

Villa
Vainilla

A decorative illustration featuring a vanilla flower with white petals and yellow stamens, and a dark red hummingbird in flight, positioned to the right of the text.



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Who is Villa Vainilla?

- The company was founded by the family Del Río on 2005
 - Don Alejandro del Río Reynaga (ADRR), Commercial Director with more than 50 years of experience in the food industry (Nestlé, Parmalat, Atún Dolores, Arroz SOS, among others)
 - Alejandro del Río Pimentel (ADRP), Master in Marketing by the EOI in Madrid, Spain. Graduated in Brand Building by Kellogg School of Management in Chicago IL, and former Marketing Manager at Tequila José Cuervo México
- Manufacturer, distributor, seller and leading brand creator for products that hold more than 80% of the gourmet mexican market for the Travel retail channel in México (vanilla, chocolate, coffee, salsas and snack cakes)
- Exclusive distributor in the Travel retail channel for the salsas El Yucateco and Tequila Cake José Cuervo





Who is Villa Vainilla?

•In response to our customers request, in October of 2015, we made our first export to begin selling through the e-commerce channel in USA and Canada (Amazon, Ebay, etc). Some months later we registered Villa Vainilla LLC, in Peachtree City, GA.

•In 2016, Villa Vainilla was recognized by the Department of Agriculture (SAGARPA), as an strategic export proyect; since then we have participated in trade shows like:

- ✓ Fancy Food Show (NY'16, SF'17, NY'17, SF'18),
- ✓ National Restaurant Association (Chicago'17),
- ✓ Trade missions from the Department of Economy (Houston'17),
- ✓ National Restaurant Association (Dallas'17),
- ✓ Restaurants Canada Show (Toronto'18).





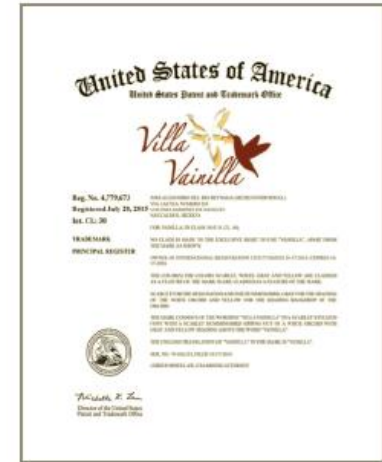
Vision, Values and Objectives 2018

- Vision: To be, worldwide, the #1 brand of natural vanilla through the understanding of our customers and exalting the cultural and natural richness of Mexico
- Values: Honesty, rightfulness and caring along with hard work, professionalism and strategic thinking.
- Villa Vainilla objective for 2018:
 1. Obtain the Kosher certification
 2. Continue with our participation in the main Trade Shows of the food industry to build brand awareness and establish the brand essence through our website and social media.
 3. Aim for long-term business relations with brokers and distributors in the International market by sharing our expectations, vision and understanding of the market
 4. Double the e-commerce sales vs the year 2017.
 5. Strength the presence of the brand Villa Vainilla in the stores of North America
 6. Begin relations with strategic partners in Asia and Europe.



Our brand

- Villa Vainilla is a **registered trademark** in México and USA.
- Our vanilla extract contains **more vanillin** (ppm) than competitor's brand
- We can produce **1x, 2x or 3x fold** vanilla extract
- Market positioning: Feminine, traditional and premium.
- Differentiation: "authochthonus or **endemic**" from México (5,000,000 bottles sold in Duty Free)
- Symbols and facts: hummingbird, check-patterned cap, peach color, orchid and Mexico.
- Target:
 - ✓ Women 70% - Men 30%
 - ✓ Age- 30 to 60 years old
 - ✓ SEL AB,C+ C
 - ✓ Demographic: Urban, cosmopolitan, authentic and original





Products

•Types:

- Artificial flavoring (Latin market)
- Natural flavoring (Latin market)
- Natural concentrate
- Natural extract
- Vainilla beans

•Sizes:

- 100 ml
- 125 ml
- 250 ml
- 500 ml
- Packs (Tripack y Sixpack)
- 1/2 Gallon
- Gallon
- Pail 20 It
- Drum 200 It
- Tubes with 2, 3 or 5 beans



Plant certifications

- Endorsed by the Official Mexican Norm **NOM-139SCFI-2012**
- **BRC certification** process completed in July 5th, 2017; renewed as Grade B for 2018.
- Each batch is tested. COA available by **Anresco Laboratories** in San Francisco, California.
- Beginning in March 2018 the UO Kosher certification



SGS · SGS · SGS · SGS · SGS

Certificate MX17/55210339
This is to certify that
VILLA VAINILLA S. DE R.L. DE C.V.
C.21 4372 X 4 Y 2 Chahabkal Mérida,
Yucatán, C.P. 972305, México
BRC SITE CODE 1408411
has been assessed and certified as meeting the requirements of
**Global Standard for
Food Safety**
Issue 7: January 2015
Achieved Grade C
Audit Programme: Announced








For the following activities:
Production of vanilla extract and packaging of vanilla beans.
Product Categories: 15
Exclusions from scope: Concentrate of vanilla and elixir.

Date of Evaluation 04 July 2017
Certificate Issue Date: 16 November 2017
Re-Evaluation Due Date: From 07 December 2017 to 04 January 2018
Certificate Expiry Date 15 February 2018





This certificate supersedes all other certificates bearing this certificate number with earlier certificate issue dates.
If you would like to feedback comments on the BRC Global Standard or the audit process directly to SGS, please contact enquiries@sgs.com or call the TOLL FREE hotline +44 (0)20 7717 5829
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SGS United Kingdom Ltd
Resource Business Park, Ebbw Vale, Caerphilly, Gwent, NP23 5LN, UK
t +44 (0)189 320 4800 f +44 (0)189 320 4808 www.sgs.com
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AUDITOR NUMBER
176071



Contact:

Ana Franco
International Sales Manager

ana@villavainilla.com.mx

Ph. +1 (678) 485 8305

P.O. Box 2718, Peachtree City
GA 30269





Interesting links:

- <https://www.villavainilla.mx>
- <https://www.amazon.com/Villa-Vainilla/pages/9119576011>
- <http://www.ebay.com/itm/Best-Seller-at-Duty-Free-Villa-Vainilla-Pure-Mexican-Vanilla-Extract-8-4-fl-oz-/171992273456>
- <https://www.facebook.com/VillaVainillaMexico/>
- <https://www.instagram.com/villavainillamexico/>
- <https://vimeo.com/203535055>

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