



COMPANY PROFILE DE CERVECERIA SAN ROQUE, COSTA RICA

UPDATED TO SEPTEMBER, 2023



1. ABOUT US

- FAMILY OWNED COMPANY
- FOUNDED IN 2017
- LOCATED AT THE RURAL AREA IN SAN ROQUE DE GRECIA, ALAJUELA.
- REGISTERED PYME (SMALL BUSINESS) AT THE MINISTRY OF ECONOMICS OF COSTA RICA
- 100% COSTARRICAN COMPANY
- WE PRODUCE BEERS AND NON ALCOHOLIC DRINKS
- 92PTS AT THE PROCOMER DIAGNOSYS



OUR TEAM



**Armando
Ocampo**

Father
Manager

"Beer has always been part of our family and we wanted to share it with everyone"

Over 30 years of experience in international business in over 30 countries



**Alejandra
Solís**

Mother
Human Resources

"I've always loved beer, and to be able to create my own and to be able to share it with everyone is a dream come true"

Great experience in HR and supply chain



**Gabriel
Ocampo**

Master Brewer
BJCP Judge

"Making beer is a unique experience, to craft your own ideas and see people enjoy what you make is amazing"

Extraordinary innovation and developing skills



**Marcelo
Ocampo**

Commercial
Representative
BJCP Judge

"To share my experience with other people and talk about beer is an experience like no other"

Supernatural Data analysis and marketing skills

SOCIAL RESPONSABILITY



Every beer makes a Difference!

While our beers, you are helping our wildlife one beer at a time! We donate part of our profits to support protection and conservation initiatives through the country, like the world-renowed Fundación de Rescate Animal ZOOAVE.

In these videos you can see how your support becomes a reality in different projects at ZOOAVE.



COUNTRY WIDE DISTRIBUTION

- Our products are found in over 600 points of sale country wide.
- We supply the most important Supermarket chains, independent and regional chains, liquor stores, Minimarkets and hundreds of premium Restaurants, Hotels, Resorts and Bars.



YOUR CONTACTS FOR SUPPORT AND CUSTOMER SERVICE

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MARCELO OCAMPO: MARKETING, JUEZ
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GABRIEL OCAMPO: PRODUCTION,
MAESTRO CERVECERO Y JUEZ
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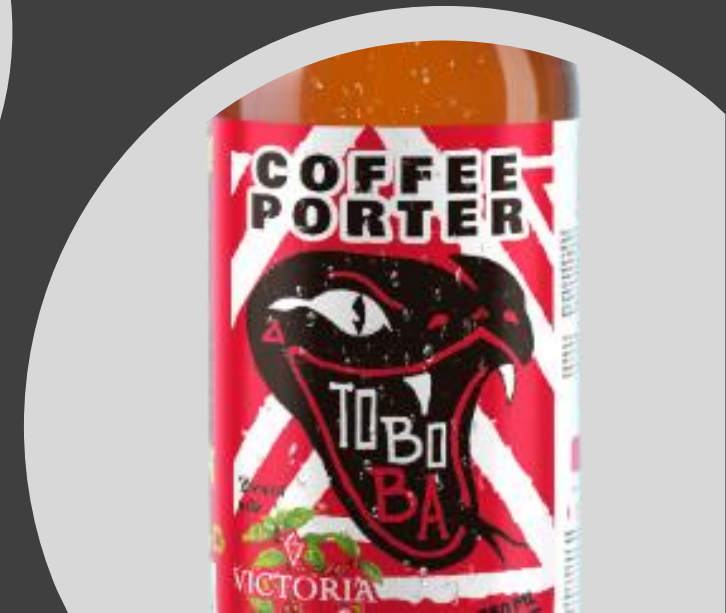
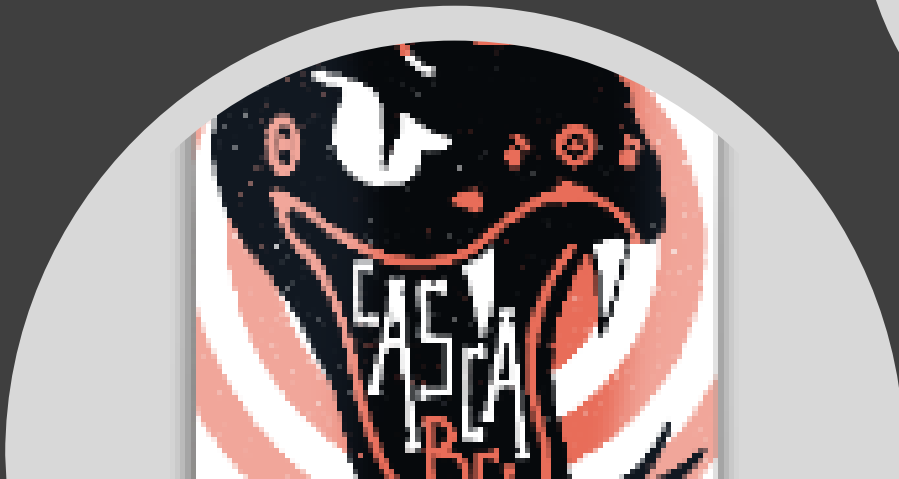


