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식품지널

Food Journal

Chile 2013 Special Edition

Chile

Quality and Trustworthy Supplier

Foods borned in a wonderful Mediterranean Climate
Products to satisfy the most demanding customers
In-depth report of industry and its companies





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Jugos Chile

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BULK WINE**

**20
YEARS
EXPERIENCE**

**MORE THAN
20 MARKETS
INCLUDING JAPAN,
KOREA, USA, UK.**



The Chilean Food has Emerged as a Partner in the Food Industry of South Korea

Abundant agricultural, seafood and livestock products from Chile sharply emerge as a partner of Korean food industry.

Chile, Korea's first trade agreement partner, is perceived as the international trade-oriented nation with high potential.

This year has marked the 10th anniversary since the FTA (Free Trade Agreement) between Korea and Chile was effectuated on April 1, 2004. It is said there is mutual fellowship between both countries.

In geographic terms, Chile is located on the opposite side of the Korean Peninsula. There is a time difference of thirteen hours, between the two nations. However, it is often found that Korean people buy food from Chile, every day, thanks to the FTA.

The food journal reporting team left for Chile, on May 24th, and returned home on June 4th, after accomplishing the schedule to report of the production process of Chilean food. The reporting team visited Chile's leading food companies and factories including Chilealimentos, to meet with the managers in charge.

It is known that the FTA between Korea and Chile exerts, in general, the effects of market oneness under the mutually-complementary industrial structures. It seems that domestic food industry, mainly large-scale companies, are benefit from the FTA to compete with the world. Domestic large scale companies already use agricultural, seafood and livestock products of good quality as raw materials.

Chile's food companies with major facilities, that the reporting team visited, supplies intermediate materials to the global food industry, and at the same time, compete with them. Korea's leading food industries have already established a win-win strategy with Chile's counterparts. Now, let us look into the food product lines in Chile.

Dae il, Kang / CEO kdi@foodnews.co.kr

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Tel +82-2-3477-7114
Fax +82-2-3477-5222
email foodinfo@foodnews.co.kr
Subscriptions +82-2-3477-5223
Advertising +82-2-3477-7115



Chile, a world leading country in production and export of processed fruit and vegetable.

Alberto Montanari

Chairman, Chilealimentos

Additionally, there exist other 160 companies participating and working on projects led by Chilealimentos.

Among agri-foods (produced by the members) which items are competitive in Korean market? (Please, give 5 to 10 different examples)

Chile produces and exports more than 35 types of fruits and 28 types of vegetables to the world; as frozen, dried, juices, canned goods, pulp, among other types, with an offer of more than 500 food products.

We have unparalleled natural conditions for the highest quality food production. Chile is one of the five world areas having Mediterranean climate, where larger and healthier harvests are produced. Temperature differences between day and night make possible the accumulation of natural sugars in fruits and vegetables, thus resulting in distinctive flavors, tastes and colors to products. It is because the above, for instance, that our berries have high levels of antioxidants which are not found in other parts of the world.

Chile is a leading country in processed fruit and vegetable export production worldwide. It is number 1, for example, exporting peach pulp; number 1 in dried apples, and the third exporting non-citrus fruit pulp worldwide. Likewise, it ranks 2nd producing prunes; the third one producing frozen blueberry and raspberry; it is number 5 producing walnuts; it ranks 5th in canned peaches; 5th in canned fruit mixes, the 6th one in raisins, and the 10th producing tomatoes for processing purposes, worldwide.

The main products exported to South Korea are grape juice concentrate, shelled nuts, frozen blueberry, apple juice concentrate, canned peaches, tomato paste, frozen strawberry and raspberry. In the case of the grape juice, Chile is the main Korea supplier, amounting to 46% of imports. Regarding frozen blueberries, Chile is the 2nd supplier with 37% of market share. As to apple juice, Chile is the 2nd supplier with 24% of imports. With regard to canned peaches, it is the 3rd supplier with 19% of market share. In terms of the tomato paste, Chile is the 3rd supplier with 5% of imports.

How do your members consider South Korea as their importing country? (Please, order importing countries)

In 2012, South Korea ranked 11th among the destination markets of Chile's processed fruits and vegetables exports, with USD 55,6 million. The free trade agreement with South Korea, effective since 2004, has been a real driving force for Chilean exports which, coupled with Chilean entrepreneurs capabilities for responding and adapting to every market needs, has made Korea a more significant country for Chilean exports. Prior to the enforcement of the FTA, South Korea was ranked 57th among the destinations of Chilean processed fruits and vegetables shipments.

Will you please introduce Chilealimentos? (Number of member companies, history of the association, main activities, characteristics of members, position of the Association among food-related associations in aspects of scale or number of members etc.)

The Chilean Food Industry Association, Chilealimentos, is a trade association gathering and representing processed food manufacturing and exporting companies. Its origins date back to 1943, when -and at the initiative by a group of vegetable and fruit canned goods processing companies- the Canned Goods Industry Association of Chile is created. In the following years, other business associations (from the dried, frozen and juice areas) were added, thus becoming Chilealimentos in 2004; something that is compatible with the broader role the association was performing, which was to nationally and internationally represent the processing food industry in Chile.

The mission of Chilealimentos is to provide an adequate introduction of its partners to different marketplaces, thus facilitating, as well the Chile positioning as a Food Power, leader in competitiveness and responsibility before the national and international community.

Nowadays, Chilealimentos gathers 70 companies, including processing companies, service companies, and also raw material and machinery suppliers for the industry.

Chile is number 1, for example, exporting peach pulp and in dried apples, and the third exporting non-citrus fruit pulp worldwide. The main products exported to South Korea are grape juice concentrate, shelled nuts, frozen blueberry, apple juice concentrate, canned peaches, tomato paste, frozen strawberry and raspberry.

The shipments which precede them, for importance, are USA, Brazil, Mexico, Venezuela, Russia, Germany, Japan, Canada, Italy and the UK. In 5 years, (2008-2012) –and in terms of value- the shipments to the above countries increased at annual rates of 7% and 18%, while shipments to South Korea increased 69% per year.

What are the strong points of Chilean foods and what do they want to inform about Chilean foods to Korean food companies or customers?

Chile has a number of comparative and competitive advantages for the development of its food industry, which has made it internationally successful.

First of all is its economic stability, giving a support and certainty to its export companies, something that is highly appreciated, particularly by our customers around the world. This has allowed the creation of many companies exporting foods from our country during last 30 years, and also with the highest human capital.

Secondly, the Mediterranean climate of Chile is crucial for processing fruits and vegetables with a very high quality, as well as harvest security that other countries do not have; which is also internationally and highly recognized.

