

## **Grupo Vida Showcases Terra Artesana at Expo West, Elevating the Art of Gourmet Oat-Based Nutrition**

**Anaheim, Calif.** — Grupo Vida, one of Latin America’s leading manufacturers of oat-based and better-for-you foods, is presenting its premium brand Terra Artesana at Expo West, marking the official launch of the brand in the United States. The brand’s debut introduces U.S. consumers to a refined expression of gourmet oat-based nutrition-where craftsmanship, origin and flavor converge.

Founded in 1982 and headquartered in Mexico, Grupo Vida has evolved from a family-owned business into a multinational food company with operations spanning more than 30 countries. Today, the company operates 11 manufacturing facilities and employs more than 1,600 people worldwide, serving consumers across the Americas, Europe and Asia.

Built around the nutritional value, versatility and scalability of oats, Grupo Vida has developed a diversified portfolio that includes granolas, instant oats, energy bars and functional flours-designed to meet the changing needs of health-conscious consumers.

“Oats have allowed us to build a scalable, nutrition-focused business with true global relevance,” said **Felipe Gómez García, CEO of Grupo Vida**. “Our priority is to deliver accessible, high-quality products that fit naturally into everyday eating occasions.”

### **Category Leadership and Integrated Capabilities**

Grupo Vida’s growth is supported by a vertically integrated manufacturing platform, strong research and development capabilities, and rigorous food safety and quality standards. The company has developed more than 100 oat-derived products and continues to invest heavily in innovation to support clean-label, reduced-sugar and functional nutrition trends.

Notable innovations include its category-defining Traditional Mexican Granola and sugar-free instant oats, addressing rising global demand for healthier, better-for-you formulations without compromising taste or functionality.

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### **Terra Artesana: Where Craft, Origin and Flavor Converge**

Terra Artesana represents Grupo Vida’s most expressive interpretation of oats-an artisanal, gourmet brand built on the belief that true luxury lies in simplicity, authenticity and enduring quality. Its presence at Expo West signals a new chapter for the brand, as it enters the U.S.

market with a portfolio designed to create elevated, sensory-driven food experiences. Rooted in a deep respect for the earth, its people and its ingredients, Terra Artesana handpicks carefully selected raw materials to create bold, memorable flavors. The brand's portfolio includes gourmet granolas, granola bars and organic oats—each thoughtfully crafted to deliver depth of flavor, texture and aroma, transforming everyday moments into meaningful tasting experiences.

“At Terra Artesana, we don’t just create products—we create experiences,” Gómez García added. “Every recipe is designed to honor the ingredient, respect the process and delight the senses. Bringing Terra Artesana to the U.S. is an invitation to experience oats in their most expressive and inspired form.”

With a strong focus on sustainability, environmental care and responsible sourcing, Terra Artesana speaks to a consumer who values what endures over what merely shines, and who believes that well-being, flavor and purpose should coexist.

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## **Commitment to Responsible Growth**

In parallel with its commercial expansion, Grupo Vida supports nutrition-focused social initiatives aimed at improving access to healthier foods and promoting better eating habits, particularly within vulnerable communities. These efforts are aligned with the company's long-term commitment to responsible and sustainable growth.

### **Expo West: Innovation, Craft and Partnership**

At Expo West, Grupo Vida will spotlight Terra Artesana's gourmet granolas, granola bars and organic oats, emphasizing clean-label formulations, artisanal processes and scalable manufacturing solutions for both domestic and export markets. The company is actively seeking strategic partnerships with retailers, distributors and foodservice operators as Terra Artesana begins its journey in the United States.

“After more than four decades, our focus remains consistent,” Gómez García said. “We build trust through quality, innovate with purpose and grow with a long-term global vision.”

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