rubric Visit

The Embassies and Consulates will carry out a verification visit, in person or virtually, to the nominated establishments that are in their constituency, with the purpose of verifying the existence of the establishment, that the gastronomic offer coincides with what was stated, as well as compliance of the regulations applicable in each assignment.

Once the verification visit is completed, the format “Verification visit rubric” must be required.

After registration, establishments must contact the corresponding Mexican Representation for said visit to be carried out.

Assessment

The Evaluation Committee of the Mexican Academy of Gastronomy will carry out the review of the file by analyzing the information presented to verify compliance with the established requirements.

Decision on granting

Based on the results of the evaluation, the Committee will report its decision on the granting of the Seal to the General Directorate of Tourism Diplomacy and Connectivity, this decision will be final. The DGDTC will inform the corresponding Embassy or Consulate of the result who in turn will communicate it to the establishment.

Use of the Seal

Establishments that obtain the Seal will be able to use it in their material promotional, menu and digital media, as long as they comply with the following:

- Maintain the standards that earned them the Seal.
- Allow periodic evaluations by the Evaluation Committee.
- Notify the corresponding Embassy or Consulate of any significant change in your gastronomic offer or administration.



See Gallery
(<https://sellom.com.mx/galeria/>)

Validity and Renewal

In order to maintain the integrity of the Gastronomic Recognition, the Seal will be valid for two years from its granting. For its renovation, the establishment must undergo a new evaluation in accordance with these guidelines.

Evaluation Committee

The Evaluation Committee will be made up of:

- The head of the AMG.
- The person designated as president of the Committee by the head of the AMG.
- The members of the AMG Council.

Functions of the Evaluation Committee

The Evaluation Committee will have the following functions:

- Receive and review submitted applications.
- Make majority decisions on the granting of the Seal.
- Give feedback and issue recommendations to establishments evaluated.
- Participate in the periodic review of certified establishments.
- Suggest review and/or modification of the M Seal guidelines.

Causes of Revocation

The Seal may be revoked if the establishment no longer meets the criteria provided for in these guidelines.

Branches

Establishments that have branches must integrate and send a file for each of them to the corresponding Embassy or Consulate of Mexico.

Download the Guidelines
(<https://sellom.com.mx/wp-content/uploads/2026/06/Lineamientos-sobre-el-Sello-M-120425.docx.pdf>)

FILTER BY COUNTRY

All countries

Showing **210** restaurants

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