Thirdly is our hemispheric position, at the south of the world, which makes us possible to harvest fruits and vegetables in counterseason with most northern countries.

Finally, there is the state-of-the-art technology we use on all our processes, and which is obtained from the main countries manufacturing machinery and equipment, thus allowing us to produce healthy and safe foods, also having a large product portfolio.

The quality of business involving the relationship with Chilean people, the exceptional products we produce, and the strategic role we play for being producers located at the south of the world, are the advantages that have identified the food companies in the world and international buyers who determine their close relationship with our companies. In summary, those are our strengths; the ones that have driven us as an exceptional country for the production at an international level.

Thanks to technology and quality assurance systems, Chilean companies can produce foods for the end consumer, as well as to deal with the supply logistics of buyers located anywhere in the world. Within this framework, the higher increase is shown by private label products for retail, as developed by the industry in recent years.

How Chilealimentos members have been marketed in Korean markets until now, and what is the marketing plan in the future?

The Chilealimentos partners have participated in promotional activities for Chile's food industry carried out by ProChile in Korea (ProChile is a government entity in charge of promoting exports of products and services from Chile). For example, the participation in the Seoul Food & Hotel Fair and "Sabores de Chile" (Flavors of Chile), a culinary show from entrepreneurs to buyers, the press and various opinion leaders at the destination marketplaces; an activity that has already taken place in Seoul in recent years.

This year, we are beginning with a more direct campaign, such as the special issue in the Food Journal, which will certainly favor business development within the food market.

Korean consumers are very particular about food safety and quality. How about safety management status and quality control of Chilean foods?

Chile is well-known as a reliable and safe food supplier worldwide. Its offer is generated as from raw material (fruits and vegetables) of the highest quality, and supported by Good Farming Practices programs. It is carried out using state-of-the-art equipment, following optimal processes. Plants are operated under top level quality management

systems, based on ISO standards, GMP programs, as well as on quality assurance systems (HACCP).

This is how companies meet the demanding international requirements and certifications. In addition, it should be noted the implementation of traceability systems to identify and follow-up the history of different production batches until reaching the raw material production farm.

What items of agri-foods are especially competitive ones?

The Chilean industry has committed and competitive entrepreneurs who are used to operate under economic liberalization conditions and have proven how to take advantage of the opportunities around them by having an integrated view on the food system and being geared to the market, thus meeting consumer needs.

Chile is a leading country in the production and export of processed fruits and vegetables under mild climate conditions worldwide. In general, we do not produce tropical and sub-tropical fruits and vegetables because we do not have the above climate conditions. For example, Chile is the first peach pulp and dried apple exporter; it is the second exporter of dried plums and tinned peaches; the third exporting frozen berries and raisins; the fourth exporter of grape juice concentrate, among others.

Over the years, Chile has succeeded in creating a wide network of FTAs allowing us a privileged access –in commercial terms- to the major countries in the world. This makes possible to reach under favorable conditions with its products to 62% of the world population controlling 86% of global GDP. They are 22 FTAs, and 60 countries.

With Korea, we have a FTA operating since 2004. Before the FTA, processed fruits and vegetables exports did not exceed US\$ 1 million; a figure that is currently over US\$ 55 million.

Do you have any message to Korean food companies or consumers?

For consumers, it is important to note that Chile has the tradition of producing healthy and high quality food products entering hundreds of countries in the world; and here it is the greatest guarantee as to why our products are preferred by consumers in different latitudes and cultures. The explosive increase of Chilean foodstuff purchases by Koreans makes apparent that our offer adapts very well to Korean people demands and tastes.

It is exactly because of the quality and safety offered by the Chilean food industry that the main and most prestigious food companies in the world are located in Chile or get supplied with Chilean products.

For food companies in Korea, it is to be noted that advantages of Chilean food production have determined that since 2000 to date, the value of our exports to the world has been multiplied by 3, reaching US\$ 15,000 million per year. This has involved an important increase in our activity, but it has also implied a significant increase in their invoicing for our customers abroad. In this case, success not only belongs to us, but also and especially to those who purchase and sale foodstuff in the hundreds of countries we supply, where the highest market value of what we produce is expressed.

The FTA we have signed with Korea, which has noticeably allowed increasing food sales from Chile, has an even more promising projection in the future. We are just beginning to know each other in this business world between Koreans and Chileans. We invite you all to continue deepening our relationships and, in this context, we are always here for you to show you what we have done; let you know about our country and its institutions, in order to gain a better understanding about why doing business with Chile has been and will continue to be a safe way to progress in the development of the food industry.



ProChile is working to help porks, walnuts and prunes from Chile to get a foothold in Korea.

Chile has the capacity to meet quality standards of the Korean market.

Carlos Honorato

Director, Chilean Trade Commission (ProChile)

Chile and Korean Peninsula have a lot in common such as having the sea on 2 or 3 sides and four distinct seasons. Koreans are very interested in Latin American countries including Chile. In order to expand the market, I feel that giving the nation image, as well as cultural code is important. I look forward to the Korean market you make any image about Chile?

Chile has significant trade ties to Korea, especially through food products, which in 2012 accounted for 9 percent of our overall exports to Korea. The particular care Chile places on product quality and safety, complemented by the benefits of the bilateral free trade agreement (FTA) signed in 2004, have earned Chile a positive image in Korea.

However, we look forward to adapting even further to the needs of Korean consumers in order to be recognized as a source of natural, quality products. Outstanding plant and animal health conditions mean outstanding products, including many that meet stringent organic requirements.

For example, our new premium wine offerings are targeted at market segments who demand top-of-the-line, organic wines with a strong narrative behind.

Korea is our fourth-largest export destination overall. As such, we look forward to expanding our positive image, making our food products available to more consumers, and ensuring that they meet Korean needs and requirements.

How were Chilean foods to Korean market for export achievements until now and future plans?

Chilean foods have a strong presence in Korea due to the preferential treatment granted by the FTA signed in 2004, the first Chile signed with an Asian country.

The FTA made it possible to significantly expand the range of fruit and food products we ship to Korea. In 2012 the Korean food market was worth US\$49 billion and grew 4.3 percent. Korea is the third-largest food market in Asia-Pacific and the fifth-largest worldwide.

Will you introduce about ProChile?

An agency under the Ministry of Foreign Affairs, the Chilean Trade Commission (ProChile) helps develop trade in Chilean goods and services, promote and attract foreign direct investment, and foster tourism. The ProChile network includes over fifty trade offices strategically located around the world and fifteen regional centers throughout Chile, all staffed by skilled specialists who actively help position Chilean assets across international markets. ProChile also provides key exporter information and tools and helps identify new business opportunities.

