

# The LATAM Cheese Market: *A buyer's perspective*

3:30 – 4:30 p.m.

## Panelists:



**Rene Sanchez**  
Suministros y Alimentos  
Guatemala



**Emilio Ho**  
Grupo Chela  
Panama



**Aura Hernandez**  
Centurion Foods  
Colombia

**Angélique Hollister**  
senior vice president, global  
cheese marketing,  
USDEC (co-moderator)

**Rodrigo Fernandez**  
USDEC Mexico (co-  
moderator)

# Company Introduction

From Guatemala





# Who We Are.





**Álvaro Cofiño**  
President CIBUS Holding

***“Teamwork, innovation, creativity and passion for doing a great work are fully related in achieving outstanding results”***

# CIBUS is a group of companies



# WE ARE...

A leader company in **Supply Chain services** within Central America, focused on **food business**.





***Happy People***  
As our purpose

**Mission**

***The reliable solution in the supply of Provisions and Food.***

**Vision**

***Be regionally recognized as the reliable supplier of wholesome solutions for the value chain of our customers.***

**Values**

**People first**

**High standards**

**Ethics and justice**

**Responsible neighbors**

**Innovation and grow**

# History

## Foundation

**1980**

By Cristian Cofiño  
to service McDonald's franchise



## Production start

**1994**

100% beef patties



## Certifications and Standards

**1995-1998**

To manage more customers and franchises



New distribution center and facilities

**2005-2010**

New bakery plant and expansion of  
meat patties productions



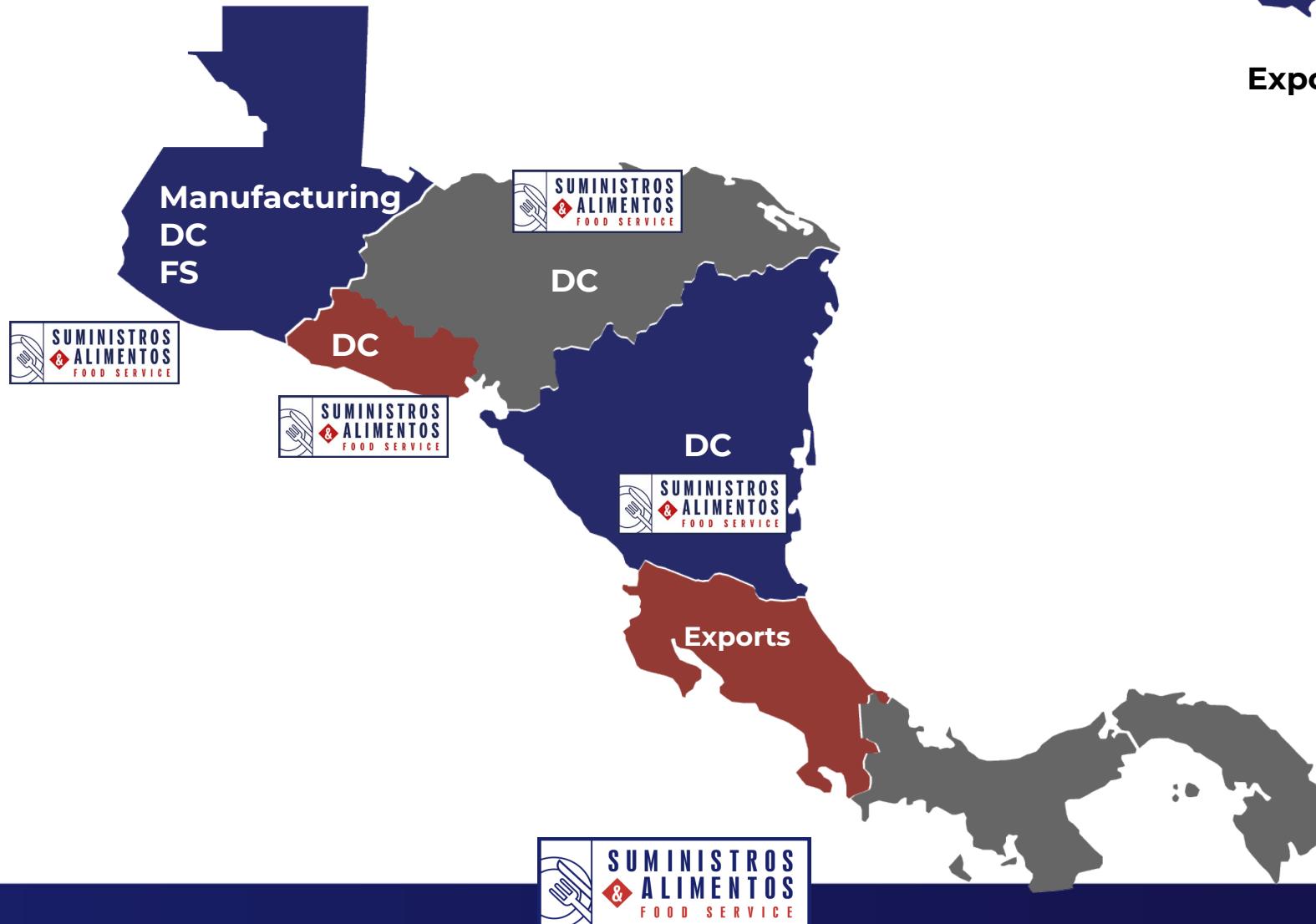
New Markets

**2011-to day**

New foodservice customers and exporting  
