



NEW LATINO FOOD

MADE IN AMERICA

pannatogo.com    @pannastores

OUR FOUNDER



MAURICIO MENESES

Mauricio Meneses was a Venezuelan origin entrepreneur.

As an International Business Graduate from Babson College, at Boston, he accomplished a professional trajectory that included more than 19 years in the Food Industry.

Thanks to his entrepreneur spirit and longterm vision, Mauricio successfully developed five (5) brands – PANNA To Go, PANNA Logistics and Distribution, PANNA New Latino Food, Latin Corner and Smart Car Wash: in order to support a growing business.

Today, his ambitious spirit and drive is part of his legacy across the PANNA Brand.

PANNA New Latino Food is operating 4 restaurants in Florida and has a very ambitious growth plan for the upcoming years.

OUR PRESIDENT OF BOARD



BEATRIZ MORRISON

Beatriz Morrison is a Venezuelan origin entrepreneur. Finance Graduated from the Metropolitan University in Caracas, she also holds a postgraduate specialization in Finance from IESA in Venezuela.

Involved in Food & Car wash business since 2000. She is co-founder of PANNA New Latino Food and currently Executive VP of PANNA Group. She has served as a member of the board of directors of Biotech Corporation since 2010, company with operations in Venezuela and Switzerland.

She also served on the board of directors of Smart Car Wash. In addition to that, she also occupied non-executive roles on Cisnero's Group from 1990 to 1995, company in where she led the department of Audit & Controls.

VICE PRESIDENT



CARINA MENESES

Carina Meneses is a dynamic and accomplished entrepreneur, originally hailing from Nicaragua. With a degree in International Business from Babson College in Boston, she has paved a remarkable career path in the Food Industry, amassing over 19 years of experience in the field.

Carina's entrepreneurial spirit and her unwavering commitment to long-term vision have propelled her to remarkable heights. She is behind the success of four distinct brands: PANNA To Go, PANNA Logistics and Distribution, PANNA New Latino Food, Latin Corner. These enterprises were strategically developed to support her burgeoning business empire.

At the helm of the PANNA Group, Carina is currently leading a monumental expansion effort that stretches from Florida to all fifty states in the United States and Canada. This ambitious journey is a testament to her unrelenting dedication and her ability to navigate complex markets successfully.

Under her leadership the company moved from US\$29M to US\$43M, the company has its sights set on even greater achievements in the years to come. Carina Meneses' story is a testament to her entrepreneurial prowess, her unwavering commitment to growth, and her relentless pursuit of excellence in the food industry.

OUR CEO



ALEXANDER RUEDA

Alexander Rueda, Chief Executive Officer, is Computer Science graduate with studies in Marketing and Business Administration. With a passion for Information Systems & Technology, he has consistently demonstrated outstanding performance throughout his career. Rueda's impressive track record includes successful tenures at prominent companies such as McDonald's, Kraft, Mondelez International, Areas US, and Grupo Mistral.

With over 20 years of professional experience spanning Latin and North America, Alexander Rueda joined the PANNA Team in 2014 as the IT Director. In 2020, his exceptional leadership abilities led to his promotion to the position of Chief Operating Officer (COO). As COO, Rueda effectively guided, monitored, and managed the entire PANNA Group, ensuring its continued growth and success.

Rueda's vision and extensive experience have played a pivotal role in keeping PANNA on a steady course and positioning the company to reach its long-term goals. His instrumental performance and commitment to excellence culminated in his appointment as PANNA's CEO, a position he assumed in February 2023.