The ProChile Trade Office in South Korea looks after bilateral trade relations and works to enhance ties between Chilean exporters and Korean buyers. The Office is active in a range of promotional activities, including a food investment seminar held this year. In May we took part in the Korea Overseas Investments Fair (KOIF 2013), and in June we'll be hosting Experience Food From Chile, a dinner event featuring Chilean products prepared by a Korean chef, with a focus on promoting business with leading Horeca wholesalers and distributors. We will also be at the Korea Wine Challenge 2013, and in October we'll attend the World Energy Conference in Daejeon.

Increasing exports to Korea has been highly beneficial to our bilateral relation. A particularly favorable factor is growing local demand for functional health foods. Chile produces a wide range of such foods and has the capacity to meet the health and quality standards and expectations of the Korean market.

In 2012 Chile shipped over US\$408 million worth of food products to Korea. This accounted for 9 percent of total Chilean exports to Korea and helped consolidate us as a leading supplier of fresh grapes, kiwifruit, oranges and lemons, wine, grape juice, frozen and refrigerated pork meat, and salmon and cuttlefish.

A major milestone in our trade relationship was last year's approval for Chile to start blueberry shipments, with nearly 400 tons shipped the first season. Key in obtaining approval was the work of the Chilean Agricultural and Livestock Service and a range of ProChile promotional events, including A Taste of Chile, which gave Chilean producers a chance to meet local buyers.

In terms of wine, four new premium Chilean brands are now available in the Korean market. These brands were well received by Korean consumers, who appreciate more sophisticated wines, better offerings, and new varieties.

That said, there is much room for growth in the food products area. In terms of fresh fruit, at present Korea only allows Chile to ship blueberries, grapes, kiwifruit, lemons, and oranges. Given the strong local preference for functional foods that provide health benefits, we see many opportunities for our food industry. There is much interest in juice concentrate, fruit purées and frozen fruit and produce, and we intend to continue growing these lines.

After contracted FTA between Chile and Korea, how is the present situation such as the trend of selling Chilean foods to Korean market etc.?

The Chile-Korea FTA took effect in 2004. Bilateral trade expanded from US\$1.61 billion in 2003 to US\$7.15 billion in 2012, an 18 percent annual increase over nine years.

Chilean exports to Korea grew from US\$1.08 billion in 2003 to US\$4.55 billion in 2012, while imports from South Korea rose 19 percent a year in the same period. At present, 93 percent of Chilean exports enter Korea tariff-free.

Compared markets of Korea and other export countries, are there any particularly different points exist? If yes, which points are favorable or unfavorable?

Increasing exports to Korea has been highly beneficial to our bilateral relation. A particularly favorable factor is growing local demand for functional health foods. Chile produces a wide range of such foods and has the capacity to meet the health and quality standards and expectations of the Korean market.

Functional foods Chile is successfully shipping to Korea include shelled nuts and almonds, fresh, frozen and dried blueberries, olive oil, dried and ground maqui berries, and salmon and trout.

Nine years after gradual tariff reductions went into effect, numerous Chilean products enter Korea under reduced or zero tariffs. This has enabled profitable, long-term partnerships between Chilean exporters and Korean buyers. We serve the Horeca and retail markets with increasingly competitive prices, with benefits for all trading partners and for Korean families and households.

Korea depends highly on foods import, so they are very interested in importing foods from Chile, as well as the United States, Mexico, Europe, Australia, New Zealand, China and the world wide countries as foods buyers. So foods exporters are very interested in Korean market and they strengthen publicity and promotion activities variously now. How to secure sales compatibility and extension strategies in Korean market?

Unique soil, geographical and climate conditions make Chile a reliable supplier of healthy, quality foods. The Atacama Desert on the north, Antarctica on the south, the

Pacific Ocean on the west and the Andes on the east provide Mediterranean climate conditions while effectively shielding the country from pests and disease. These natural advantages allow Chilean growers to obtain higher yields with limited use of agricultural chemicals, helping produce the safe foods for which Chile is noted. In addition, our position in the Southern Hemisphere allows us to ship freshly grown products to Northern Hemisphere markets during their off-season.

In addition, Chile is regarded abroad as a solid Latin American leader, as confirmed by recent assessments. The Organization for Economic Cooperation and Development, the World Bank and The Economist Intelligence Unit all cite Chile as South America's most stable, safest nation, a good business partner and an open country that promotes free trade and actively seeks ties with other nations and trade blocs.

A highly educated workforce, solid macroeconomic foundations, legal guarantees for foreign investors and a sound international image are some of the key factors ensuring confidence in Chile. Our open, stable economic model was ranked first in Latin America and the Caribbean in the Global Competitiveness Index 2012-2013 published by the World Economic Forum.

An additional factor accounting for Chile's standing abroad is strong exporter support. This is the work of ProChile, which provides dedicated, professional trade support in Chile and around the world through a network of trade offices in leading world markets. ProChile helps establish long-term ties to key local food buyers while providing up-to-date reports on markets and business opportunities.

Any other messages to Korean food buyers or consumers?

This year we are working to help Chile Pork, Walnuts from Chile, and Prunes from Chile, three key sector brands, get a foothold in Korea.

A joint initiative with the Pork Producers Association of Chile, Chile Pork seeks to position a brand new image for Chilean pork across Asian markets, based on customer needs. We are working to strengthen exporter ties to existing customers in Korea and Japan and to position the brand and generate new business in China.

The key target markets for this brand positioning drive are Korea, China, and Japan. We stand ready to fully meet the needs of customers seeking the safety of a good product that is also good business.

Prunes from Chile is designed to position Chilean prunes as a reliable, high-quality product. At present, Chile is the largest supplier of prunes to China, Korea, and Japan, and we intend to reinforce our position across leading European markets.

Key initiatives planned for 2013 include attending major trade shows, such as FoodEx Japan, SIAL in China, and FHC in South Korea, complemented by point-of-sale promotional events and other B2B initiatives targeted at buyers and retailers.

Walnuts from Chile, for its part, has been working for the past year on a drive to position high-quality walnut products across a range of international markets.

Plans for 2013 include implementing a social media network with a global reach and positioning Chile as a source of top-notch walnuts with consumers and the food service industry, based on partnerships with buyers and retailers. The strategy will be complemented by exposure in the digital and print media covering dining, gourmet foods and health issues, and by attending trade shows targeted at buyers, distributors, and retailers.

Chilean Food Industry

The export amount of Chile's high-quality food products is increasing annually.

