

P&K TRADING AND CONSULTING INC.

COMPANY PROFILE 2018

P&K TRADING AND CONSULTING INC.



The Company

P&K TRADING AND CONSULTING INC.

□ Who Are We?

- Company funded as Delta Import and Export in 2010. Relaunched with new name P&K Trading as of January 2018.
- A company created to develop brands and products in the NOSTALGIC Hispanic market in USA
- Flexibility to source YOUR OWN PRIVATE LABEL
- Many trade connections in the USA, Caribbean and Central/South America.
- Partners background: Kimberly-Clark, Gillette, Rio Grande Foods and other USA companies.
- Consulting Services in the area of Business Plans, Trade Marketing, Promotions and Advertising.



The US Hispanic Market

The US Hispanic Market

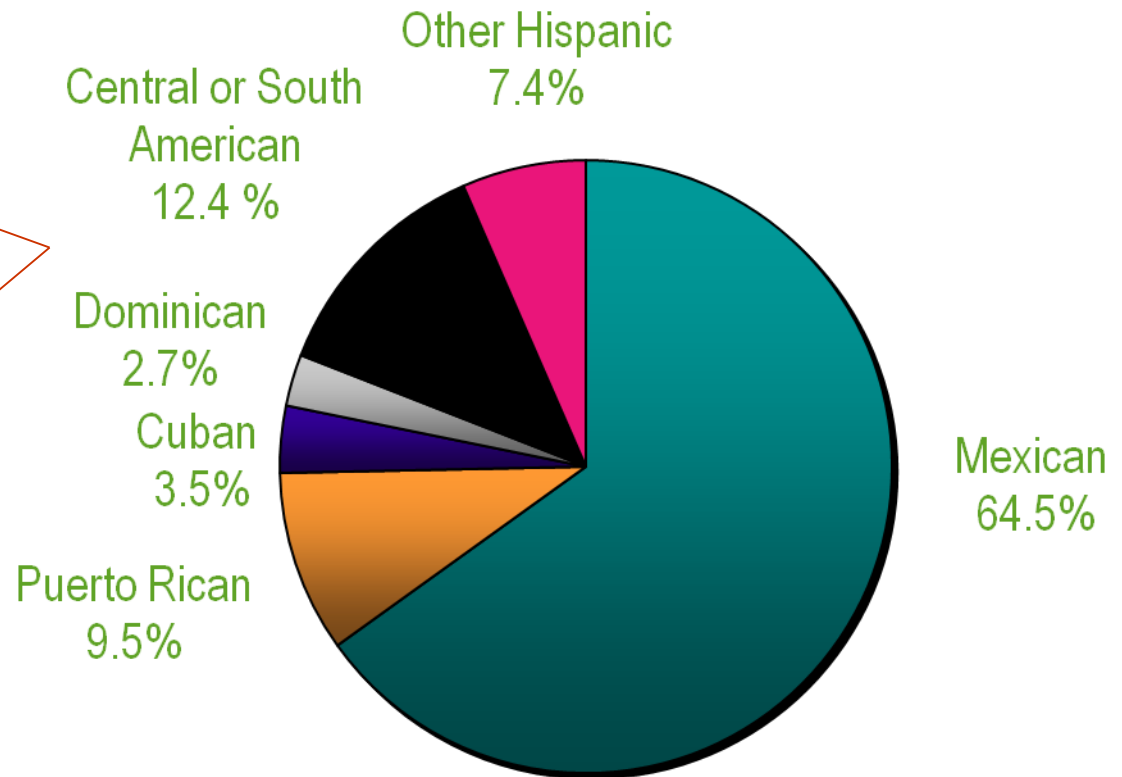


- Argentinean
- Bolivian
- Chilean
- Colombian
- Ecuadorian
- Paraguayan
- Peruvian
- Uruguayan
- Venezuelan



