

# Our Company



Unique in ready to eat mexican food



# Our History



1962

Culiacán



1974

Canned packaging.  
Open 1<sup>st</sup> plant.



1983

Open 6 stores



1988

National growing



1995

Exportation  
to USA



2008



Growth to:  
Central America, East & Oceania

2006

New brand



2005

New packaging plant  
Pouch Package



2004

Products in auto service

New brand



2009

New brand



+ 1800 Employees

+ 125 SKU

Office in USA

2012

50  
Years!



# Our Strength



Chata is **leader**,  
**Ready to eat** mexican traditional food



USDA: Certified by the U.S. Department of Agriculture



HACCP: Risk analysis and critical control measures in food processing, from commodities to consumers.



TIF: Federal inspection certificate, granted by the Mexican Government (SAGARPA)



Clean Industry: Certificate granted by the Mexican Government (PROFEPA)

# Our Meat Products



## Chilorio

Shredded Pork/Turkey Meat with an Array of Traditional Mexican Herbs and Spices



## Cochinita Pibil

Shredded Pork Meat with Annatto paste

## Benefits:

- No competition
- No preservatives
- Real mexican flavor
- Heat and eat

# Our Products



## Tamales

- Sweet Corn Tamale
- Sweet corn with Cheese and green Pepper Tamale



## Specialty Refried Beans

- Refried Beans with Bacon
- Refried Beans with Chorizo and Cheese



# Innovative package product



## Pouch package



Healthy options



New consumer Alternatives = 2 years shelf life

# Specs



	DESCRIPTION	UNIT SIZE	UPC		UNITS X CASE	CASES X PALLET	PALLETS X TRUCK	TI & HI	DIMENSIONS (inches) L x W x H		CASE/ CUBE	CASE WEIGHT (lbs.)
			UNIT	CASE					CASE	PALLET		
Family (Cans)	Chilorio	6 Oz	0-41319-01276-6	1-041319-012766-7	24	135	22	15 x 9	14 x 10.5 x 3	48 x 41 x 50	0.25	12
	Chilorio	14.1 Oz	0-41319-01278-0	2-041319-012780-0	12	135	22	15 x 9	13 x 10 x 5	48 x 41 x 50	0.38	13
	Cochinita Pibil	14.1 Oz	0-41319-00261-3	2-041319-002613-4	12	135	22	15 x 9	13 x 10 x 5	48 x 41 x 50	0.38	13
	Refried Beans with Chorizo and Cheese	14.8 Oz	0-41319-01269-8	2-041319-012698-8	12	135	20	15 x 9	13 x 10 x 5	48 x 41 x 50	0.38	14
	Refried Beans with Bacon	14.8 Oz	0-41319-00122-7	2-041319-001227-4	12	135	20	15 x 9	13 x 10 x 5	48 x 41 x 50	0.38	14
Tamales	Sweet Corn Tamale	30 Oz	0-750102-350121-3	4-750102-350121-1	8	70	24	10 x 7	16.14x10.83x6.3	48 x 41 x 50	0.64	15
	Sweet Corn w/cheese & pepper Tamale	30 Oz	0-750102-350122-0	4-750102-350122-8	8	70	24	10 x 7	16.14x10.83x6.3	48 x 41 x 50	0.64	15
Pouches	Pork chilorio in Pouch	8 Oz	0-750102-353502-7	0-750102-353502-7	20	96	22	16 x 6	12 x 9.5 x 8.5	48 x 42 x 70	0.56	11.5
	Turkey chilorio in Pouch	8 Oz	0-750102-353503-4	0-750102-353503-4	20	96	22	16 x 6	12 x 9.5 x 8.5	48 x 42 x 70	0.56	11.5
	Cochinita Pibil in Pouch	8 Oz	0-750102-353504-1	0-750102-353504-1	20	96	22	16 x 6	12 x 9.5 x 8.5	48 x 42 x 70	0.56	11.5
	Pinto Refried Beans in Pouch	12.7 Oz	0-750102-350120-6	7-501023-501206-2	20	96	22	12 x 8	13.5 x 6 x 7.5	48 x 41 x 67	0.35	16

# Our Product Strategy



## Stage #1

Chilorio / Cochinita Pibil = no competition



## Stage #2

Maximizing sales & brand recognition



Our Values: **Authenticity, quality and brand recognition**

# Our Distribution Strategy



High traffic Hispanic stores



Our Values: **Authenticity, quality and brand recognition**

# Our Sales Support



- Promotions, TPR's
- Demos
- Key Account Executive
- Ready to display Shippers
- Merchandising efforts according to needs



Our Values: **Authenticity, quality and brand recognition**

# Chata Facts



98% of the people that taste our products, like them.

