



LOS CANTORES



EL ARTE DE LA TORTILLA



Who is LOS CANTORES?



- ❖ *Los Cantores* is a family owned and operated tortilla chip business established in 2004 with a production facility located in Vars near Ottawa, Canada.
- ❖ The Godinez family founded Mexican Corn Products, which produces *Los Cantores*, to fulfill their desire to bring authentic and gourmet Mexican flavours to a Canadian market.
- ❖ They use innovative in-house production processes and unique recipes as well as original flavours to help differentiate their delicious tortilla chips from the rest. Simply the best!
- ❖ The *Los Cantores* brand is available across Ontario and Quebec through major retailers such as Whole Foods, Food Lands (owned by Sobeys), Provigo, Metro as well as many independent grocers and gourmet stores.
- ❖ *Los Cantores* is also proud manufacturers of the Ontario-based *Farm Boy's* house brand under private label since 2006 and the Original flavour tortilla chips have been the top seller in their grocery section for several years.
- ❖ *Los Cantores* makes the best tortilla chips in the world... Just try it!

Why choose LOS CANTORES?



- ❖ Los Cantores produces a superior quality authentic tortilla chip with unique flavours.
- ❖ Caters to the fast-growing foodie and health-conscious population in search of healthy, authentic and high quality foods.
- ❖ They use Masa that contains a minimal amount of water so when the tortilla chips are fried they absorb less oil making them healthier and tastier.
- ❖ Their tortilla chips are 100% Natural, Cholesterol Free, with No Artificial Flavours or Preservatives. They are naturally Gluten Free and Lightly Salted...and 100% Delicious.
- ❖ Their tortilla chips are made with 100% Canola Oil.
- ❖ All their products are fresh and orders are prepared as required and shipped immediately to the stores to remain as fresh as possible.
- ❖ Los Cantores products are competitively priced and the best value in the market.
- ❖ Attractive and one-of-a-kind packaging.
- ❖ Authentic recipes and innovative flavours that are chosen and prepared meticulously to be paired perfectly with a variety of foods and beverages.
- ❖ There is no other tortilla chip brand that taste this delicious...

LOS CANTORES ORIGINAL



- ❖ The Top Seller
- ❖ Big corn flavour with hints of toastiness.
- ❖ Good balance of salt to draw out the natural corn flavour.
- ❖ Firm and crispy texture that does not wilt when dipped.
- ❖ So flavorful, that it can be eaten by itself.
- ❖ Pairs perfectly with any dip, guacamole, salsa as well as a cold beer or soda.
- ❖ Can be used in many authentic Mexican dishes such as Tortilla soup and salads.



LOS CANTORES LIME



- ❖ The lime tortilla chips have a fresh and zesty citrus taste with a big corn flavour.
- ❖ Firm and crispy texture that does not wilt when dipped.
- ❖ So flavorful, that it can be eaten by itself.
- ❖ Pairs perfectly with guacamole, hummus and tabouleh.
- ❖ It is ideal to be enjoyed along side your favourite cold beer or soda.
- ❖ A favorite among Latin-American consumers as it is a reminder of their native homeland.



LOS CANTORES ANCIENT GRAINS



- ❖ Big corn flavour with a nutty overtone.
- ❖ Firm and crispy texture that does not wilt when dipped.
- ❖ So flavorful, that it can be eaten by itself.
- ❖ Contains a combination of grains and seeds that gives a unique flavour to the tortilla chip.
- ❖ A great option for people that enjoy eating whole grains and are intolerant to wheat.



LOS CANTORES CHIPOTLE



- ❖ Big corn flavour with a smoky overtone and a hint of heat.
- ❖ Firm and crispy texture that does not wilt when dipped.
- ❖ So flavorful, that it can be eaten by itself.
- ❖ The traditional “Nacho” dish, can be prepared with this tortilla chips and the results are simply delicious.
- ❖ They can be enjoyed with dips as well to add some heat and taste.
- ❖ Pairs perfectly with cheese and cheese dips.



LOS CANTORES CINNAMON



- ❖ Inspired by a popular Mexican dessert called buñuelo.
- ❖ Firm and crispy texture that does not wilt when dipped.
- ❖ This chip is a delicious and light treat.
- ❖ Pairs perfectly with vanilla ice cream and apple sauce.
- ❖ For coffee lovers, this is a great replacement to any cookie.



