

GOYA

¡Si es GOYA ...tiene que ser bueno!

If it's GOYA ...it has to be good!

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GOYA FOODS

The story behind the brand

- Founded in **1936**
- Annual income
+ **1.000.000.000 \$**
- Number of employees **4000**
- Worldwide storages and
production plants **26**



- **Goya Foods**, the biggest hispanic company of United States.
- For more than **87 years** we have been reference in latin gastronomy
- Established in 1936 by Don Prudencio Unanue and his wife Carolina.
- Goya started all of it´s comertial activities in a small establishment on the south side of Mahattan, New York, selling at first olives, olive oil and sardines.

GOYA FOODS

Around the world



NEW JERSEY
Headquarters



GOYA FOODS



We're proud to be referenced as **the biggest Latin profiled company in USA**

More than 4000 employees, 26 production plants, numerous distribution centers and storages throughout South America, North America and Europe, this makes us the main reference of Hispanic food products.

Our products are being distributed worldwide so that our customers can enjoy our Goya guaranteed excellent quality, from America to Europe, Asia or Africa.

We work with more than 3000 references, from the Caribbean, Central America and South America well known authentic and first quality products.

GOYA EUROPE



SPAIN
Toledo

Headquarters and Distribution plant

In Europe we are the biggest distributor of latin american food products.

Distribution



We work with the largest national and international, regional or local distributors.

Goya products are being served throughout all distribution channels: traditional, modern and food service, therefore we are present in every selling point, from a convenience store to restaurants, hotels, super/hypermarkets, etc.

GOYA®



2081 Black Beans in Sauce 822 g.

**Black beans in sauce with onion, paprika and olive oil.
Ideal can for large families.**

Ready to heat and serve

Ideal as an accompaniment to rice dishes, soups and more

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PRODUCT DETAILS

PRODUCT: 2052

PRODUCT FAMILY: Preserved foods

FORMAT: 425 g can. Box of 12 units.

MINIMUM SALES UNITS: Pack of 6 units.

TARGET CONSUMER: Aimed at all audiences.

DESCRIPTION

Our 822 g Black Beans in Sauce are ideal for family meals, prepared with olive oil, onion and peppers, a perfect combination for cooking traditional Latin dishes such as bean casserole or rice with beans. They are ready prepared, just open and heat. Their high percentage of protein and, served with rice or any other side dish, make them a highly nutritious meal. And if that was not enough, they have a great anti-ageing effect thanks to their high antioxidant content.

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5074 White Masarepa

Our Masarepa now has a **new recipe and new presentation.**

100% white corn and gluten-free, it is perfect for preparing arepas, empanadas, desserts and lots of other recipes.

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GOYA®

PRODUCT DETAILS

PRODUCT: 5074

PRODUCT FAMILY: Flour

FORMAT: 1kg bag. Box of 10 units.

MINIMUM SALES UNITS: Pack of 10 units.

TARGET CONSUMER: Aimed at all audiences, especially Colombians, Venezuelans, Paraguayans and Central Americans.

DESCRIPTION

New recipe, finely ground and pre-cooked, extracted from a natural cereal that brings great benefits to the body and does not contain gluten, which makes it perfect for coeliacs. Goya Masarepa is ideal for making delicious star dishes from all over the world such as delicious arepas, desserts such as sponge cakes, corn soups, different breads and more.

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2735 Passion Fruit Juice

Passion fruit

Juice made from passion fruit pulp, contains vitamin C, perfect for any time of the day

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GOYA®

PRODUCT DETAILS

PRODUCT: 2735

PRODUCT FAMILY: Beverages and soft drinks

FORMAT: 284 ml can. Box of 24 units.

MINIMUM SALES UNITS: Pack of 12 units.

TARGET CONSUMER: Aimed at all audiences, especially Latin Americans.

DESCRIPTION

Passion fruit juice has a delicious, refreshing and citrusy taste that you can enjoy wherever you want, at the beach, on a picnic, on holiday or simply at home. Its presentation in a can is very practical because it is easy to open, ideal for children and adults and it is also a fabulous ingredient to prepare punches, cocktails or desserts.

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