



Terra
ARTESANA

BRAND PRESENTATION



From *ordinary* to **Extraordinary**

We love to **generate experiences** through textures, flavors, smells and colors that will get you to **delight the most extraordinary things** in life.



ARTE: Means **doing things** the right way, **well done.**

TERRA: **Soil**, where the **most natural things** in our world **come from.**



Terra

ARTESANA



SANA: An expression of **healthy blends.**

Consumer profile

Where

- At home
- OOH
- While commuting
- Office / School
- Fitness and recreational activities

When

Breakfast

Snack

Dinner



What

Toppings
Smoothies
& shakes



Who



"People are willing to pay more for healthy meals"

"There's a growing idea that healthy eating is all about enjoying life's small delights."



Flavor
Nice & balanced



Useful & sustainable packaging



Ingredients
All natural
High quality



Wellness



Healthy alternatives



WOM



Good mood

Functional needstates Why Emotional needstates

Our Portfolio:

Gourmet Granola

Organic Oats

Crunchy Bars

Chewy Bars



We make ordinary moments extraordinary!

BUSINESS OVERVIEW

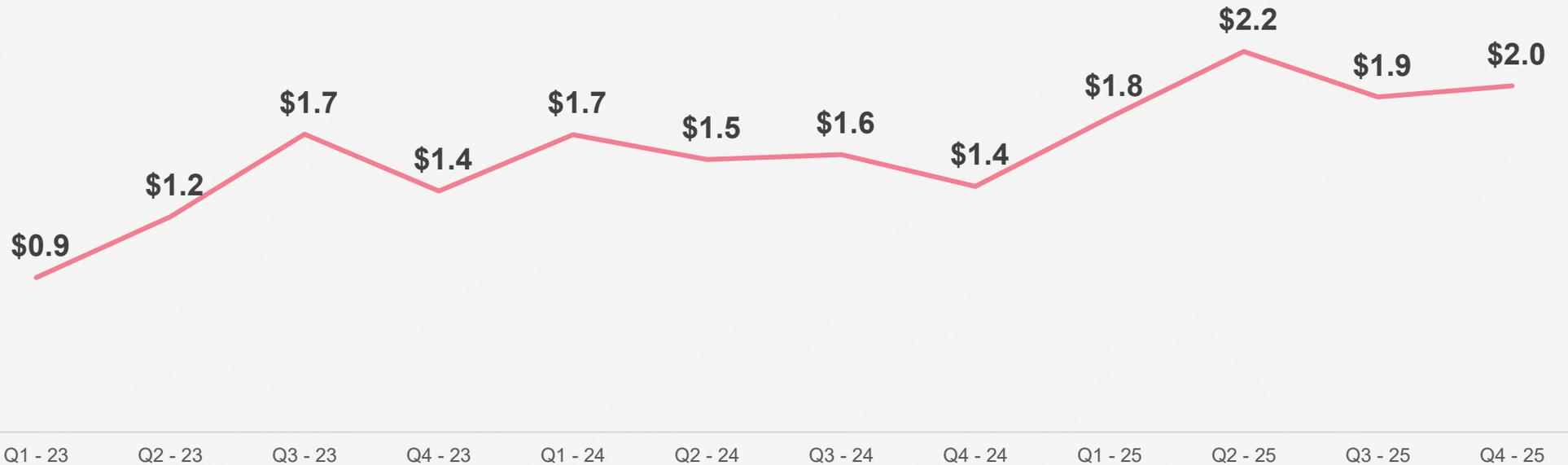
COSTCO MEXICO

PERFORMANCE SELL OUT YTD - DIC '25



FY	2022	2023	2024	2025	TOTAL
Granola (MM USD)	\$0.1	\$5.2	\$6.2	\$7.8	\$19.3
		Var. vs LY	20%	26%	

Granola
Gourmet



Amounts in millions of dollars

Gourmet Granola



Artisanal Blend

Baked in small batches

Perfectly toasted

Crunchy clusters, full of flavor

Simple & natural ingredients

Whole pecans, cashews, almonds, pumpkin seeds, rice, amaranth, quinoa & toasted coconut flakes

Sweetened with natural honey & brown sugar

No preservatives.
No artificial flavors



GRANOLA GOURMET

35 OZ (992.2 g)



Artisanal blend. Baked in small batches making each bag unique.