LOS CANTORES REFRIED BEANS



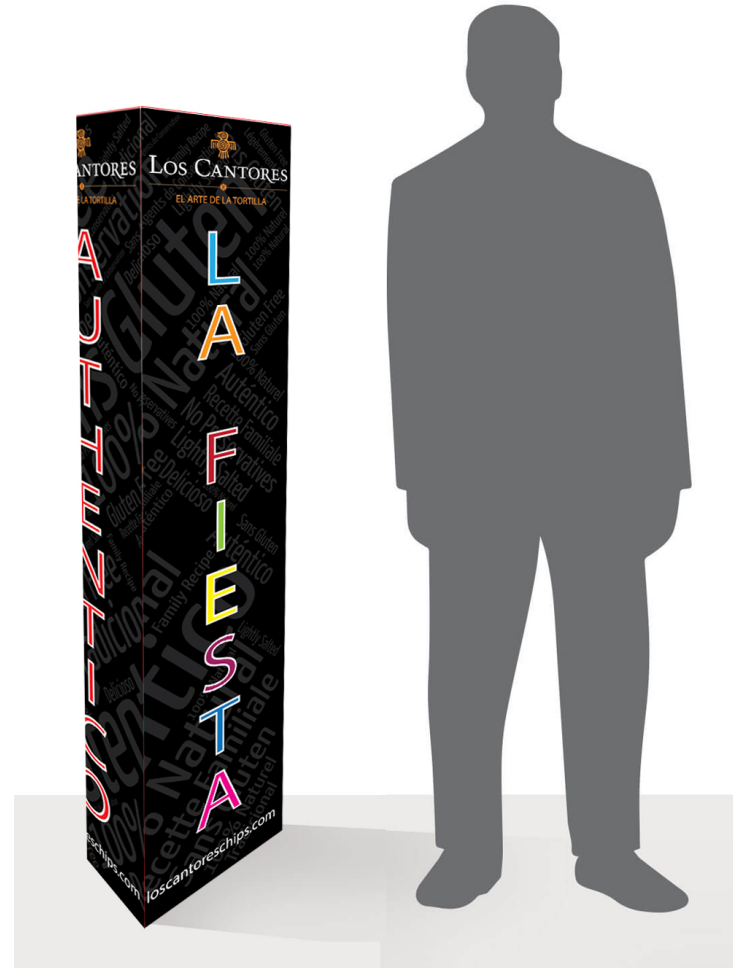
- ❖ Big corn flavour with a distinctive bean overtone.
- ❖ Firm and crispy texture that does not wilt when dipped.
- ❖ So flavorful, that it can be eaten by itself.
- ❖ Pairs perfectly with Hummus.



LOS CANTORES MARKETING

Los Cantores offers several marketing and promotional tools to its retailers such as:

- ❖ Shelf dangles
- ❖ Totem stands



LOS CANTORES MARKETING

Los Cantores offers several product configurations to help retailers promote the brand.

- ❖ Pallet programs
- ❖ Stack programs





Description Sheet

Product Description	Item Code	Pack Size	Case Length (Inches)	Case Width (Inches)	Case Height (Inches)	Case Cubic Feet	Case Weight (LBS)	Case Weight (kg)	UPC Code	Case Code
Original	12613 3	12/360g	24	15.5	12.5	2.52	11.7	5.3	6 27843 12613 3	1 06 27843 12621 5
Lime	12614 0	12/325g	24	15.5	12.5	2.52	10.8	4.9	6 27843 12614 0	1 06 27843 12614 7
Chipotle	12615 7	12/325g	24	15.5	12.5	2.52	10.8	4.9	6 27843 12615 7	1 06 27843 12615 4
Refried Beans		12/325g	24	15.5	12.5	2.52	10.8	4.9		
Cinnamon Crisp	12617 1	12/325g	24	15.5	12.5	2.52	10.8	4.9	6 27843 12617 1	1 06 27843 12617 8
Ancient Grains	12619 5	12/325g	24	15.5	12.5	2.52	10.8	4.9	6 27843 12619 5	1 06 27843 12619 2
Pallet Pattern:	30 cases per pallet, (5 cases per row, 6 rows per pallet)									

- Shelf Life: 5 months delivered
- Order Lead Time: 15 days, All products made to order
- Merchandising: Punch out display box
- Bag Type: Plastic bag with paper texture feel
- Terms: Net 10 days