to Central America.



# Truly regional



# 3 business lines

**Food service**

**Logistics**

**Manufacturing**  
(Meats, bakery and semi processed vegetables)



# Food Service and Logistics

# In Guatemala → leaders in **food service y franchises**



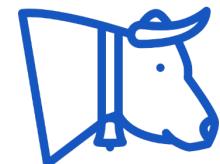
**>50% SOM**

1. Three market segments: **Value, mainstream and premium**

2. 3 distribution channels



3. Meat and pork formulations



# Food Service: Products by category



Aceites



Bebidas



Carnes



Condimentos



Frutas y Vegetales



Higiene



Lácteos



Limpieza



Mariscos



Papas y Fritos



Pastas y Granos



Repostería y panadería



Salsas y Aderezos



Sopas



Topping

# Food service: main partners



# Distribution center → High standards



Distribution Quality  
Management Process  
(DQMP)



Distribution, Analysis,  
Recognition and  
Traceability Program  
(DART)



Authorized by the  
U.S. Army.  
  
To operate as a  
distribution center in  
case of an  
emergency.



# Company Introduction

From Panama

## Grupo Chela



# Company Introduction

From Colombia





CENTURION FOODS  
SAS

# ABOUT US

- 20 years of Family tradition in import, packaging and distribution of fresh, aged, processed, analog cheeses, deli and cured meats



Located in Colombia

3 distribution centers:

- **Barranquilla** (500 m<sup>2</sup> of office space + 2300 m<sup>2</sup> of warehouse + 2500 m<sup>2</sup> of cut and wrap operations)
- **Bogotá** (300 m<sup>2</sup> of office space + 1200 m<sup>2</sup> of warehouse )
- **Medellín** (100 m<sup>2</sup> of office space + 300 m<sup>2</sup> of warehouse )



