



## KEY PRODUCTS

### Jugos del Valle

Boasting a consumer base of 80% Hispanics, Mexico's Jugos del Valle offers an array of juices, nectars and soft drinks that appeal to Latin American consumers from every corner of the hemisphere.



With exotic offerings like pear, mango and passionfruit, plus its own line of soft drinks, clam juice, coconut water and an energy drink, the company has the wants and needs of Hispanic consumers pretty well covered.

In addition to the beverages themselves, Jugos del Valle focuses on POS to help reach their target consumer, providing posters, shelf talkers, banners, etc. They also do grassroots marketing and promotions, as well as radio cross-promotions for special events such as concerts.

### Tampico

The seemingly omnipresent Tampico is one of the leading brands of refrigerated juice in the country, and its huge number of Hispanic consumers is a major part of that. With its large, family-size packages and exotic flavors geared to Hispanic tastes, the Tampico brand enjoys a strong foothold in the market.



Recent addition Kiwi Strawberry Guava is a good example of this, and Tampico also offers such varieties as Mango, Peach and Tropical punches in a large packaging array of family size, single-serve, snack size, pouches and a selection of multipacks.

### Cañita

The folks at Eat, Inc. refer to Cañita, their bottled aguas frescas, as "the product of the American Dream, being lived by Latin American dreamers." What are aguas frescas? In very simple terms, they're usually a sweet (but light) mixture of fruit, seeds, flowers, water and sugar, and they're a beloved beverage in Mexico and other Latin American countries. Unfortunately, most versions found north of the border are of the instant, powdered variety.



Cañita all-natural, preservative-free aguas frescas come in two flavors sure to appeal to Hispanic consumers: Jamaica (made with dried hibiscus flower petals) and Tamarindo, which contains the pulp of the exotic tamarind fruit.