

Verde Valle[®]

MEXICO'S
#1 BRAND OF RICE





COMPLETE PRODUCT LINE



NATURAL
INGREDIENTS



HEALTHY
FOOD



NO
PRESERVATIVES



FROM THE BEST
HARVEST FROM ANY
PART OF THE WORLD



PINTO BEANS
1lb, 2lb and 4lb

MAYOCOBA BEANS
1lb, 2lb and 4lb

BLACK BEANS
1lb, 2lb and 4lb



MORELOS RICE
1lb, 2lb and 4lb

EXTRA LONG GRAIN RICE
1lb, 2lb, 4lb and 5lb



BROAD BEAN
2lb

CHICKPEA
2lb

LENTEILS
2lb

ORIGINAL
LENTIL SOUP
15.2oz

VEGETARIAN
LENTIL SOUP
15.2oz

— VERDE VALLE IS —
THE 4TH LARGEST HISPANIC
— DRY BEAN BRANDS —

VERDE VALLE LONG GRAIN RICE
DOLLAR SALES GREW
BY +38.7%
— OVER THE LAST YEAR —

MEXICO'S
#1 BRAND OF
SPECIALITY BEANS
— DOLLAR SALES GREW BY 50% —

RICE

EXTRA LONG GRAIN



MEXICO'S #1 BRAND OF RICE



LONGER AND FLUFFIER
(better than any American Brand).



SELECTED ONE BY ONE



NON GMO VERIFIED

BEANS

PINTO

BLACK



MEXICO'S #1 BRAND OF BEANS



- PINTO - NEVER LOSE THEIR LIGHT COLOR



ALWAYS FRESH HARVEST



VEGGIE PROTEIN
SOURCE OF FIBER
SOURCE ACID FOLIC



- BLACK - LARGER THAN AMERICAN VARIETIES AND VERY BRIGHT

SPECIALITY BEANS

BROAD BEAN

LENTILS

CHICKPEA



MEXICO'S #1 BRAND OF SPECIALITY BEANS



Variety recognized worldwide for its **QUALITY AND THEIR BRIGHT YELLOW COLOR**



- LENTILS - THE SIZE AND TEXTURE THAT OUR CONSUMER PREFER



Variety recognized worldwide for its **QUALITY AND WHITNESS**

READY TO EAT

ORIGINAL MEXICAN

VEGETARIAN



THE YUMMIEST AUTHENTIC MEXICAN LENTIL SOUP



BACON FLAVOR



VEGETARIAN



1 MIN



1 MIN



NATURAL INGREDIENTS



NATURAL INGREDIENTS



NO PRESERVATIVES



NO PRESERVATIVES



SOURCE OF FIBER
SOURCE OF IRON
VEGGIE PROTEIN



SOURCE OF FIBER
SOURCE OF IRON
VEGGIE PROTEIN

MAINSTREAM

AUTHENTIC MEXICAN

MORELOS



MEXICO'S #1 BRAND OF RICE



HIGHLIGHTS THE FLAVORS AND COLORS OF MEXICAN FOOD
Because it has more starch than any kind.



SELECTED ONE BY ONE



NON GMO VERIFIED



AUTHENTIC MEXICAN

MAYOCOBA



MEXICO'S #1 BRAND OF BEANS



THE MOST LIGHT CREAMY BEAN



ALWAYS FRESH HARVEST



VEGGIE PROTEIN
SOURCE OF FIBER
SOURCE ACID FOLIC

Isadora®

PROUDLY
made in
MEXICO



**NEW
ITEMS**

Isadora®



**MADE WITH
100% BEEF,
PORK & CHICKEN**



**DOESN'T NEED
REFRIGERATION**



**NO ADDED
PRESERVATIVES**



**NATURAL
INGREDIENTS**



**HEAT & SERVE
2 MINUTES**



**GLUTEN
FREE**



**BPA
FREE**



TIF

We are proud to present to you Isadora®; our authentic line of Mexican cuisine, made-in-Mexico using the latest technologies, packaged and retorted in flexible pouches so that your favorite Mexican dishes **DO NOT REQUIRE REFRIGERATION**. The result is **unapparelled originally flavored products** that bring out the passion, creativity and zest for life reflected by our Mexican heritage.



• MOLE •

The word “Mole” comes from the Nahuatl Language and translates as “stew” or “sauce”. It is prepared with a variety of chili peppers, aromatic spices, oilseeds, nuts, traditional Mexican chocolate, as well as other ingredients. This incredible chicken dish has been inspired over three centuries and is a Mexican favorite!