Last year the exports were USD 14.9 billion. Last year the sum of foods that Chile exported to Korea reach USD 408 million. Processed fruits and vegetables accounted for 13%.

Located in the Southwest part of South America, Chile is one of the nations that have much natural advantage.

Its latitude reaches between 30~40 degrees. The nation has the characteristic of Mediterranean climate that is humid in winter and is dry in summer. Because of the geographic and climatic trait, Chile has an optimal condition to cultivate farm crops like fruits or vegetables.

The national territory reaches 756,626 km², 3.5 times higher than the size of the Korean Peninsula. Chile has the world longest length from north to south, 4,300km. The population in the nation reaches 17.4 millions. Well-known as one of the 50 brisk traders, Chile is the world 46th export and the 43rd import nation, in trade volume terms. The gross amounts of export and import account USD 78.8 billion and 74.6 billion, respectively in turn, last year.

Chile's food products increase annually, in export. In 2012, the gross export amounts of food accounted USD 14.9 billion the second highest figures following copper (USD 42.7 billion). As for the ratio of food items in 2012, fresh fruits accounted the highest rate of 25%, following it, processed food reached the second higher rate of 22%. And salmon, wine, meat accounted 19%, 12%, 8%, respectively, in turn. Others accounted 14%.

Chile's food industry has grown based on abundant agricultural and marine resources that are produced much due to geographic traits that the nation has. Chile is perceived as the nation with the most stable and safe food industry in South American. It is predicted that in 2030, Chile's food industry would reach 35% of GDP. Food products from Chile are exported to 95 nations. 80% of processed fruits and vegetables are exported by the members of the Chilean Food Industry Association (Chilealimentos).

Food Products Export to Korea

The rate of fruits and vegetables food products that Chile exported to Korea has skyrocketed to 3,400% in tones and 16,754% in US dollars, from 2003 until 2012. This means that the annual rate average has risen 48.4% in tones and 76.7% in dollars.

In 2012, the sum of processed fruits and vegetables that Chile exported to Korea reached USD 55 millions. Juice is the principal exported product with 41%. Dried food products are the second, with 30%. Following it, frozen food reached 22%. And the fourth product is canned and pulp with 7%. The total amount took up 16,860 tones: juice assumed 53%. Dried and frozen food assumed 9 and 21%, respectively. Canned and pulp assumed 17%.

It is true that Chilean food companies have their willingness to export many products and the government has mainly focused on supporting the industry, with the objective to be one of the Top Ten exporters in the world.

This might play a role in increasing the Chilean food products exported overseas.

Foods Exports of Chile in International Ranking	
Dried & dehydrated fruits & vegetables	
Products	Ranking
Apple	1°
Prune	2°
Raisin	3°
Walnuts shelled	3°
Hazelnut in shell	3°
Walnuts in shell	5°
Almond shelled	5°
All fruits	8°
Bell pepper	8°

Canned fruits & vegetables	
Products	Ranking
Peach pulp	1°
Peach	3°
Non citrus fruit pulps	4°
Cranberry	4°
Cherry (industrial)	5°
Fruits pulps	6°
Tomato paste	7°
Cherry (total)	7°
Cherry (retail)	7°

Frozen & juice fruits	
Products	Ranking
Frozen raspberry	3°
All frozen fruits	5°
Apple juice	5°
Other frozen fruits	5°
Grape juice	5°
Cranberry juice	7°
Frozen strawberry	9°

ALIFRUT

Its products are exported to the USA, Korea, Japan, Europe and Australia.

Implementing a complete automatic packaging system for fruits and vegetables, and safety management from selecting ingredients to manufacturing to meet the global.

Established in 1989, Alifrut is a Chilean company, leader in the production and exports of frozen fruits and vegetables. The company has 6 production plants and produces 75,000 tons of frozen fruits and vegetables, and 2.000 tons of fresh blueberries. The annual turnover is 200 millions dollars.

ALIFRUT exports its products to many food and distribution companies in countries such as the USA, Korea, Japan, Europe and Australia, and it supplies products in various package sizes to satisfy different requirements and customer's standards.

ALIFRUT is a company that performs safety management to meet top level global standards, it assures the quality and has a traceability system for frozen fruits and vegetables produced in Chile.

The main products are blueberries, raspberries, strawberries, blackberries, kiwi fruit, berry mixes, sweet corn, peas, green beans, asparagus, broad beans, broccoli and cauliflower.

Gonzalo Bachelet A., General Manager/CEO said "ALIFRUT entered into the Korean market 4 years ago, and the result was great. It has shown remarkable growth every year. In last May, we participated in 2013 Seoul International Food Exhibition held at KINTEX and received very positive feedback".

Alejandro Rodriguez, the Export Manager, said "We are supplying our main export items such as blueberries, packed in private labels and also in our brand Minuto Verde to large distribution, retail, Food Service and internet companies such as Erum Foods, Home Plus, TESCO, and it has brought a great result". "We are planning to introduce our frozen vegetables line in the Korean market, packed in our brand Minuto Verde; it will be launched in July.

In 2012, ALIFRUT received an award from the Chilean Export Association for its contribution to develop a new market with customer satisfying products.

ALIFRUT increases its efficiency by implementing complete automatic packaging system for frozen fruits and vegetables. Alifrut's factories use the latest state of the art technology. The two processing lines used for blueberries were introduced from the USA 3 years ago. These blueberry processing lines do have laser color sorters, washing lines,



Gonzalo Bachelet, CEO



Alejandro Rodriguez, Export Manager

metal detectors, de-stemers and sizers, they are capable to produce a total of 10,000 tons of frozen blueberries annually.

All of our products meet strict frozen foods quality standards, we are certified under HACCP, BRC, ISO.

"We are satisfying our customer's expectations offering safety and natural products from the field to the consumer's table, keeping the flavors and scents of the fresh ingredients", said CEO Bachelet.