Benefits:

- Low saturated fat
- Low cholesterol
- Low sodium
- Good source of fiber
- Naturally sweetened



Reasons to buy

- A top-notch artisanal granola with the best natural ingredients
- Recyclable resealable bag
- A balanced mixed in terms of nutrition and flavor (9 out of 10 people prefer our product over benchmark)



Timing:

120 days / Make to order



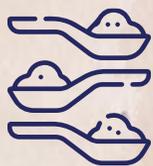
Pricing:

Per pallet: \$2,649.96 | Per piece: \$11.04 | **Margin: 15.0%** | **RSP: \$12.99**



Product configuration:

8 bags p/tray | 30 tray p/pallet | 240 bags p/pallet | Ti/Hi: 10x3 | 48x40x42"
| Gross weight p/pallet (without pallet) 279.618 kg



Ingredients: Whole rolled oats, toasted coconut, whole nuts and seeds sweetened with honey and brown sugar

To reduce our environmental impact, we have a special packaging development with Mono-PE structure.

CEFLEX* Circular economy baselines.

Type

*Resealable flat bottom bag
steady and practical*

Structure

Made entirely of PE, this eliminates the need for complex separation processes before recycling.

Degradable

100% recyclable



Due to our innovation:

*Stellar Packaging
Award Winner*
**Expo Pack 2024
Mexico Edition**



Following *CEFLEX a collaborative initiative driven by a European Enterprise consort that represents flexible packaging value chain. Its objective is to enhance the support in circular economy flexible packaging through innovative design solutions.

Organic Oats



100% Whole grain

Pure and organic

Minimally processed

Simple & natural

Real food

No preservatives.
No artificial flavors



ORGANIC OATS

34 OZ (964 g)



Organic rolled oats.

Benefits:

- Good source of:
 - Fiber
 - Protein
 - Vitamins
- Digestive health



Reasons to buy

- 100% whole grain.
- Minimally processed.
- Pure organic oats from soil to spoon.



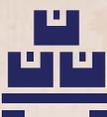
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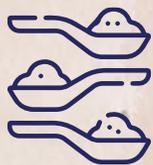
Pricing:

Per pallet: \$1,017.96 | Per piece: \$4.24 | **Margin: 15.0%** | **RSP: \$4.99**



Product configuration:

8 bags p/tray | 30 tray p/pallet | 240 bags p/pallet | Ti/Hi: 10x3 | 48x40x42"
| Gross weight p/pallet (without pallet) 279.618 kg



Ingredients: Whole rolled oats certified organic.

CRUNCHY Bars



Provides all the nutrients
to continue with your day

Sweetened with natural honey

A snack to satisfy that craving

Without preservatives
and artificial ingredients

Simple & natural ingredients

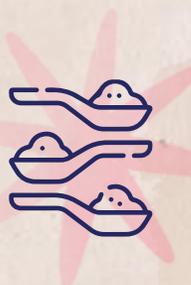
Delicious oats & nuts creating a
different flavor experience



CRUNCHY BARS

20 BARS

24.69 OZ (700 g) - 1.23 OZ (35 g) EACH



Ingredients: Whole grain oats, pumpkin seeds, almonds, unsweetened coconut flakes, cashews, cereal mix (whole wheat flakes, amaranth, quinoa, rice), pecans, with honey and brown sugar.



Delicious snack. Energizing and nutritious.



Benefits:

- Low saturated fat
- Low cholesterol
- Low sodium
- Good source of fiber
- Naturally sweetened



Reasons to buy

- A snack for any time of the day, healthy and made from natural ingredients.
- Recyclable.
- A balanced mixed in terms of nutrition and flavor.