• BARBACOA •

Barbacoa is a dish originating from the Mexican Tlaxcalteca culture. Traditionally, it was prepared by wrapping the meat with roasted maguey leaves and slow cooking in an earth oven.



• PORK IN GREEN SALSA •

Inspired by the colors of the countryside and the cultural influences from different regions of Mexico, our tender pork meat is cooked in green salsa prepared from tomatillos, serrano pepper, coriander and other seasonings. It is undoubtedly a popular dish worthy of our Mexican heritage.



DOESN'T NEED REFRIGERATION



READY TO SERVE



NATURAL INGREDIENTS



NO ADDED PRESERVATIVES



MADE WITH 100% BEEF, PORK & CHICKEN



READY TO EAT, 2 MINUTE MICROWAVE



READY TO DISPLAY CASE



SHELF LIFE: 12 MONTHS

Our Refried Beans have a delicious, home-cooked flavor made with **A TOUCH OF ONION AND SPICES**



• ORIGINAL •

This variety, grown in the Mexican state of Zacatecas, is the most consumed in Mexico. It has a soft, al-dente texture and the delicious flavor of homemade beans, done with very little oil and a touch of onion and spices.



• BLACK •

Grown in Zacatecas and Durango, black beans are a delicacy, representative of Mexican cuisine. They are mostly consumed in southern Mexico and are great for soups and sandwiches.



• MAYOCOBA •

Mayocoba beans from Sinaloa, Mexico, are considered a premium variety thanks to their texture, light color and exquisite flavor.



• TRADITIONAL •

Our Traditional recipe has a smooth, creamy texture that is seasoned to perfection with a mild blend of spices.



**SUPERIOR
FRESH FLAVOR
VS CAN FLAVOR**



**MOSTLY
NATURAL
INGREDIENTS**



**READY TO EAT,
1 MINUTE MICROWAVE**



**FREE
PRESERVATIVES**



**HEALTHY:
HIGH IN FIBER AND
VEGGIE PROTEIN**



**GLUTEN
FREE**



**READY TO
DISPLAY CASE**



**SHELF LIFE:
24 MONTHS**

Whole Beans



Cooked in its own broth



Beans, a Superfood



Tasty and healthy



Good source of vegetable protein



High in fiber



No cholesterol



Black Beans

Popular in vegetarian dishes
Shiny variety
High in flavor

This is a small-sized bean with an intense black color. The Black bean has a distinctive flavor preferred by chefs and Mexican cuisine connoisseurs.



Mayocoba Beans

Premium variety
Creamy and versatile
Mild flavor

A large bean, the Mayocoba is oval in shape and with a pale, yellow color. Its creamy texture works great for a variety of dishes.



Pinto Beans

Popular in chili recipe
Common filling for burritos
Mild flavor

The Pinto is a large bean in a flattened rhomboid shape with a beige, creamy color. The Pinto bean has a soft texture and a pleasant taste ideal for garnish.

**NEW
ITEMS**

-WHOLE BEANS-

Our Whole Beans have a delicious, home-cooked flavor because they're packed
IN THE SAME BROTH THEY'RE COOKED IN



✓ Superior Fresh Flavor & differentiated packaging to ignite the growth of the Whole Beans Category

Whole Bean Category Dollar Sales \$1.1B



**SUPERIOR
FRESH FLAVOR
VS CAN FLAVOR**



**MOSTLY
NATURAL
INGREDIENTS**



**READY TO EAT,
1 MINUTE MICROWAVE**



**FREE
PRESERVATIVES**



**HEALTHY:
HIGH IN FIBER AND
VEGGIE PROTEIN**



**GLUTEN
FREE**



**READY TO
DISPLAY CASE**



**SHELF LIFE:
24 MONTHS**

Verde Valle®

**NEW
PRODUCT**



POSITIONING

Delicious Verde Valle lentil soups offer convenient meal solutions!



ATTRIBUTES

- Ready to serve.
- No preservatives.
- Source of fiber and iron.



SEASON

Lentils are consumed throughout the year but sales increase by 70% in lent season



TARGET

Mexicans, Hispanic Millennials & people looking for convenient products that are ready to eat.