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Contact Alejandro Rodríguez: aorodriguez@alifrut.cl, Jimena Basualdo: jbasualdo@alifrut.cl,
Valentina Infante: vinfante@alifrut.cl and Dominique Bordachar: dbordachar@alifrut.cl

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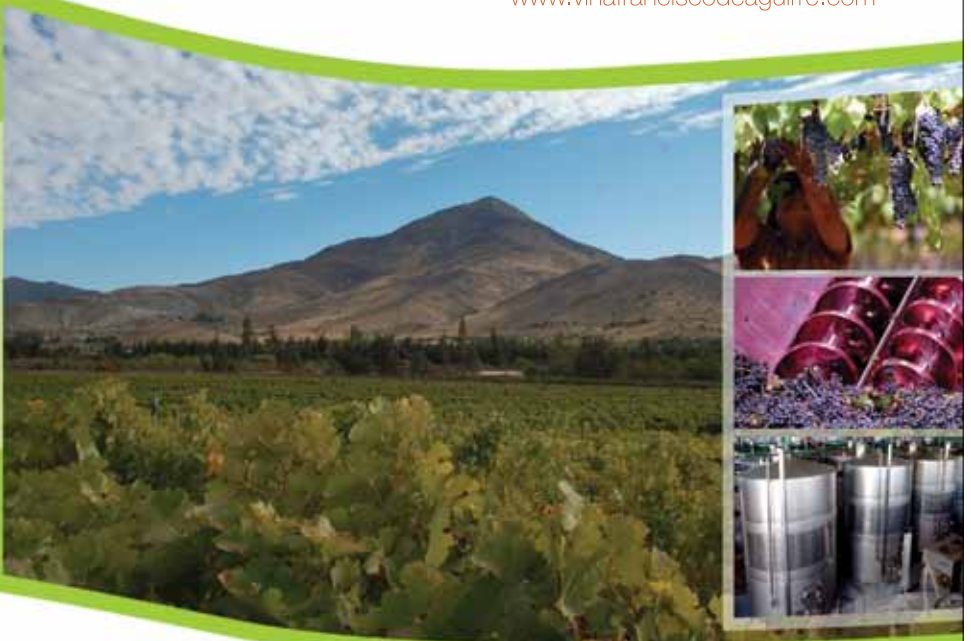


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Located in the Limari Valley, South of the Atacama Desert, yet only 35 kms inland from the Pacific Ocean, thus constituting an excellent terroir that allows for the production of wines and grape juice concentrates of superior quality. Subsidiary of the CAPEL Holding, founded in 1935, with 1400 producers farming 6000 hectares and producing 120000 Tons of quality grapes processed under strictest quality standards in the industry.

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George E. Habib, Quality & Export Director

The reporter visited Francisco de Aguirre plant located in Limari, 400 km north of Santiago. It is a subsidiary company of CAPEL (cooperative) and produces ATACAMA grape juice. George E. Habib, the Quality & Export Director, explained “CAPEL is a cooperative consisted of approximately 1100 farms with the area of 4500 ha in Chile, and is the leader of production of pisco and one of the leading producers of alcoholic beverages in Chile”.

“The production plant is equipped with the newest processing equipments in Latin America, and it is capable to produce 16,000 tons of grape juice concentrate a year. We have a 100% complete record tracking system that can trace from the fruit producers and ingredients to the finished products and supply quality products to the world markets”.

“In this region, the weather is sunny and clear throughout a year, and it enables to produce red grapes in an intense color. Also, at night, cool temperature helps red grapes and white grapes have intense aromas. Since the low annual precipitation (60 ~ 80 mm a year) prevents diseases and infections, we have very little use of pesticides”, Habib, the Quality & Export Director emphasized. On the day the reporter visited the factory, it was raining, and Habib was pleasant as like he had a welcome guest.

ATACAMA Grape Juice Concentrate

At this plant, ATACAMA which specializes in virgin products, applies strict quality standards, and satisfies the different requirements from rigid and complex markets. Also, it exports the products to well-known companies in South Korea.

It operates a plant that can produce the best grape juice concentrate and ‘art Swiss technology’ for the production of virgin grape juice concentrates.

The plant is equipped with low-temperature storage facility of enormous scale that can store 8,500 tons of juice concentrate. The touch screen control and two evaporators, well-known around the world, protect the color and flavor of juice concentrate. Also, since it keeps the nutrients by using low-temperature sterilizers and provides ‘filling lines,’ juice concentrate can be produced without any contamination with microorganisms.

“Regarding quality assurance, we apply the international standards such as HAPPC and ISO-9001, therefore the products supplied to the customers are 100% safe. We are exporting our products to Japan, which is the pickiest customer, Korea, the USA, Canada and Mexico. We would like to approach closer to the Korean customers with fresh and safe products”, said Habib, the Quality & Export Director.



Agrofoods Central Valley Chile

One of the leaders the Chilean food industry.

The largest manufacturer and exporter of plastic fruit cup products in Latin America.

Agrofoods Central Valley Chile, is a leading agri-industrial company in Chile.

The company originated in 1970 as an agri-industrial project for a tomato paste plant, project which became a reality by the mid 70 's. In the early 90 's, a new plant was built. This time the plant was for canned fruits; this plant was so successful that it was acquired by Unilever Chile in the mid 90 's.

By the year 2000, Unilever Chile sold the canned fruit plant to Massai Agricultural Services, the current owner holding corporation of Agrofoods which has invested over USD\$ 20 million in the last 12 years in new technologies and additional capacities, thus allowing Agrofoods to grow and become a leading international co-packer of quality food products.

Agrofoods manufactures high quality retail and industrial food products. In terms of retail products, Agrofoods is the largest manufacturer and exporter of plastic fruit cup products in Latin America. It is also a leading manufacturer and exporter of canned peaches and fruit cocktail in various formats. Other retail products manufactured comprehend various fruit marmalades and tomato sauces. In terms of industrial products, Agrofoods manufactures various fruit purees, fruit pulps and various diced fruits in aseptic drums of 200 Kg.



Matias Serani, Commercial Manager

Agrofoods ' focus is to supply high quality food products while complying with strict quality requirements from its customers. The company counts with BRC Global Food Standard Certification A-Grade and a team of well trained professionals who have vast experience in processing food products.



Agrofoods manufactures high quality retail and industrial food products. In terms of retail products, Agrofoods is the largest manufacturer and exporter of plastic fruit cup products in Latin America. It is also a leading manufacturer and exporter of canned peaches and fruit cocktail in various formats.

The company also counts with high-end technology and a modern production facility with more than 40,000 m² in building areas and a large enough capacity which allows the company to export various products under more than 100 brands to over 20 countries in the world. It has a strong compromise with the environment and with just labor, providing sustainable growth for the company, its employees, suppliers and most of all, its customers.

Agrofoods is strategically located in the Central Valley region of Chile, an area characterized for having rich soils and a natural Mediterranean climate which allow the growth of world class quality fruits such as grapes, peaches, pears, cherries, apples, berries and other fruits. Therefore, the company has been able to obtain the very best benefits of this region by being able to source and utilize the very best fruits from the region.

As indicated by Mr. Matias Serani, Commercial Manager of Agrofoods, the company has been able to successfully and continuously add value to all the brands of products it supplies by manufacturing high quality products at competitive levels, thus allowing these brands to differentiate from the rest of the brands in their respective markets. In addition, the company has a strong compromise with its customers by providing a service of excellence.

