



**CASTIZO**

HEALTHY SUGAR

SUGARCANE

Colombia To The  
World

Product offer

# CHOSEN FOOD TRENDS IN POLAND & WORLDWIDE



## UNPROCESSED = HEALTHY

People nowadays seek to consume less processed foods, free of chemicals and of known source of origin. Today natural products like cane sugar are in the spotlight.

## SUSTAINABILITY

People care how their food is made. They prefer it to be produced without hurting the planet and the people working on producing it.

## BOOSTING IMMUNE SYSTEM

People around the world search for products which help them to boost their immune system (contain vitamins, minerals and other functional ingredients)

# GROWING INTEREST IN PANELA SUGAR

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There is a significant preference for natural products in the European Union market that are friendly to the environment and that contribute to the preservation of biodiversity. Natural sweeteners, such as panela, are appreciated due to their manufacturing process. The countries with the highest consumption of panela in the European Union are Spain, Italy, Portugal and Germany.

## BAD PERCEPTION OF WHITE SUGAR IN EUROPE

Consumers perceive white sugar as unhealthy and reduce white sugar intake in their diets.



# WHAT IS A PANELA SUGAR?

- Panela sugar is a **unrefined cane sugar**
- Panela **comes from Latin America** and is widely consumed throughout Latin America to prepare dishes and beverages
- It is **100% natural, artisan**, made directly from the juice extracted from sugarcane
- It can be used as natural sweetener in a wide range of **dishes, food and beverages.**



# KEY FACTS ABOUT PANELA VIDA



Panela Vida is **100% natural sweetener**



Panela Vida is produced in **Colombia**, one of the key countries producing panela in the world



It contains **minerals, antioxidants, less calories** than white sugar



Panela Vida is **unrefined** and produced **without any chemicals**

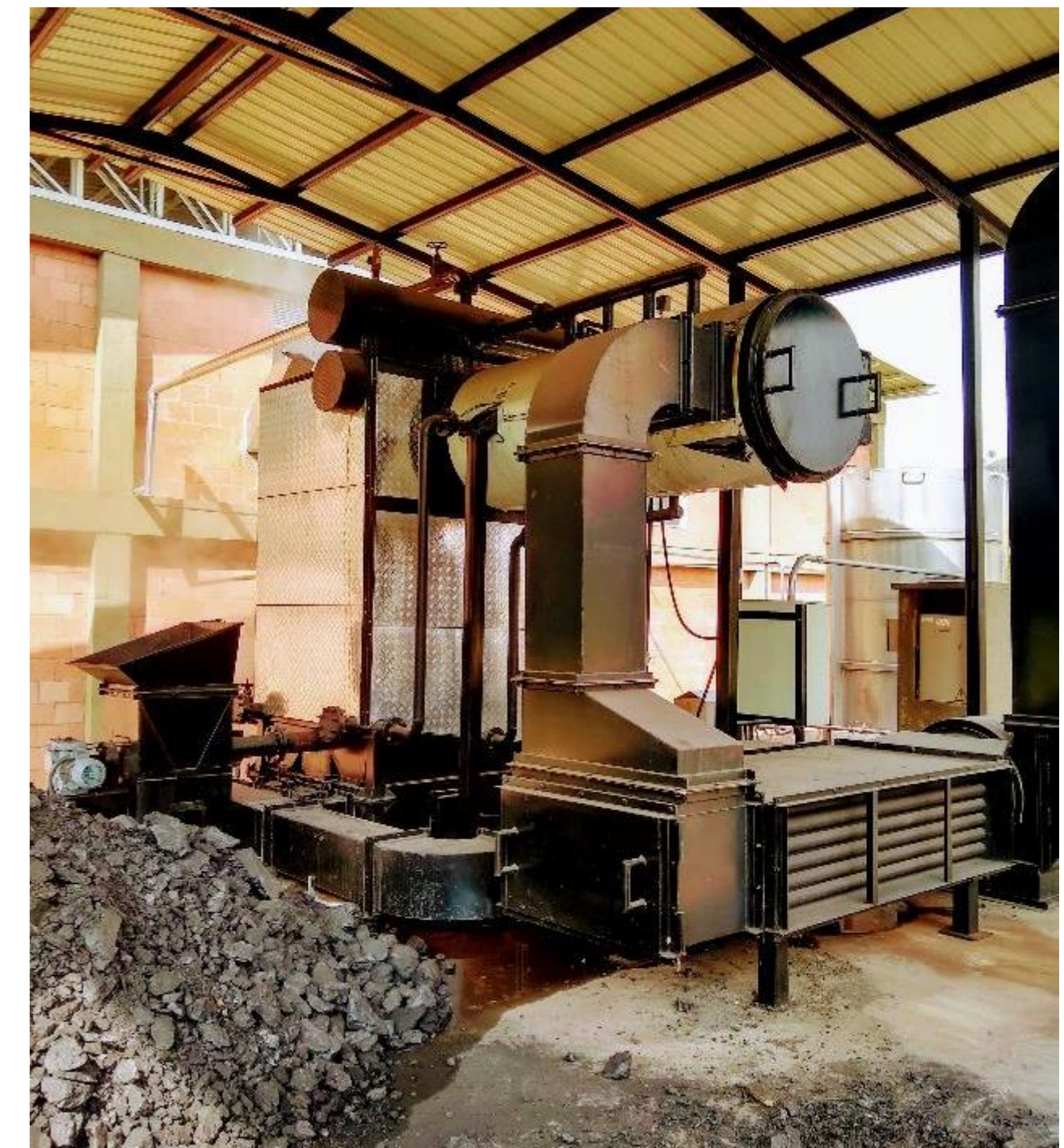


Consuming Panela Vida are **helping more than 300 farmers** and **3.500 families** in Colombia dedicated to sugarcane plantations