2. CATALOG OF PRODUCTS

2.1. BEERS:

ACTUAL BRANDS:

1. TERCIOPELO,
2. MATABUEY,
3. CASCABEL,
4. TOBOBA,
5. BECKER,



PROFILE OF THE CRAFT BEER DRINKER

95% ARE MEN AGED 26 TO 65 AND IN GOOD PHYSICAL CONDITION.

THEY HAVE GOOD ACADEMIC EDUCATION AND SOCIOECONOMIC STATUS.

VERY ACTIVE PEOPLE, PRACTICE OUTDOOR SPORTS AND SURF.

THEY HAVE VERY GOOD HEALTHY EATING HABITS.

THEY CONSUME CRAFT BEER: 50% OF MILLENNIALS AND 40% OF GENERATION X.

A HIGH PERCENTAGE ARE KNOWLEDGEABLE ABOUT THE TYPES, FLAVORS AND QUALITIES OF BEER.



OUR BEERS ARE SPECIAL!

WE MAKE
LIVING
ALES

ONLY NATURAL
INGREDIENTS

100% NATURAL

Also known as Cask Ales. This means that no artificial industrial gas has been added to our brew due to that our beer includes a secondary natural fermentation process, in which the yeast is kept alive inside the bottle all the way until the very moment you drink it. The yeast in the bottle naturally carbonates the brew which extends its lifespan while also preserves the aromas. This gives our beer a more real taste and feeling than ordinary beer!

This is very important and a strong product differentiator from other beers in the market.



CERVEZA MATABUEY.

- TYPE: INDIAN PALE ALE. AKA. IPA.
- THIS TYPE OF CRAFT BEER IS #1 IN SALES IN THE WORLD
- Ideal customer profile:
 - IMPRESINDIBLE IN ANY PLACE OF CONSUMPTION OF QUALITY BEER.
- AVAILABLE IN 20 LITER BARRELS





CERVEZA TERCIOPELO.

- TIPO GOLDEN ALE.
- MUY POPULAR Y SUAVE
- **PERFIL DEL CLIENTE IDEAL:**
APROPIADA PARA RESTAURANTES QUE
VENDEN PIZZA, PASTA, HAMBURGUESAS,
NACHOS Y OTRAS COMIDAS RAPIDAS





CERVEZA CASCABEL.

- TYPE SUMMER ALE.
- LIGHT AND REFRESHING
- Ideal customer profile: SUITABLE FOR RESTAURANTS SELLING SEAFOOD, CEVICHES, FISH





CERVEZA TOBOBA.

- COFFEE PORTER TYPE.
- BEER WITH BODY AND COFFEE FLAVOR.
- PERPARADA WITH ARABICA COFFEE FROM COOPEVICTORIA R.L. GROWN IN THE POAS VOLCANO AREA
- Ideal Customer profile: SUITABLE FOR CAFETERIAS AND RESTAURANTS THAT SELL RED MEATS AND FINE CHEESES AND DESSERTS.





CERVEZA BECKER.

- PILSENER TYPE.
- LIGHT BEER.
- Ideal customer profile: ALL KINDS OF BARS, HOTELS AND RESTAURANTS OF MEDIUM AND SUPERIOR PROFILE.