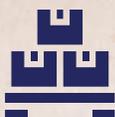
Timing:

120 days / Make to order



Pricing:

Per pallet: \$ 4,239.94 | Per piece: \$11.04 | **Margin:** 15.0% | **RSP:** \$12.99



Product configuration:

12 displays p/tray | 32 trays p/pallet | Ti/Hi: 8 x 4

CHEWY BARS

Wild blueberry & white chips



Wild blues harvested directly from the forest



With a more intense flavor, darker color

Made with dates as natural sweetener

Made with dates as natural sweetener



Perfect for any time of the day

Inspired on the flavors and traditions

CHEWY BARS: Wild blueberry & white chips

24 BARS

24.72 OZ (700g) - 1.03 OZ (29g) EACH



Ingredients: Caramelized oats, whole grain oats, diced dates, white confectionery chips, toasted almonds, dried sweetened cranberries, sweetened dried wild blueberries, dried sweetened cherries, dried apples, crisped rice.



Tasty treat. Wholesome and satisfying.



Benefits:

- Low cholesterol
- Low sodium
- Good source of fiber



Reasons to buy

- Made with natural blueberries, rich in antioxidants and good for digestive health.
- Convenient on-the-go option.
- Recyclable.



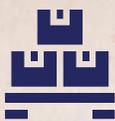
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CHEWY BARS

Cranberries & chocolate chunks



The cranberries' acidity and sweetness, complement the intense flavor of cacao nibs

Made with dates as natural sweetener

With cacao nibs

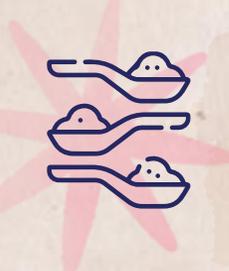
Rooted in Nature

Deliciously different, naturally better

CHEWY BARS: Cranberries & chocolate chunks

24 BARS

24.72 OZ (700g) - 1.03 OZ (29g) EACH



Ingredients: Toasted almonds, toasted pecans, dried sweetened cranberries, diced dates, caramelized oats, toasted pumpkin seeds, whole grain oats, chocolate chunks, crisped rice.



Flavorful bite. Nutritious and revitalizing.



Benefits:

- Low cholesterol
- Low sodium
- Good source of fiber



Reasons to buy

- Cranberries provide antioxidants that contribute to immune, cardiovascular, and digestive health.
- Enjoy anytime, anywhere.
- Recyclable.



Timing:

120 days / Make to order



Pricing:

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Product configuration:

12 displays p/tray | 32 trays p/pallet | Ti/Hi: 8 x 4

CHEWY BARS

VARIETY PACK

Two chewy flavors, one pack:

- Cranberries & chocolate chunks
- wild blueberry & white chips

Sweet, tart, and bold, a mixed berry chewy bar pack

Soft, chewy bars with a satisfying bite.

From forest to bite. Blueberry and cranberry in one mix.

Made with real ingredients, inspired by nature.



CHEWY BARS: Variety Pack

24 BARS

24.72 OZ (700g) - 1.03 OZ (29g) EACH



CRANBERRIES & CACAO NIBS INGREDIENTS: Toasted almonds, toasted pecans, dried sweetened cranberries, diced dates, caramelized oats, toasted pumpkin seeds, whole grain oats, chocolate chunks, crisped rice.

WILD BLUEBERRY INGREDIENTS: Caramelized oats, whole grain oats, diced dates, white confectionery chips, toasted almonds, dried sweetened cranberries, sweetened dried wild blueberries, dried sweetened cherries, dried apples, crisped rice.



Flavorful bite. Nutritious and revitalizing.

Benefits:

- Low cholesterol
- Low sodium
- Good source of fiber

Reasons to buy

- Cranberries provide antioxidants that contribute to immune, cardiovascular, and digestive health.
- Made with natural blueberries, rich in antioxidants and good for digestive health.
- Enjoy anytime, anywhere.
- Recyclable.

Timing:

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Endcaps



Trade Marketing



Sampling



Deals



E commerce

Trade Marketing

High quality perceived

Frequent purchase



Product demo sampling

Flavor is good

Best value for money

Healthy option



Terra
ARTESANA

We love what we do and it shows !