# HOW PANELA VIDA IS MADE?

- When the sugarcane is ripe, it is cut, **collected by hand** and washed.
- Then sugarcane is **cold pressed** to extract the juice from the stems.
- The juice is **filtered and heated** to cause impurities to disappear. This concentrate is mixed until it begins to crystallize through evaporation.
- That juice is **allowed to evaporate** in order to lose the water it contains and to become a thick syrup that is allowed to dry.
- It is **dehydrated** into a golden brown, powdery, raw sugar.



# PANELA VIDA – SUSTAINABILITY

- Panela Vida is aimed at **long term sustainability**.
- It is produced in a **cooperative model** that includes more than **300 farmers** and **3.500 families** dedicated to sugarcane plantations. Many of these families were victims of the armed conflict. We help them improve their quality of life.
- We use **fair trade practices** that produce stability for young people and prevent them from migrating to big cities.



# WHY CONSUMERS CHOOSE PANELA VIDA SUGAR? HEALTH REASONS

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Has **less calories** than white sugar



**Contains vitamins** of group B and group C **and minerals** such as phosphorus, potassium, manganese, magnesium, zinc and calcium



Contains **antioxidant** components



Has 50 times **more unsweetened nutrients** than white sugar.





# WHY CONSUMERS CHOOSE PANELA VIDA SUGAR?

## TASTE REASONS

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It has a **mild caramel flavor** appreciated by consumers



Naturally **complements the flavor** of the coffee and tea



**Enhances the flavor profile** of baked goods and other food adding notes of caramel, raisin, molasses and spice



# WHERE AND WHEN TO USE PANELA VIDA?

## CONSUMERS

- To sweeten coffee, tea, desserts and savory dishes at home
- Home baking goods

## RESTAURANTS

- To sweeten dishes and desserts served to guests.
- It is a seasoning highly valued by prestigious chefs due to its purity and natural character.

## FOOD & BEVERAGE PRODUCERS

- To sweeten food such as sweets and desserts, chocolate, cookies, waffles, jams
- To sweeten beverage products as tea, coffee, yogurts, milk, milkshakes, juices, beer, spirits, alcohol drinks, smoothies syrups and more.



# PRODUCTS EXAMPLES USING PANELA

Yotoco is a range of **functional beverages** sustainably produced made from innovative ingredients, including various superfoods. The drinks contain a variety of beneficial nutrients – including vitamins A, B, C, D and E, and minerals such as calcium, chloride, iron, magnesium, phosphorus, copper and zinc. All three rely on panela, pure and natural dried sugarcane juice that, as well as being rich in vitamins and minerals, is also high in amino acids, protein and antioxidants.



Gur Vital is a **functional beverage brand** also based on panela juice created for active people who want to replace the loss of fluids, mineral salts, or electrolytes during exercise.



There are many other beverage products launch in Latin America containing panela or panela juice as well as **chocolate brands, yoghurt and more.**



# DISHES EXAMPLES USING PANELA

Panela nutritional properties make it possible to use it widespread. Panela is the natural substitute for sugar and is often used at home or restaurants to sweeten soft **drinks, juices, coffee or infusions.**

It is also widely used in the preparation **biscuits, jams and cakes** such as yoghurt cake, brownie, banana cake, plum cake or orange cake.

Panela is an important ingredient that can be used in **various dishes** such as: pork leg with panela, baby back ribs with panela, pork loin in panela and onion sauce, chicken wings in panela sauce, roast chicken with panela, aubergines battered with panela.



# WHO WE ARE ? WHY YOU SHOULD CHOOSE US?

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- We are a **Colombian company** dedicated to provide consumers healthy alternative to white sugar contributing to human well-being.
- Our products are obtained through natural processes, we use only **100% natural sugarcane juices**.
- Our product is **unrefined**.
- We do **not use any chemicals** during the whole production process.
- We follow clean /**sustainable process** of cultivation and production.
- **We are certified** by The Colombia National Food and Drug Surveillance Institute



# PRODUCT OFFER

- We offer **powdered panela sugar** (dehydrated sugarcane juice) **in bulk, doypack and sachet**
- It can be branded with **Panela Vida brand** or **your own brand**

pack form	sizes	Packaging unit	Price per kg EXW in \$*
bulk	25 kg	1 X 25 kg	xxx
doypack	200 g, 454 g, 500 g, 1000 g	Box = 36 bags	xxx
sachet	6 g	Exposition Box =12 box X 50 units X 6 sachets	xxx

*\*The prices listed in this quotation are valid until **DATE to be filled in by us** discounts may be applied depending on the quantity. (values expressed in US dollars).*



# LOGISTICS AND DELIVERY TERMS

**DELIVERY TIMING:** Depending on the quantities and the stock at the time of receiving the purchase order, it could take maximum 15 calendar days counted from the date of receipt of the purchase order.