OUR HISTORY



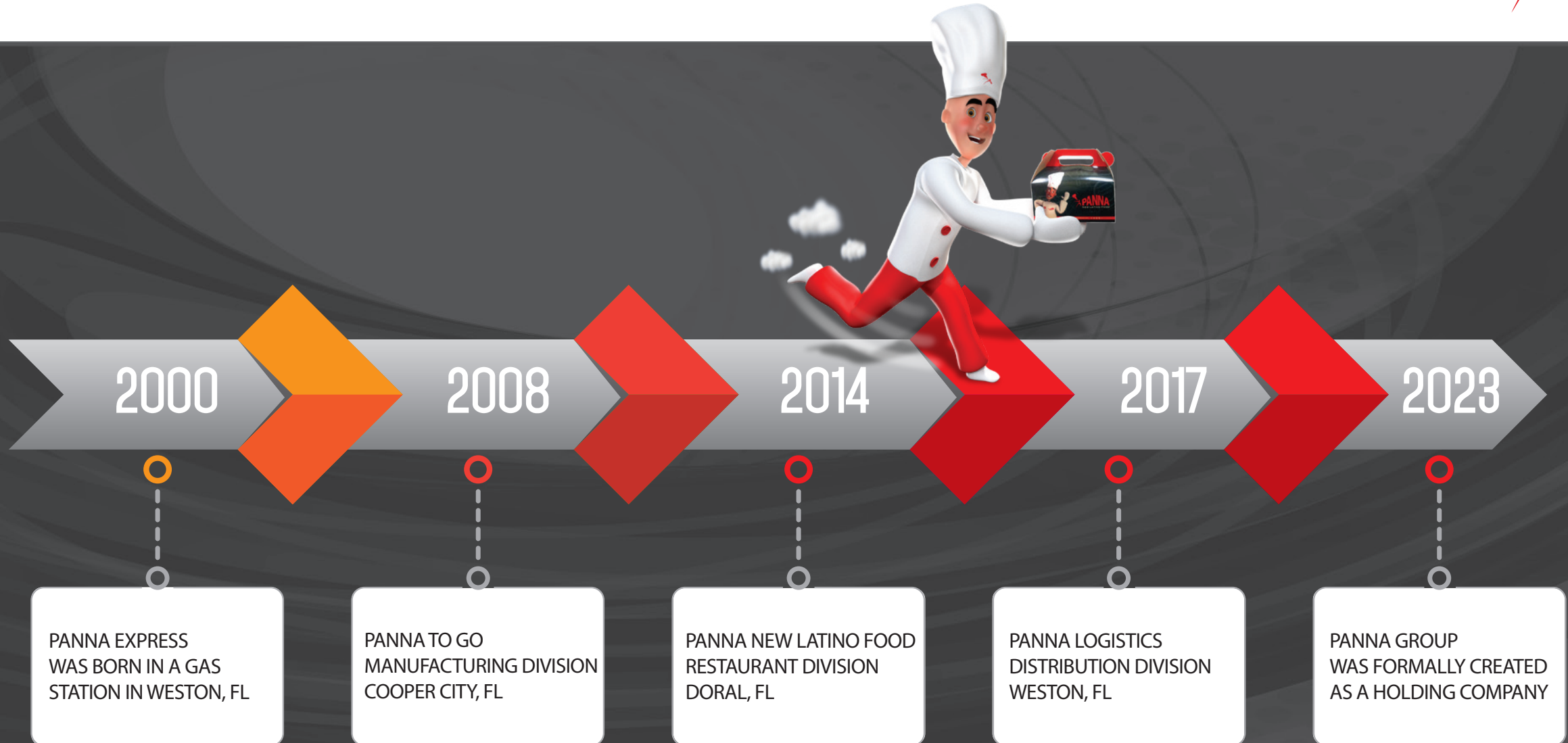
PANNA's history began in 2000, when Mauricio and Beatriz Meneses opened a Latin bakery on Collins Avenue in Miami Beach, FL.

After a few years of operation, they discovered that PANNA was born to create not only America's cheese stick "tequeños" and ham & cheese filled bread "cachitos" but exceptional arepas, sandwiches and salads as well.

All served in inviting place for families and friends.

Today, PANNA is a vertically integrated organization, operating restaurants, a factory producing the best latin pastries for both PANNA and third-party partners plus, a distribution center.

OUR EVOLUTION



NOWADAYS, PANNA GROUP IS A \$43M DOLLARS COMPANY MANUFACTURING 32M OF UNITS PER YEAR.