Agrofoods Central Valley Chile looks forward to establishing successful and long-term business relationships with companies Korea so that the Korean consumers may be able to have appealing and new options to consume high quality processed fruit products from Chile.



Invertec Foods

Leading Chilean company in the processed vegetable and fruit products, looking to expand its business in Korea.



Carlos Correa, CEO

Along with the wellbeing trend and the natural products, Invertec Foods is focusing its efforts to widen its products distribution in the Korean market.

Invertec Foods processes vegetables and fruits into different types such as juice concentrate, puree and frozen products, and supplies them to food companies and retailers.

The company was founded in 1987, and today has an annual turnover of 60 million dollars and has become a leading organization in the field of processing vegetables and fruits.

Carlos Correa, Invertec Foods CEO mentioned: "Invertec Foods is a vegetable and fruit processor and we export our products worldwide, where we meet the most strict quality standards. We are one of the few companies that are present in the frozen, dehydrate and juice business. This allows us to take advantage from all the synergies of the three businesses and transfer them into a more competitive position in the market. In terms of distribution, Invertec products have a global reach.

Our products are present in Europe, America, Oceania and Asia. The most significant markets are Japan, South Korea, America, Canada, the UK, and Germany. Currently in Korea, we are mostly present with our juice concentrate products, where we are supplying some of the largest and most demanding companies in the market. Our focus right now is to expand our business on Frozen and Dehydrates products, and continue developing the Juices and Purees adding some organics references to our product range".



One of the challenges in the Korean market is to consolidate the current IQF (Individual Quick Frozen) blueberries where the company doubling the production in the last three seasons. "We believe that we have great opportunity to increase our sales in Korea with this product" Mr. Correa mentioned.

Following the path of the healthy food and ingredients, and keeping in mind the inclusion of value added products in their portfolio, Invertec Foods has developed a project of healthy snacks, approaching different Chilean retailers with it with great results. Today in the Chilean market they hold over 80% of market share from the category and they are starting to expand the distribution to other countries in the region.

"The steady growth of Invertec is based on four pillars: People, market knowledge, innovation and technology. This is why the company is continuously investing in these four items and making sure they are all well connected. We know that if keep the good work and continue supporting the market with the best products we will continue the successful path we are in" concluded Mr. Correa.



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Cristobal Domínguez
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Ditzler Chile

An important refrigerated and frozen food company in Chile, supplying ingredients for processed foods to multinational companies.

Processing 6,000 tons of products per year... exporting cherries, blueberries and mixed berries to South Korea.

The reporter visited Ditzler Chile, company operating cold storage facility in Santiago, Chile and supplying ingredients used for processed foods to many top food companies around the world.

After passing the strict identification process at the entrance, the reporter was able to meet Michael Brogle, (General manager).

Ditzler has been handling frozen food products and fruits over the last 70 years, and growing cherries, the main item, in a farm located in southern Chile" said Brogle.

They also added "Ditzler processes 6,000 tons of agricultural products annually, and turns over 200 million dollars a year, and exports 40% of them.

Ditzler Chile established a company in Santiago 23 years ago. The main products of the company are processed fruits and vegetables used as ingredients for processed food products. The company supplies blueberries, strawberries, cherries and apricots used in yogurt, and various sauces and jams to food companies.

Ditzler works with many very well-known multinational companies such as Danone, McDonald and Nestle. Thus, it is hard to deny that many Korean already have tried the processed food products made with the ingredients supplied by Ditzler.

What is the strength of your company?

Great quality. The owner is a Swiss, and operates the business perfectly by



Michael Brogle, General Manager

ensuring the quality and guaranty relations. Ditzler supplies ingredients to multinational companies, and operates a retail business by selling completely processed products. As quality fruits are produced in Chile, and the sales have been up and the business is getting expanded.

Where is the company ranked in the field of cold storage?

It is the No. 1 company in Chile, and it is the leading company in exporting.

What is the current state in the export to South Korea?

Ditzler exports cherries, blueberries and mixed berries. We have exported 150 tons a year in 2012. We have a high expectation in the Korean market. Especially, cherry is the item that has the most potential.



Patagoniafresh

A front-runner in the production of fruit juice concentrates in South America with its 30 years of history.

Exporting safe and fresh food products, apples and red grapes to South Korea.



Chile has distinct four seasons; spring, summer, fall and winter; and the stable supply of fruits and vegetables has enabled the development of the related food industry.

Patagoniafresh is a front-runner in the production of fruit juice concentrates, at which abundant ingredients are processed and then exported.

Patagoniafresh is the largest non-citric acid fruit juice producing company in the southern hemisphere, and it boasts the low cost and high quality. It has record tracking system, and has led the juice industry for more than 30 years.

Patagoniafresh has 3 facilities, and the Ovalle facility is located 400 km north of Santiago, and it is capable to process 250 tons of fruit a day.

The San Fernando facility is located 140 km south of Santiago, and it is capable to process 800 tons of fruits.

The Molina facility is located 200 km south of Santiago. It is capable to process a total of 1,800 tons of fruits a day.

“We have been exporting apples and grapes to South Korea”, said Arturo Cerda, the Commercial Director.

The production of fruit juices concentrate reached close to 40,000 in 2012.



Arturo Cerda, Commercial Director

In 2012, the proportions of sales per market was 65% for North America, 15% for Asia, 15 % for Europe, and 5% others.

“Patagoniafresh combines its stable supply with record tracking system for customers’ value, and acquired ISO 22000, PAS 220, ISO 9001 and HACCP verification. We will supply safe and fresh food products to the Korean market.

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Sugal Chile

Worldwide partner for Tomato paste and fruit puree.

Supplying to multinational companies with High quality products in more than 40 countries.

Sugal Chile is a subsidiary company of Sugalidal Industrias de Alimentacao SA. And the largest tomato paste producer in the southern hemisphere.

Sugal Chile began on 1949, and actually produce tomato paste and fruit purees, mainly focus on the export market with productions in two facilities, Tilcoco Factory located at 130 km south from Santiago. At this facility, tomato paste and fruit puree are produced, and the facility is capable to process 4,500 tons of tomato and 1,000 tons of fruit a day. This facility is standing on a huge land with the area of 350,000 m², where also the company has a farm-research center where new varieties and agricultural techniques are tested every year. In this location the company process approximately 300.000 Tons of Tomato (raw material). About fruit puree, the company process 120.000 Tons of fresh fruit per season from December to July, where peaches, pears, apples, apricot, strawberries and others are converted in fruit purees.