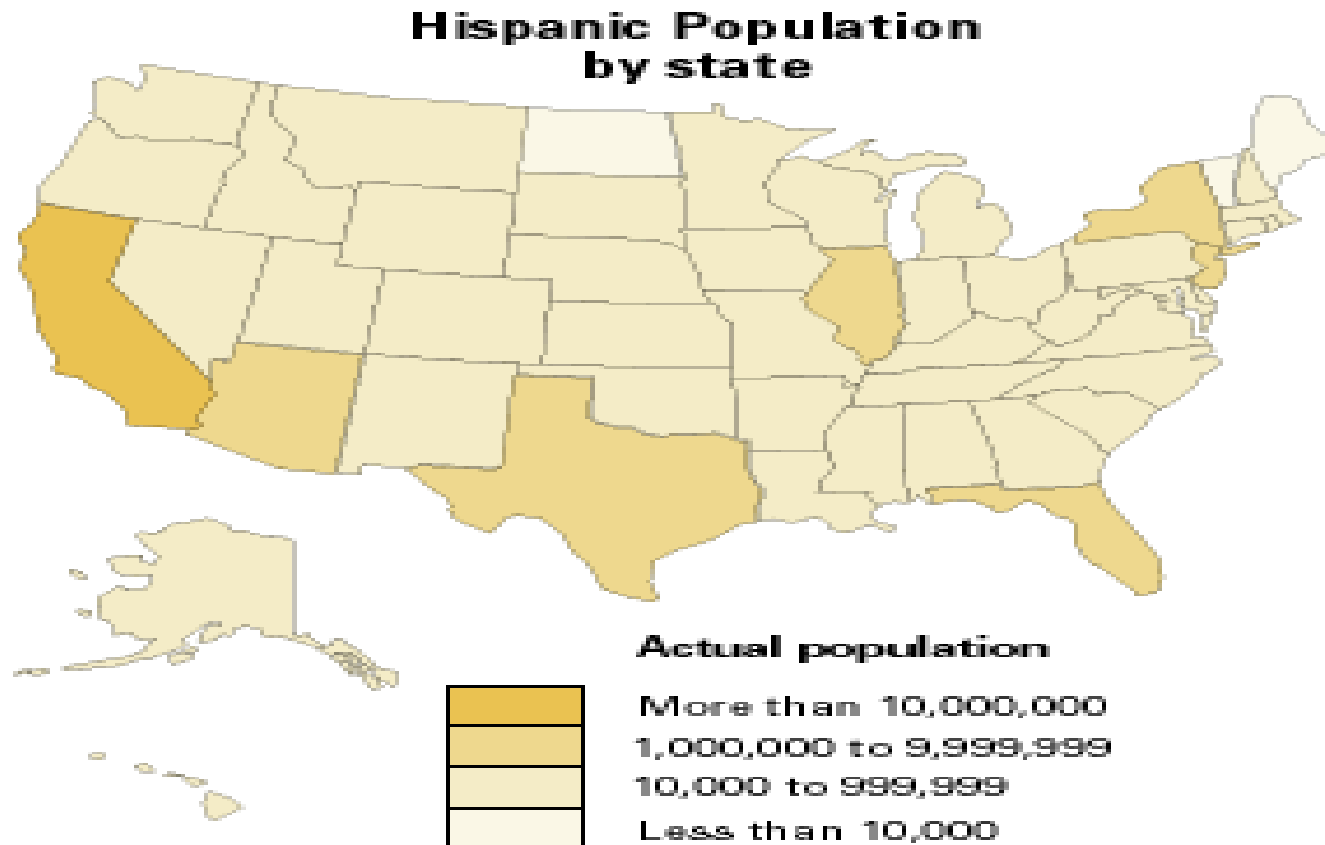
Central American

- Costa Rican
- Guatemalan
- Honduran
- Nicaraguan
- Panamanian
- Salvadorian



Source: U.S. Census Bureau, 2003 American Community Survey

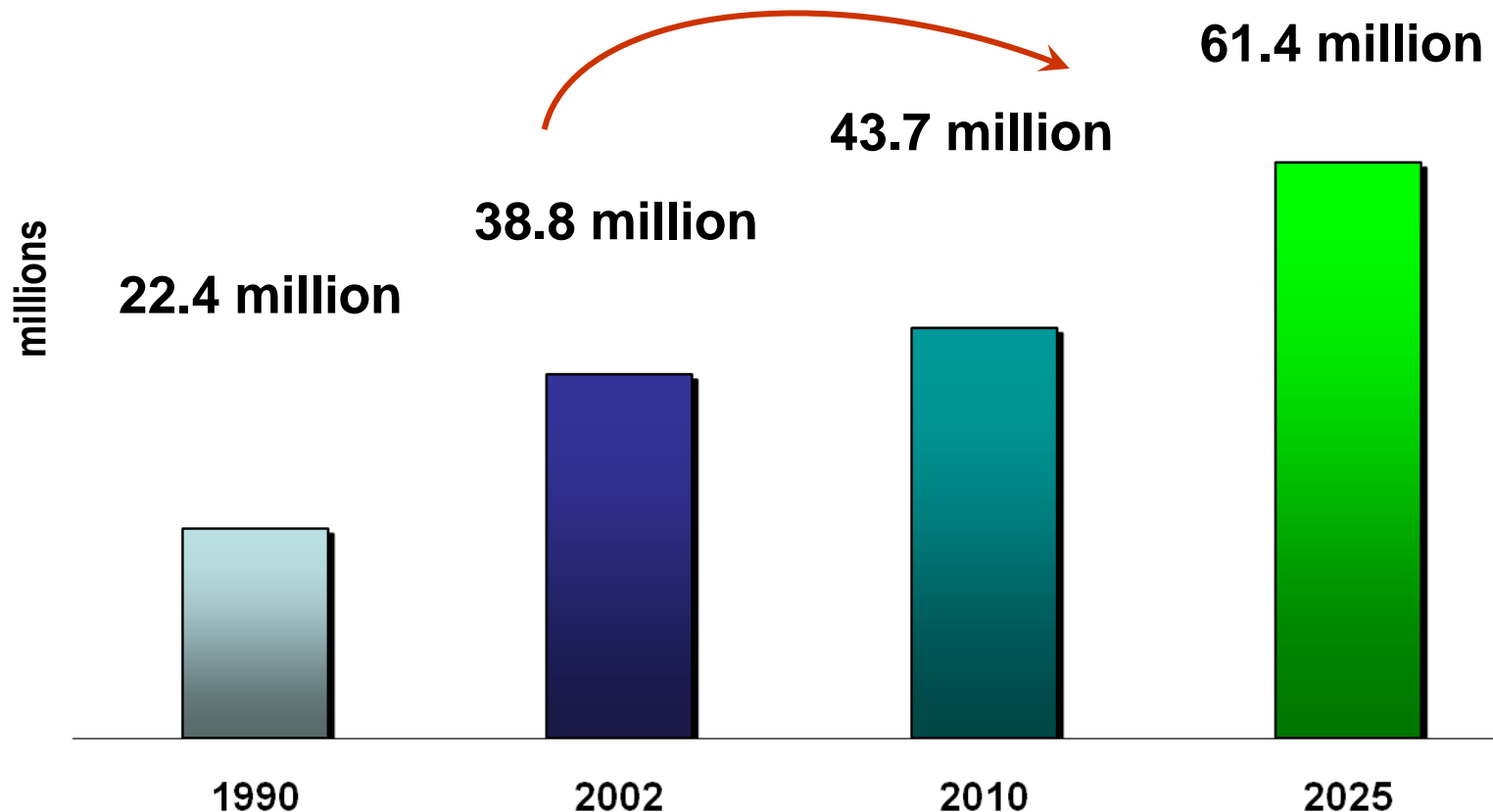
The US Hispanic Market



Source: U.S. Census Bureau, Census 2000

The US Hispanic Market

Projected to grow 68% by 2025



Source: Populations Projections Program, Population Division, U.S. Census Bureau.
Consistent with the 1990 estimates base.

Confidential



KEY CHALLENGE FOR ALL

MARKETERS:

HOW CAN I POSITION MY BRAND?