VERDE VALLE LENTILS SOUP

NEW PRODUCT



Cooked with natural:
Tomatoes | Onions | Jalapeño
pepers | Carrots
*No PRESERVATIVES



Cooked with natural:
Tomatoes | Onions | Jalapeño
pepers | Bacon Flavor
*No PRESERVATIVES



**PRODUCT 15 Oz
RTD CASE / 12 PIECES**

DIMENSIONS L: 14.4" W: 5.2" H: 7.8"



Shipper 48 pouches

24 pouches of **Mexican Recipe**
Unit UPC: 781624004079

24 pouches of **Vegetarian**
Unit UPC: 781624004086

Ready to serve | No preservatives added | Source of fiber and iron

Heat and serve / 1-minute microwave | Shelf life 14 months

Verde Valle



Helena
HUMMUS

SNACKING



- **70% OF MILLENNIALS PREFER TO EAT SMALL BITES**

throughout the day as opposed to larger meals

- **PEOPLE ARE PRIORITIZING SNACKS DUE TO CONVENIENCE**

convenience and the pursuit of a healthier lifestyle

- **THE IDEAL ATTRIBUTES OF HEALTHY SNACKS:**



- Low Calorie
- Low Sugar Levels
- Good source of fiber, protein and healthy fats

THE GROWING TREND OF HUMMUS

Is mainly based on consumer's perception of being a nutritious yet tasty healthy snack

PROS

(Top Drivers For Consumption)



- ✓ It's very good for breakfast. It's good for lunch or dinner
- ✓ Healthy and tasty
- ✓ Plant based, contains proteins, fiber and the fat is from olive oil
- ✓ Gluten free
- ✓ Freshness



CONS

(Top barriers for consumption)



- X Scoping it straight out of the container can result in having way more than one serving. (While hummus isn't unhealthy, it does have a decent amount of calories and fat)
- X Portability / Requires refrigeration
- X Not Paleo or Keto complaint

<https://www.quora.com/What-are-the-pros-and-cons-of-hummus>

<https://www.today.com/food/hummus-quest-conquer-america-one-mouth-time-t87156>

<https://www.eatthis.com/hummus-nutrition/>

**GRAB
& GO**

TAKE ANYWHERE



Helena's HUMMUS

**DELICIOUS FLAVOR
THAT DOESN'T REQUIRE
REFRIGERATION**



MADE WITH
OLIVE OIL



NON
GMO
Project
VERIFIED
nongmoproject.org



NO
PRESERVATIVES



PLANT
BASED
PROTEIN

NATURAL
INGREDIENTS



SELF-
STABLE

Helena HUMMUS



PERFECT
FOR →

AT 
WORK



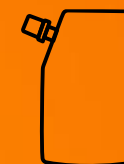
IN 
THE CAR

AND PORTION
CONTROL! 



 AT
SCHOOL





PORTABILITY

- Resalable Stand-up pouch



CLEAN LABEL

ONLY NATURAL recognizable ingredients and no preservatives



PORTION CONTROL

- Individual / Single serve Size (11.2 oz / Pouch)



Helena HUMMUS



PERFECT OPTION FOR "ON THE GO"

- DO NOT REQUIRE REFRIGERATION

Made with a proprietary process

*Needs no refrigeration with shelf life of 12 months

SAME FRESH TASTE AS THE LEADING BRAND

- Made with a revolutionary and patented process to preserve FLAVOR & NUTRIENTS

KEYS ATTRIBUTES

- ✓ Made with High Quality chickpeas
- ✓ Gluten Free
- ✓ Non- GMO
- ✓ Olive Oil



THE GROWING TREND OF HUMMUS

Is mainly based on consumer's perception of being a nutritious yet tasty healthy snack



HOW DO THEY EAT HUMMUS?

84% Snack
80% Side / Dip
60% Spread

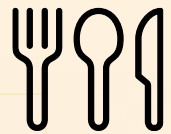


REASON FOR EATING HUMMUS:

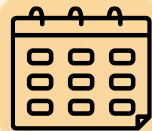
81% Flavor
76% Protein / nutrition
38% Food replacement



WHEN DO THEY EAT HUMMUS?



66% During mealtimes
55% At work
34% During sport events



HOW OFTEN THEY EAT HUMMUS?

47% 2 times per week
20% Once a week
9% Daily

Unit Sales: 209 M Units/Yr.
Value Sales: 757 M USD/Yr.



FLAVOR MIX

29% Original
21% Roasted Red Pepper
13% Roasted Garlic



THE IDEAL ATTRIBUTES OF HEALTHY SNACK:

Low Calorie
Low Sugar Levels
Good source of fiber,
protein and healthy fats



Helena
HUMMUS

HELENA CASE & SHIPPER

CASE



RTD 24 UNITS / CADIS 6 PZ
dos sabores

SHIPPERS



48 UNITS
*TBD

CLIP STRIPS



STRIPS 6 PZ two flavors

*For reference only