The second facility is located in Talca, 260 km to the south of Santiago, in this facility the company process 4.000 tons of tomato per day to produce tomato paste.

Sugal Chile supplies its tomato paste and fruit purees to many multinational companies worldwide with important sales in Europe, Asia and Latin-American Countries.



Renato Rodriguez, Operational Manager

At Talca facility, where the reporter visited, 250.000 tons of raw material are processed from February to mid April, this is the peak season for tomato paste production.



Sugal Chile is able to produce in their facilities several specifications of tomato paste (Hot break and Cold Break process). The main applications for “Hot break” are sauce, ketchup and pizza sauce between others. And “Cold Break” is used to produce juice and soups mainly being strongly exported to Asian markets.

Sugal Chile conducts the quality assurance and traceability systems for the entire production chain (from the farms to the final product), fulfilling international standards and in this way assures the best quality in their products, always thinking in their customers’ needs, as Mr. Renato Rodriguez Operational Manger said.

Empresas Lourdes

Developed a continuous process delivering a 100% natural final product.

It has the capability to elaborate products, processing and mixing different types of grapes to make varied profiles of juice.

Empresas Lourdes, a company with over 20 years of experience in concentrate juice development in Chile is part of an important domestic holding and has three business units, wine, concentrate juice and a tetra pack line.

Since 2007, the company has begun to invest heavily, in edge technology and modern infrastructure that allowed us to increase the quality of our products, efficiency and environmental care. We currently have a capacity to process more than 35 million kilos of grapes and to concentrate more than 7,000 tones of juice.

Lourdes is the second largest producer of wine in bulk. The concentrated juice has gained importance within the company and we want to be leaders within the industry in the medium term.

To achieve this goal, the company has several advantages, according to the head of concentrate juice area, Mr Héctor Muñoz. Firstly, he highlights the plant location in the central zone of Chile that allows them to expedite access to the country's main ports, Valparaiso and San Antonio, and, therefore, delivery of their products as well as gathering grape from both the north and the south of the country. Also, we have a great team of professionals with vast experience, flexibility to produce the products required by the client and a strong commitment to customers and quality throughout the production chain.

Besides, there are four natural barriers in Chile, the Andes mountain range, the sea, the desert and the Antarctica, which protect it from diseases and plagues, reducing the needs for chemical products. To Muñoz this is, without a doubt, one of the best advantages for the juice industry, in general, and for the company, in particular, as the latter's juices are 100% virgin, without preservatives.



Opportunities for Chilean grape juice, in general, and Lourdes are in the Asian markets, due to tariff reductions. Having a zero taxes with Korea has been crucial to increase exports.

Considering this important characteristic of the product, the company developed a continuous process that does not use additives, delivering a 100% natural final product complying with the high standards of the food industry abroad. Furthermore, it has the capability to elaborate products according to its clients' needs, processing and mixing different types of grapes to make varied profiles of juice.

Some of its products are red 400, red 600, red 1000, red 4000, cabernet, merlot and concentrate white.

Asked about the markets to which the company exports, he stated that the main is the Asian market, where Japan has the first place followed by Korea, which has grown in an important manner lately, due to the market preference by grape flavour in juices.

Other markets are Latin America with around a 15%, strongly Venezuela, Colombia, Ecuador, Chile, and Mexico. Also, the US, Canada, the Netherlands and China, among others.

In his opinion, grape juice opportunities for Chile, in general, and Lourdes are in the Asian markets, due to tariff reductions. Having a zero taxes with Korea has been crucial to increase exports. Japan has also lowered taxes compared with Argentina, and other competitors. It is expected to reach zero taxes in a few years.

In red grape juice, Chile is the largest exporter in South America and the strongest competition in the Asian markets is the US and Spain in Europe.



Other fundamental issue for the company and which allows it to compete in a better way is certifications. Hector Muñoz highlights that these are an element that allows the company to deliver a quality and safe product to its clients.

Main certifications are:

- ISO 22.000, related to management for innocuous foods
- ISO 14.001, an environmental standard
- HACCP, to guarantee offer of innocuous foods to its clients.

All the above have been granted by a prestigious international firm, as it is Bureau Veritas.

Among the priorities of the company it is to bring stability to prices in the market and transfer it to its clients. To that end, it has used both the experience of its professional staff and the state-of-the-art technology it has to improve production processes efficiency that has also permitted the company to be more competitive and conquer new markets. For this year, expectations are to process five thousand tonnes of grape.

This concern of the company and its management to deliver its clients first quality products at competitive prices has the goal to build long term relationships.

Finally, Hector Muñoz indicated that the commitment of the company and the holding is to reposition the concentrate juice unit in the top three places in the short term, commitment that is supported financially, by the people that compose this new organisation structure and the international projection they want to give to its product.

Maltexco

Producing natural barley and malt-related food products for over 100 years.

High quality ingredients that improve your products.



Omar Pabst, Commercial Director; Boris Teran, Sales Manager Asia

“Maltexco is leading the South American market with barley/malt food ingredients such as malt extract and BarleyChoc”, Omar Pabst, Commercial Director, and Boris Teran, Sales Manager Asia, explained impassionedly.

Maltexco was founded in 1896, and the current owner, the Chadwick family, took charge of it in 1916. Since then, the Chadwick family has been producing high quality barley/malt products with a high level know-how for over a hundred years, and is continuously innovating to create new customer value.

This company is currently operating two brands: PatagoniaMalt for the brewing business and MaltexcoFood for the ingredients related with food business.

MaltexcoFood is certified ISO 9001 and ISO 22000, and the food ingredients produced at its facilities are supplied to Nestle, Kellogg's, Danone, Kraft and others. Many customers might not be aware that they have already tried the food products made with Maltexco's ingredients, since many well-known food companies have used them.

Maltexco produces annually 110,000 tons of malt, 3,400 tons of specialty malts, 14,000 tons of malt extracts, 10,000 tons of flours, and 5,000 tons of pearl barley.

Particularly, Maltexco has developed 'BarleyChoc' which is a natural flavoring that can replace cocoa powder. It also provides natural colors and flavor improvers, and is interested in supplying their products to more food manufacturers in South Korea.

Maltexco has introduced the ingredients of their 100% natural barley in South Korea since 2007. Many well-known food companies such as Lotte and CJ Jeail-jedang have already used Maltexco's malt extract and BarleyChoc.

“We are focusing in the food and beverage industry in Korea, especially on baking, confectionery and breakfast cereals”, said Boris Teran.

Maltexco's malt extract is made uniquely from natural malted barley, focusing on quality and flavor. They are not mixed with other ingredients or grains such as rice, corn or tapioca, commonly used by other companies to reduce costs, but which affects the quality.