SPECIAL DEVELOPMENTS



- GLUTEN-FREE BEERS
- NON-ALCOHOLIC BEERS
- LOW CARB BEERS



NUEVO DISEÑO DE LAS ETIQUETAS DE LAS CERVEZAS DE
BALDI RESORT & SPA

DEVELOPMENT OF PRIVATE LABEL PRODUCTS



OVER 15 PRIVATE LABEL BEERS DEVELOPED



3. NON-ALCOHOLIC BEVERAGES :



REMEMBER THAT THESE DRINKS SHOULD BE PROMOTED BY THEIR ATTRIBUTES AS THEY ARE VERY SPECIAL AND UNIQUE IN THE MARKET. THEN AS MIXERS FOR CALORIE-FREE COCKTAILS

A background image of four young women with long hair, smiling and holding colorful, garnished drinks in tall glasses. The lighting is warm and pinkish-red, creating a social, party-like atmosphere. The women are dressed in casual to semi-formal attire.

GENERAL CONSUMER PROFILE OF SUGAR- FREE, CALORIE-FREE BEVERAGES



- Consumers of sugar-free and calorie-free beverages are people concerned about their overall health. They take great care of the food they eat and the drinks they eat. They are people who frequently perform physical exercise and outdoor activities.
- They are people from children and young people to adults up to 40 years of age.
- There is also a large market powered by parents who are trying to reduce and / or eliminate the consumption of foods and beverages with a high caloric load, sugar and carbohydrates to improve the health of their children and combat obesity.
- Our drinks also have a series of attributes (WOW) very important such as: being gluten free, they do not contain sodium, they do not have glycemic impact, they do not contain soy, they are vegan, and they are also considered keto friendly.
- There are no other beverages on the market that market their products exploiting these attributes in this way, which makes the products, once they are known by the consumer, become extremely attractive.

CUÁNTA AZÚCAR TIENEN LAS BEBIDAS QUE TOMAN TUS HIJOS



Se recomienda que los niños mayores de dos años consuman entre 3 y 6 cucharaditas de azúcar al día; es decir, entre 12 y 25 gramos aproximadamente. Cuida que lo que beben sean azúcares naturales y no añadidos.



SÍGUENOS EN:  

Fuente: OMS y Universidad de California

¿QUÉ LE HACEN LAS BEBIDAS AZUCARADAS A TU CUERPO?



Referencias: Diabetes Care 2010; 33(11):2477-81. LE Endocrinology 2015; 13(2):41-5. Circulation 2010; 122(11):1374-1384. Am J Public Health 2007; 97(11):155. Clin Nutr Rev 2013;42(2):121-34. J Clin Invest 2007; 117(18):5488-5494. Clin Nutr 2002; 21(2):122-34. Clin Invest 2009; 119(12):2022-34.

www.alianzasalud.org.mx | alianza por la salud alimentaria

ADVANTAGES AND PEOPLE INTERESTED IN THE PROPERTIES OF OUR CRAFT SODAS & COCKTAIL MIXERS

- **ZERO CALORIES.** PEOPLE'S INTEREST IN A HEALTHY LIFE.
- **ZERO SUGAR.** INTEREST IN PEOPLE WHO TAKE CARE OF THEIR WEIGHT.
- **ZERO GLYCEMIC IMPACT.** INTEREST OF DIABETICS
- **GLUTEN FREE.** INTEREST OF CELIACS
- **SODIUM-FREE.** INTEREST OF HYPERTENSIVE PATIENTS
- **SOY-FREE.** INTEREST OF ALLERGY SUFFERERS
- **KETO FRIENDLY.** INTEREST OF PEOPLE WHO FOLLOW A KETOGENIC DIET
- **VEGAN.** PEOPLE WITH A DIET FREE OF ANIMAL PRODUCTS

SOCIAL RESPONSABILITY

¡Haz la diferencia!
Mientras disfrutas de tu bebida estas ayudando a cuidar y proteger nuestra vida marina. Donamos parte de nuestros ingresos para apoyar iniciativas de protección y conservación ambiental como la mundialmente famosa fundación **For the oceans foundation**.

Para conocer más, visita:
www.forthеоceansfoundation.org



SANROQUE
ORGULLOSO
PATROCINADOR



peace
for the
ocean

LA VIDA NO ES UN PRIVILEGIO, ES UN DERECHO!
LIFE IS NOT A PRIVILEGE, LIFE IS A RIGHT!



www.forthеоceansfoundation.org



CRANBERRY & RASPBERRY

Here are some cocktail recipes you can prepare:

1. **Raspberry Margarita:** mix tequila, fresh lime juice, in a shaker. Shake and serve in a glass with ice and CRANBERRY & RASPBERRY.
2. **Fizz Raspberry:** mix vodka, fresh lemon juice and simple syrup in a shaker and add CRANBERRY & RASPBERRY
3. **Raspberry Mojito:** mix white rum, fresh lemon juice, simple syrup and fresh raspberries in a shaker and add CRANBERRY & RASPBERRY
4. **Raspberry Martini:** mix vodka, fresh lemon juice in a shaker and add CRANBERRY & RASPBERRY
5. **Raspberry Collins:** mix gin, fresh lemon juice, in a shaker and add CRANBERRY & RASPBERRY



GINGER ALE & MENTA

Here are some cocktail recipes you can prepare:

1. **Mint Mojito:** Mix white rum, fresh lemon juice, simple syrup and mint leaves in a shaker. Shake and serve in a glass with ice and **GINGER ALE & MINT**
2. **Whiskey Ginger:** mix Irish whiskey and fresh lime juice in a shaker. Shake and serve in a glass with ice and **GINGER ALE & MINT**. Garnish with a sprig of mint.
3. **Ginger Mint Julep:** Mix bourbon, simple syrup and mint leaves in a shaker. Shake and serve in a glass with ice and **GINGER ALE & MINT**.
4. **Apple Ginger Fizz:** blend, apple vodka, fresh lemon juice and mint leaves in a shaker and **GINGER ALE & MINT**.



AGUA DE COCO

Here are some cocktail recipes you can prepare :

1. Coconut and lime cocktail: mix white rum and fresh lime juice in a shaker. Shake and serve in a glass with ice. Add the **COCONUT WATER**
2. Coconut and pineapple cocktail: mix white rum, pineapple juice, ice in a blender. Serve in a glass with ice and add the **COCONUT WATER**
3. Coconut and blueberry cocktail: mix vodka, **CRANBERRY & RASPBERRY** and syrup in a shaker. Shake and serve in a glass with ice. Add the **COCONUT WATER**
4. Coconut and mint cocktail: mix white rum, lemon juice (better if freshly squeezed), rum, simple syrup, coconut cream, ice and **COCONUT WATER** in a shaker.



AGUA TONICA

- Here are some cocktail recipes you can prepare :
 1. Gin Tonic: a shot of gin with **TONIC WATER** accentuated with citrus.
 2. Palomonic: a variation of the classic Paloma drink, popular in Mexico for using tequila. Mix tequila, grapefruit juice and **AGUA TONICA**
 3. Tom Collins: one of the most famous cocktails in history. Mix gin, lemon juice and **TONIC WATER**.
 4. White and tonic: mix white tequila and **TONIC WATER**.
 5. Vermutonic: mix vermouth and **TONIC WATER**.



COLA ARTISANAL

Here are some cocktail recipes you can prepare :

1. Cuba Libre: mix rum and **ARTISANAL COLA**
2. Jack and Cola: blend Jack Daniels whisky and **ARTISANAL COLA**
3. Ron and Cola: mix rum and **ARTISANAL COLA**
4. Pisco: mix pisco and **ARTISANAL COLA**



GINGER BEER

Here are some cocktail recipes you can prepare :

1. Moscow Mule: vodka blend, lemon juice **GINGER BEER**
2. Dark and Stormy: mix dark rum and **GINGER BEER**
3. Kentucky Mule: mix bourbon, lemon juice and **GINGER BEER.**



SALES ARGUMENT

QUESTION:

1. WHY SHOULD I HAVE THESE NEW DRINKS?
2. CAN THEY BE TAKEN "PURE"?
3. DO THEY CONTAIN ALCOHOL?
4. ARE THEY LIKE OTHER SUGAR-FREE DRINKS?
5. WHAT IS KETO FRIENDLY?

ARGUMENT:

1. BECAUSE SUGAR-FREE AND CALORIE-FREE DRINKS ARE THE FASTEST GROWING IN THE WORLD AND THEIR CUSTOMERS ARE LOOKING FOR THEM
2. OF COURSE! THEY ARE DELICIOUS!
3. THEY DO NOT CONTAIN ALCOHOL! THEY CAN BE CONSUMED BY MINORS.
4. NO! THEY ARE ALSO GLUTEN-FREE, SODIUM-FREE, SOY-FREE, KETO FRIENDLY AND VEGAN!
5. IT MEANS THAT THE MILLIONS OF PEOPLE ON A "KETO/KETOGENIC" DIET CAN ACCEPT THE PRODUCT FOR CONSUMPTION.



4. WHY DO BUSINESS WITH US ?



Family-owned business. You speak directly to the owners who understand you and your goals.