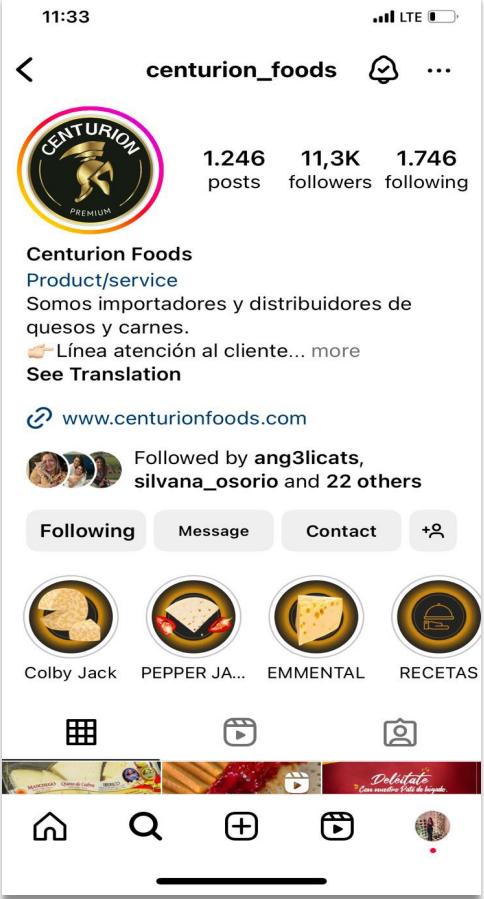
# Social media



<http://www.centurionfoods.com/>



centurion\_foods



11:33      LTE

centurion\_foods

1.246 11,3K 1.746  
posts followers following

Centurion Foods  
Product/service  
Somos importadores y distribuidores de quesos y carnes.  
📞 Línea atención al cliente... more  
See Translation

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

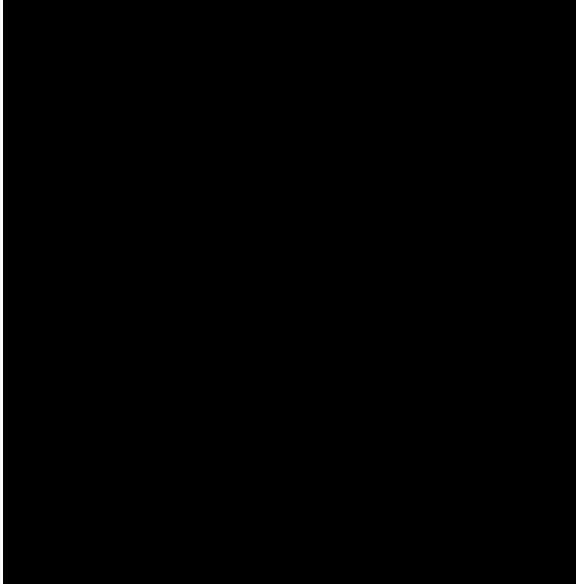
Followed by [ang3licats](#), [silvana\\_osorio](#) and 22 others

Following Message Contact

Colby Jack PEPPER JA... EMMENTAL RECETAS

grid video camera

home search plus video camera



# OUR CLIENTS

## Convenience stores

- D1: 2500 stores
- Ara: 1200 stores
- Isimo: 400 stores

Opening new ones every month

## Industry



## Supermarkets

- Olimpica: 510 stores
- Éxito y Carulla: 515 stores
- Makro: 24 stores
- Cencosud: 117 stores
- Pricesmart: 9 stores

## Food service

Hotels, restaurants and caterings: more than 500 points of sale



# LOGISTICS DISTRIBUTION



- National distribution to more than **3700 points of sale**, working with the best refrigerated trucking company in the country
- **Temperature and location traceability** for all our loads
- We own **7 refrigerated trucks with several capacities**, delivering:
  - From Bogota to: Cundinamarca, Pereira, Boyacá and Tunja.
  - From Barranquilla to: Atlántico, Santa Marta, Cartagena and Montería

- Annual sales: **USD 35 Million**
- More than a **100 products** in our portfolio
- **7 Private labels** in convenience stores, #1 supplier of cheese, deli and cured meats for convenience stores with 12 products
- **Adquisition of 8000 m2** for a new facility in Barranquilla





# The LATAM Cheese Market

## Your Panelists



**Aura Hernández**

Centurion Foods  
*Colombia*



**René Sanchez**

Suministros y Alimentos  
*Guatemala*



**Emilio Ho**

Grupo Chela  
*Panama*

# One-on-One Meetings with LATAM Cheese Buyers

MEETINGS STILL AVAILABLE!

Wednesday, April 17

10am – 4pm

Companies	Countries
Suministros y Alimentos	Guatemala
International Dairy Products	Guatemala
High Quality Foods	Costa Rica
Grupo Chela	Panama
Laive S.A.	Peru
Centurion Foods	Colombia
Agrocommerce	Chile



Made possible thanks to the support of:  **Dairy MAX**  
YOUR Local Dairy Council