It is assumed that approximately 500 tons of malt extract is annually consumed in Korea, and Maltexco has a 6% market share. Maltexco focuses on the advantage of using pure malt extract on baking, confectionery and breakfast cereals, mainly because it acts as an improver. The product exists in two different types: liquid and powder. Malt extract has been applied to provide natural fresh flavor, aroma, color and texture on cookies, snacks, cereal products, and ice-creams.

Malt extract, which contains abundant carbohydrates (maltose), can also be used for chocolate flavored instant drinks such as soy milk.



BarleyChoc, using only barley, which enhances different natural colors and flavors

BarleyChoc, is used to enhance a variety of flavors, colors and aroma of final processed food products. It is made with roasted malt flours, which comes from 100% natural Barley.

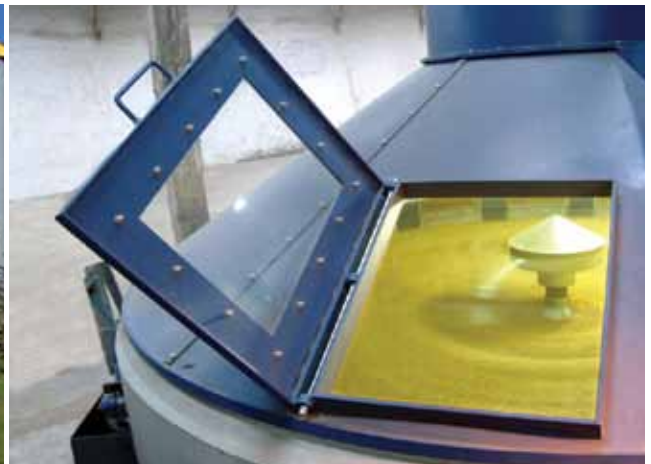
“BarleyChoc is a natural flavoring. Its most popular application is to replace cocoa powder on up to 40% of existing products. BarleyChoc is a 100% natural product. It is non-GMO, and contains no additives. It also costs much less than cocoa powder. Moreover, it gives a variety of flavors such as chocolate, cocoa, sweetness and bitterness. Its color range vary from light brown to reddish brown to black”, explained Boris Teran.

BarleyChoc, which is used for cereals, cookies, baking mixes, muffins, cup cakes, brownies, and chocolate coating, is divided into four different kinds, each with its various ways of application, including BarleyChoc Light, BarleyChoc Dark, BarleyChoc Classic and BarleyChoc Mokka.

BarleyChoc Dark, has already substituted 30% of the confectionery market in Peru. In Canada, BarleyChoc Classic is replacing 35% of alkalized cocoa in muffins. In South Korea, BarleyChoc Classic is used to provide color and flavor in a cookie mix.

Maltexco conducts a perfect record tracking system from the cultivation agreement of barley with farmers, to production of malt, until the supply to their clients of their finest barley ingredients.

The production area is located in Talagante, Temuco and Coronel. Maltexco differentiates its ingredients by developing new varieties of barley through continuous R&D.



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Agrozzi / Empresas Carozzi

The Nº 1 Mediterranean fruit puree manufacturer in the world, exporting 90% of its products to about 40 countries.

Interested in the Korean market which is growing... Strict quality control, producing juice concentrate since last year.

“Agrozzi is the No. 1 Mediterranean fruit puree manufacturer in the world. Cristian Alemparte, the Commercial Manager, stated “Agrozzi is an agriculture and industry department of Carozzi Inc. and is located in Teno, which is a main producing district of fruits and tomatoes”.

Agrozzi has the newest factory in Chile, and has been producing the largest amount of Mediterranean fruit puree.

As a multinational food company, Agrozzi stands out in overseas markets as well as in Chile, and it shows its interest in the Korean market, which has shown a high potential since Korea-Chile FTA.

“Currently, the size of the Korean market is small, but it is growing bigger. We have high expectation” said Alemparte the Commercial Manager. He also added “We will produce trustful Agrozzi products with strict quality control.

In order to actively react to the change of the world economy, Agrozzi invests consistently to increase the production capacity and to improve the efficiency of processing. In addition, Agrozzi has made a long-term agreement with farmers to stabilize the supply of raw material.



Cristian Alemparte, Commercial Manager

Agrozzi, which is located 170 km south of Santiago in Chile, has been producing tomato paste, fruit and vegetable since 1990 and juice concentrates since the early 2012.





Felipe Beckdorf, Operation Manager

In the Juice Concentrates process there are two types of extraction processes; one has 7-level evaporation capacity and can process 1000 tons per day, and the other has 6-level evaporation capacity and can process 500 tons per day.

As for the storage of food ingredients produced in the company, Agrozzi also has a large scale facility that can store 14,000 metric tons in 200,000 liters stainless steel tanks at a refrigerated state (0C).

Felipe Beckdorf, the Operation Manager, emphasized that "Agrozzi produces reliable food products by practicing thorough hygiene management from cultivation to processing, such as juice concentrates, including tomato paste, apple puree, peach puree, pear puree, plum puree,

Carozzi

Carozzi is one of most representative food companies in Chile with its 100 years of history. It is a multinational food company which has factories in Chile, Peru and Argentina, and it is the largest food company in South America and has annual sales of 1.2 billion dollars. Agrozzi, the agro industrial division of Carozzi is the main exporting company of processed food products in Chile, and the actual exports reaches 250 million dollars.

This company is continuously growing in the food market, and is raising the brand awareness internationally, not just in Chile.

Carozzi is expanding its business by continuing its development and practice with more than 10,000 employees.

Carozzi Inc. continues its growth with well-known brands including Carozzi (pasta), Costa (chocolate and candy), Ambrosoli (candy, chocolate, and cookie); Selecta, Mon Blanc, Carozzi (wheat flour); Rozzo, Miraflores (rice); Pomarola (tomato sauce); Sprim (drink powder); Caricia (dessert); Agrozzi (fruit puree, vegetable puree, tomato paste, juice concentrate linked to the main brand).

apricot puree, apple juice, peach juice, kiwi juice, plum juice, European plum juice and grape juice, and vegetable puree including squash puree and carrot puree.





Concentrating the best of fruit

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• Green Bell Pepper Cloudy • Carrot Cloudy
ESSENCES • Apple

FRUIT & VEGETABLE PUREES

- FRUITS** • Apple • Apricot • Cherry
• Peach • Pear • Strawberry • Kiwi
• Raspberry • Blueberry • Prune • Plum
VEGETABLES • Carrot • Broccoli
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