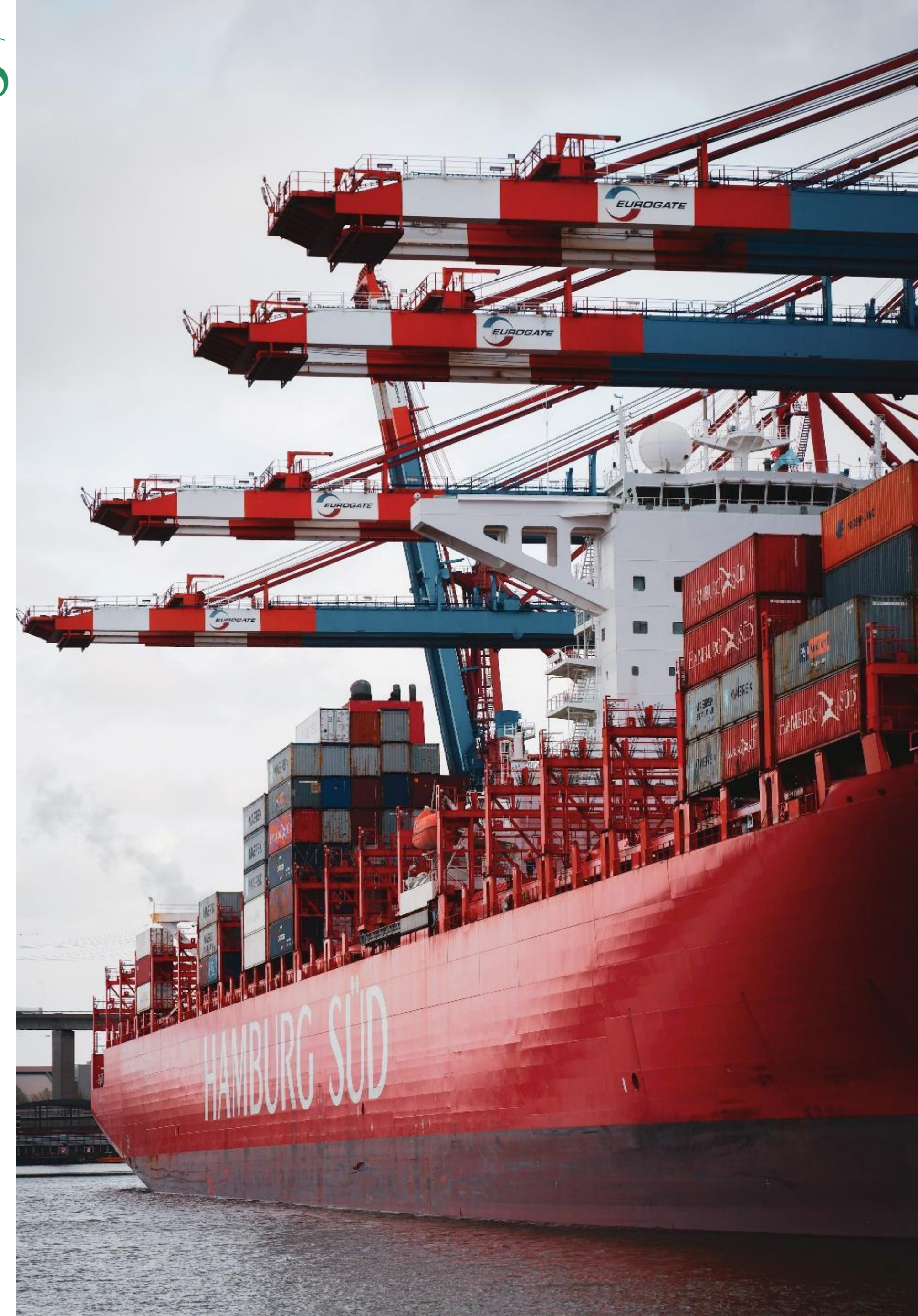
**PAYMENT TERMS:** 50% advance with purchase order and 50% once the product is received by logistic operator in the chosen port. Credit terms are granted depending of negotiation and trading volume.

**QUALITY GUARANTEE:** In each product quality certificate is delivered with the basic physical-chemical and microbiological analyses carried out by our quality area or a certified external laboratory.

**POSSIBLE VOLUME:** 20 FT or 40 FT shipping container

**STORAGE CONDITIONS:** Product should be stored at room temperature, in a dry and cool place. Food product should be kept away from chemicals, soaps and other items that may affect its specifications.

**PRODUCT STABILITY AND SHELF LIFE:** 24 months



# CONTACT US

 **MEET IN PERSON** with our representative in Poland

 **ORDER PRODUCT SAMPLES**

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*Photo source for presentation: Panela Vida, Google (Internet)*