Solid name and reputation nation-wide.



High quality products and recognized brands in the local Market as a result of hard work, efforts and experience.



Great experience in developing, design and entrepreneurship



Social responsibility. We care about the same things you do!



Over 30 years of sales and managing experience in international business.



We will effectively support your work through sales data. ie. Weekly/Monthly reports and business reviews.



We can support you on site for training your sales staff and key customers



**MADE IN
COSTA RICA**



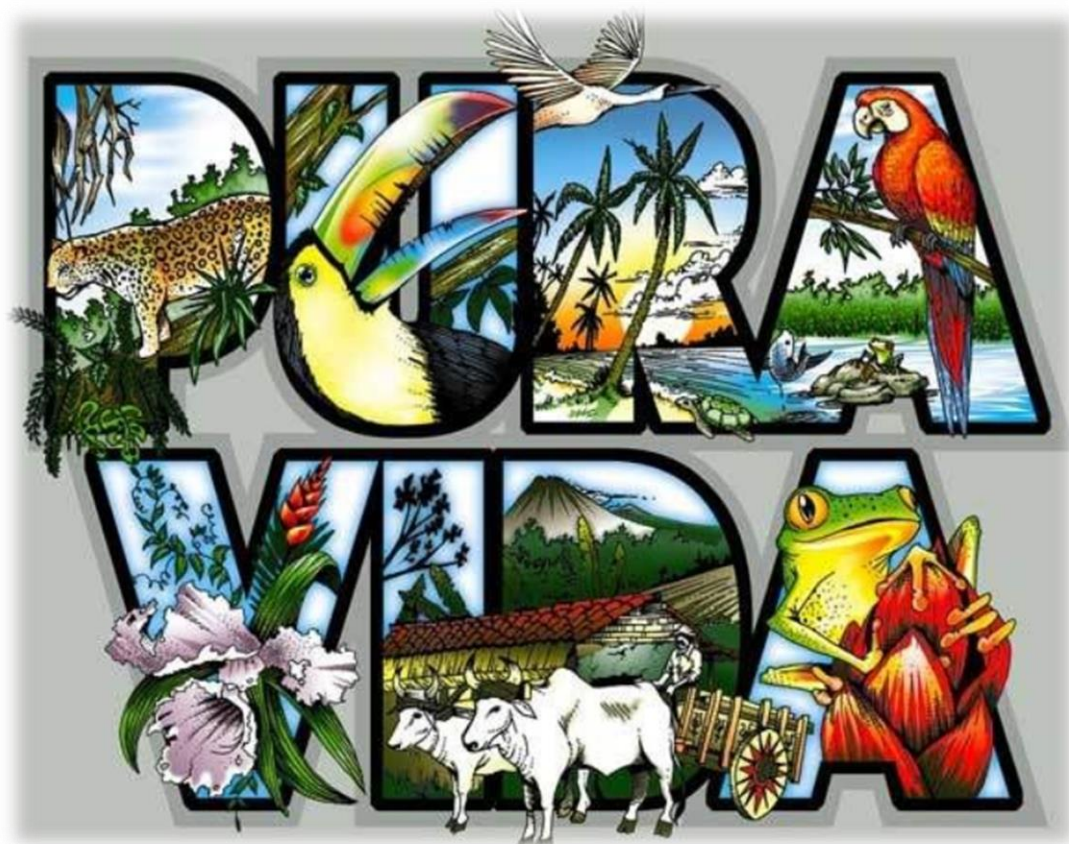
**ONLY NATURAL
INGREDIENTS**

UNIQUENESS

To you benefit, Costa Rica is one of the most exotic, respected, credited country brand names and product origins in the world.

The worldwide acceptance of products with the seal “Made in Costa Rica” is very high since the country is one of the most desired eco-friendly touristic destinations in the world. This represents an added value to our brand name and origin for the consumers at international markets.

Our international business development is also backed by the worldwide prestigious PROCOMER, ranked #1 Trade Promotion Agency in the World. For more information about them please visit: <https://www.procomer.com>



THE END

DO NOT HESITATE TO CONTACT US FOR ANY
QUESTIONS

¡GOOD SALES!!



[Cervecería San Roque | Craft Beer | Costa Rica \(cerveceriasanroquecr.com\)](http://Cervecería San Roque | Craft Beer | Costa Rica (cerveceriasanroquecr.com))

www.cerveceriasanroquecr.com

