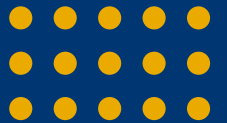


# BUSINESS BRIEF

[www.cacahuatesdelrey.com](http://www.cacahuatesdelrey.com)



Cacahuates Del Rey

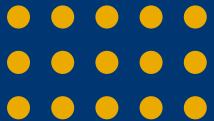


# ABOUT US



**WE ARE A COMPANY FOUNDED BY C. FRANCISCO MENDOZA DÍAZ IN 1997 DEDICATED TO THE MANUFACTURE OF SNACK IN AGUASCALIENTES IN CENTRAL MEXICO, WHICH IS DEDICATED TO MANUFACTURING SNACK-TYPE FOODS WITH AN EMPHASIS ON QUALITY CARE AND INGREDIENTS OF ALL PRODUCTS WE MANUFACTURE, COMPLYING WITH THE QUALITY STANDARDS OF COFEPRIS (MEXICO) AND FDA (USA).**

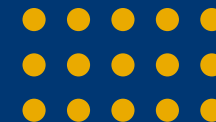
**WE ARE A YOUNG COMPANY WITH A VISION OF OFFERING PRODUCTS WITH THE BEST PRICE-QUALITY RATIO, WE CURRENTLY HAVE A STAFF OF 150 COLLABORATORS, DIRECTLY COMMITTED TO QUALITY.**





# GENERAL OBJECTIVE

- **PROMOTE INCREASED LABOR PRODUCTIVITY WITH SHARED BENEFITS BETWEEN EMPLOYEES AND EMPLOYERS.**
- **CREATE AND PROMOTE INDUSTRIALIZING AND MARKETING OF THE FIELD PRODUCT.**



# MISSION

**PRODUCE AND DISTRIBUTE A WIDE VARIETY OF  
SNACKS THAT NOURISH AND COMPLEMENT THE  
DAILY DIET.**





# VALUES

## **HONESTY**

**WE ARE TRANSPARENT.**

## **CONGRUENCE**

**WHAT I SAY I LIVE.**

## **FAMILY**

**SENSE OF FAMILY.**

## **SIMPLICITY**

**WE ARE ALL EQUAL, WE ARE NOT PROUD.**

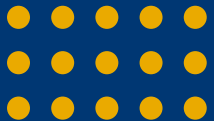
## **JOB**

**WE ARE COMMITTED AND RESPONSIBLE WITH OUR WORK.**



# VIEW

**TO BE A COMMERCIALY RECOGNIZED COMPANY AS A PRODUCER AND DISTRIBUTOR OF NUTRITIOUS SNACKS NATIONALLY AND FOR EXPORT TO THE UNITED STATES. PARTICIPATING IN THE MODERN AND TRADITIONAL CHANNEL. PROFESSIONALLY MANAGED WITH INNOVATIVE PROCESSES AND PRODUCTS, HAVING A PROFITABILITY ABOVE THE SECTOR AND A HEALTHY FINANCIAL POSITION. WITH PROUD AND SATISFIED COLLABORATORS THAT ALLOW THEM TO DEVELOP PERSONALLY AND PROFESSIONALLY.**





# WE HAVE

## 3 DIFFERENT PRODUCT LINES:



**JAPANESE-STYLE BAKED PEANUT, FRIED PEANUT  
COVERED WITH DIFFERENT FLAVORS.**



**LAMINATED CORN TORTILLA IN THE SHAPE OF A TACO WITH CHILI AND LEMON FLAVOR (CITRIX) AND FIRE (WILD).**







**EXTRUDED CORN SNACK WITH FLAVORS OF  
CHEDDAR CHEESE AND FIRE.**



# AT PEANUTS DEL REY

**WE ARE COMMITTED TO THE  
QUALITY OF OUR PRODUCTS, AND  
WE HAVE SOME COMMERCIAL  
ALLIANCES IN MEXICO FOR  
PEANUT MAQUILAS.**





**PRODUCED BY/ PRODUCIDO POR:**  
DISTRIBUIDORA DE DULCES Y  
CACAHUATES DEL REY S.A. DE C.V.



CALLE TEPEZALA N°. 342 FRACC. EL PLATEADO  
C.P. 20137, AGUASCALIENTES, AGS. MÉXICO



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**Cacahuates Del Rey**