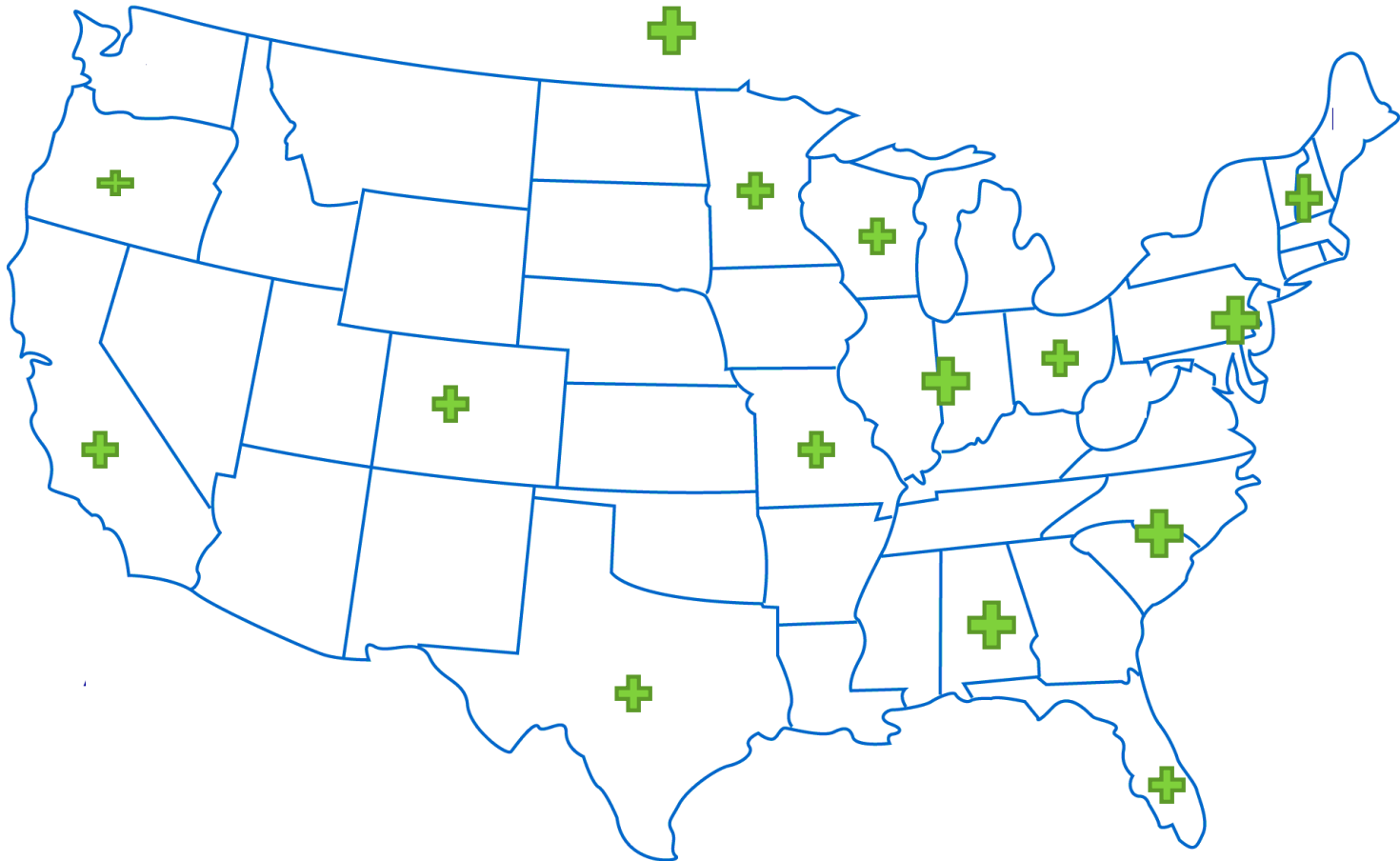
**“Marketing is not the battle of
products but the battle of
perceptions....”**

P&K TRADING AND CONSULTING INC.

- **What is our Value Added to Your Product/Business?**
 - ▣ **Marketing/Sales Knowledge and Experience in the USA, Caribbean and Central and South American Markets**
 - ▣ **Knowledge of Distribution Channels best suited for your Product Lines**
 - ▣ **Knowledge of the Right Trade Partners for your Products**
 - ▣ **Extensive knowledge about the Nostalgic and Ethnic Food Segment as other Personal Care Lines**

P&K TRADING AND CONSULTING INC.

□ Network of Hispanic Distributors across the US



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P&K TRADING AND CONSULTING INC.

- ☐ **Food Service Industry**
- ☐ **Major Wholesalers**
- ☐ **Hispanic Distributors**
- ☐ **Hispanic and USA Retail Chains such as Winn-Dixie, Walmart etc.**
- ☐ **Distributors in Central America and Caribbean**

P&K TRADING AND CONSULTING INC.



Companies We Represent

Organic Foods



Ethnic Foods



P&K TRADING AND CONSULTING INC.

**JALAPENOS FILLED WITH CHEESE AND
SHRIMP (FROZEN)**



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SUPER FOODS FROM THE ANDES AND THE AMAZON

Andean

[Algarrobo](#)

[Arracacha](#)

[Chia](#)

[Golden Berries](#)

[Lucuma](#)

[Maca](#)

[Purple Corn](#)

[Quinoa](#)

[Yacon](#)

Amazonian

[Cacao](#)

[Camu Camu](#)

[Cat's Claw](#)

[Coffee](#)

[Ginger](#)

[Graviola](#)

ARRACACHA



MACA



CHIA



P&K TRADING AND CONSULTING INC.



**BLADES AND
RAZORS**

**CHAMPION
SHAVE™**