In California we are in more than 1000 sales' points.



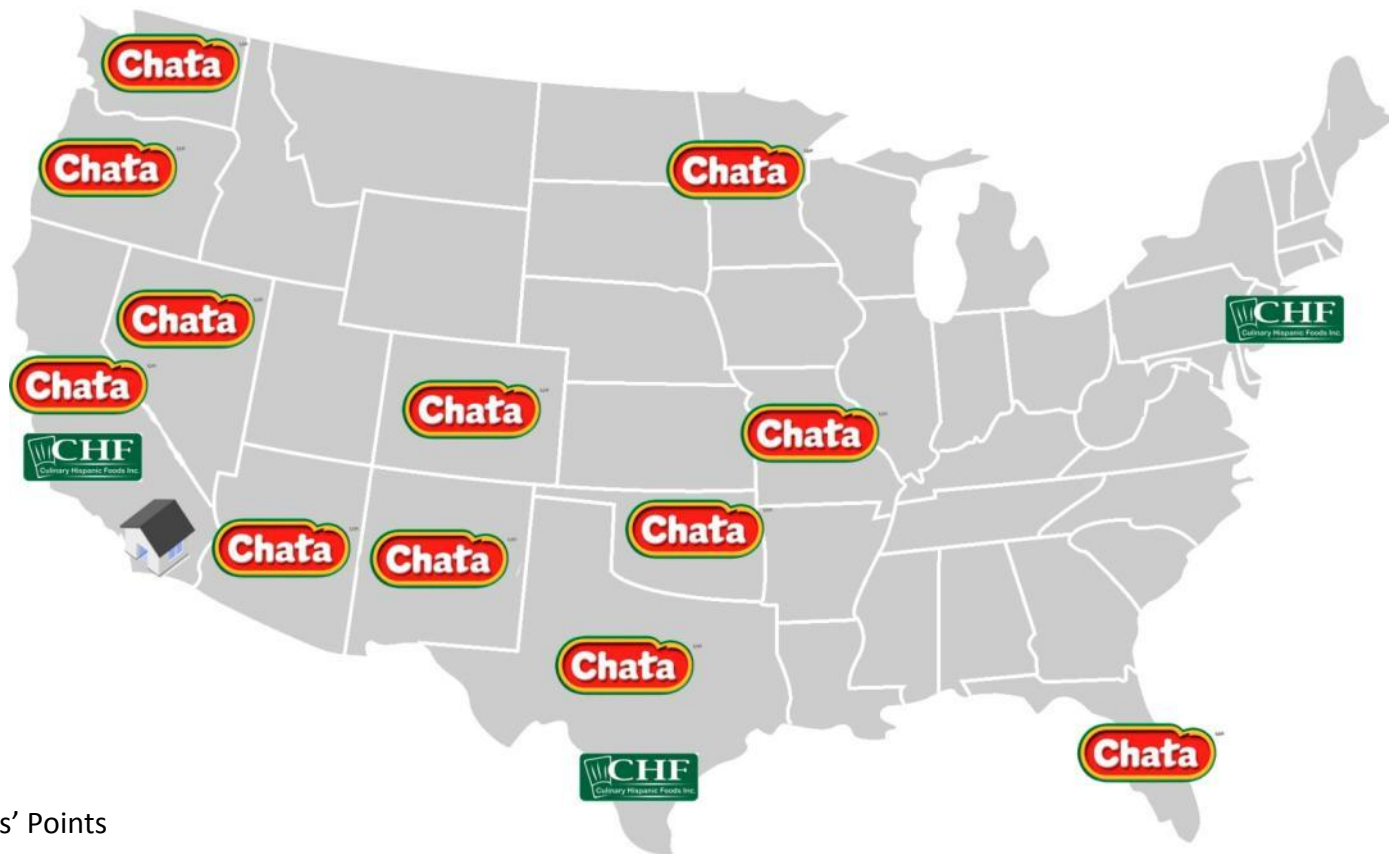
In Mexico we are one of the leading brands and we are in the major supermarket chains such as Walmart, Costco, Sams Club, Oxxo, ampm, H.E.B, etc.



# Chata in the U.S.



Chata nowadays...



Chata Sales' Points



Distribution Points



Main Office (San Diego, CA)

...we are waiting for you!

# Contact us



## Culinary Hispanic Foods

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