



*Carlos Correa,
General Manager, Invertec*

Invertec enters in international retail with a line of healthy snacks

With the goal of developing a line of healthy snacks and add value to the raw materials that the company actually process, Invertec sets up three year ago a retail division with Third-party brand.

The first product, which is in the domestic market, is a dehydrated apple chip for school snacks, companies' casino, among others. Also, is available in different supermarket chains. Soon, they will materialize the first export to the international market; it could be to Peru, Colombia and Mexico. Carlos Correa, general manager, points out "we felt fit to internationalize the product, we started with Chile because it is a developed market and because the private labels still have a low participation". The global trend is that these brands have a major participation.

One of its clients, Burger King, offers baked apples, as an alternative of a healthy dessert for the kids' meal, retail brands look favorably to have a healthy alternative in its portfolio. In Chile they supply some JUNAEB dealers, because the government is developing programs in schools to promote healthy eating.

Correa added that they work on expanding the variety of healthy snacks based on fruit, juice, pulp, dehydrated or a combination of those. For this, they have considered importing fruit that Chile does not produce, that allows having newest mixes, in which the fruit is only re-selected and packed by the company. To support this line, Invertec is buying a second vertical packaging machine.

To Invertec the main business is the export of bulk ingredients for industry. In this line, they are promoting simple and concentrated pulps in aseptic packages, which required an investment in equipment to prepare the product and packaging. The simple pulp has a mild heat treatment, thus has

better color and taste fresher, is used for example for smoothies. Currently exported to America and Europe, with very good results, and expect to continue to grow.

As a way to take advantage of its installed capacity of the frozen plant, they began to develop a new line of business, frozen berries. Last season was the second year producing berries like raspberries,

blackberries, strawberries and blueberries. To Invertec within the berries, blueberry is the main product, because it has greater advantages by geographic location and time of year.

Correa indicates that the main fruit for the company, either dried, frozen, pulp and juice, is apple then grapes and berries. This allows them to be competitive, because they buy fruits of different qualities for different processes.

Regarding international market, currently exporting to the United States, which is an important market. In Europe the exports go to Germany, the Netherlands, England and France. In Asia they are in Japan, Korea and opening market in China and Taiwan. For the company, Asia is very important, because it concentrates between 35% and 40%, about sales. Thinking juices, concentrated, dried and frozen, Japan is the main market, then Korea, Taiwan and China.

Talking about investments, the main focus is the automation of the process, given the lack of labor. Began two years ago with the acquisition of optical sorters and gradually they will complement them, to have a low dependence on labor, but highly specialized.

Undoubtedly, sustainability, energy efficiency and quality certifications are critical to continue growing. They have invested in expanding the capacity of the wastewater treatment plant, are also involved in energy efficiency and have homogenized the quality standards of the three plants, with certifications as HACCP and BRC, both audited by SGS.