OWNERSHIP STRUCTURE



B-TRUST
BEATRIZ MORRISON
50%

C-TRUST
CARINA MENESES
50%


PANNA
REAL ESTATE
PANNA
REAL ESTATE LLC
Owner of the
manufacturing building
PANNA Group Inc
100%


PANNA
MANUFACTURING
PANNA
MANUFACTURING LLC
USDA/SQF Food
Manufacturing Plant
PANNA Group Inc
100%


PANNA
GAS STATION
GASFORAL LLC
Gas Station, C-Store,
Carwash & Bakery
PANNA Group Inc
100%


PANNA
LOGISTICS
PANNA
LOGISTICS &
DISTRIBUTION LLC
Specialized distributor
dedicated to restaurants
PANNA Group Inc
100%


PANNA
MANAGEMENT
PANNA
MANAGEMENT LLC
Share Service Center to
admin the group. Also
owner of the brand
PANNA Group Inc 100%

REAL ESTATE

MANUFACTURING

C-STORE

LOGISTICS

SHARE SERVICE

OUR TEAM



Our team is responsible for Accounting, Marketing, Human Resources, Payroll, IT, Legal, Purchasing, Manufacturing, Logistics and Distribution. Management's focus on head-count, procurement, labor costs and sites selection are keys to our success.



CORE VALUE

We place high values on quality and operational excellence. These values are delivered both in our products and services, as well as how our organization operates as a FAMILY.



VISION

To be a vertically integrated organization (factory / distribution / restaurant), producing the best Latino flavors delivered by people you can trust.

MISSION

Create unique products inspired by Latin American cuisine, prepared using traditional recipes and using fresh ingredients that create an emotional connection (taste to

SWOT



Product developed under the highest standard of food safety and quality, prepared in an automated facility certified by USDA and SQF.

S

In an increasingly digital and e-commerce-driven world, not having a DTC channel can put us at a competitive disadvantage compared to companies that can reach their target audience directly online.

W

The Latino population is the fastest-growing demographic groups in the United States. This presents an opportunity for our product to reach a larger customer base as the Latino community's purchasing power and influence continue to

O

Our industry has very low entry barriers, which can lead to increased competition. This can become a significant threat if not managed effectively. PANNA continually innovates and differentiates itself from others by operating with the highest standards of quality.

T

CHANNELS STRATEGY



WHOLESALE

Increase the sales by becoming national account with Coremark and by adding Sysco, Zuma & Sons and Cheney Brothers.

DISTRIBUTORS

Improve the output of the distributors by territory optimization, and reassigning retailer

KEY ACCOUNT

Keep focus on support the growing brands with high potential. In example, Half Moon Empanadas, Antojos Criollos, Los Verdes, Farm Stores and Daily's.

Private Label Development

LATIN CORNER

Develop of new distributors in Central and North Florida, Texas and Canada

PENETRATION

Support PANNA Stores growth and integrate vertically with them to impulse the sales of Latin Corner

PANNA STORES

BUSINESS PARTNERS



KEY ACTIONS



Optimization of the labor force by the automation of the operation will drive all cost reduction and efficiencies.

Debt management by financial restructuring plan for the entire group. As part of this strategy, we established strategic partnerships with a trusted financial institution.

2023



Maintaining expense control and prioritizing production by leveraging demand forecasting algorithms was the pivotal factor for achieving success.



OUR PROCESS



PANNA
NEW LATINO FOOD

Category:	Arepas	Procedure Checklist Form AR-5
Product :	Pelua	
Preparation:	Filling	

Final Product

You Should Always

- Make sure that the presentation of the final product is good and looks appealing.
- Wipe with a clean and sanitized towel the working table after each use.
- Wash and sanitize the cutting board, the knife and the spatula after each use.
- Change your gloves every 1/2 hour due to the product itself or the touching of any other surface.

Effective date : Mar. 2019 | Approved by : M. Meneses | Prepared by : L. Ortega | PANNA Copyright 2015 | Page 61

Consistency in flavor and taste is the key in a multi-location operation. At PANNA we focus on quality and cost

All our products have recipes and guidelines to cook the best products the right way every time for customer satisfaction.



OUR QUALITY

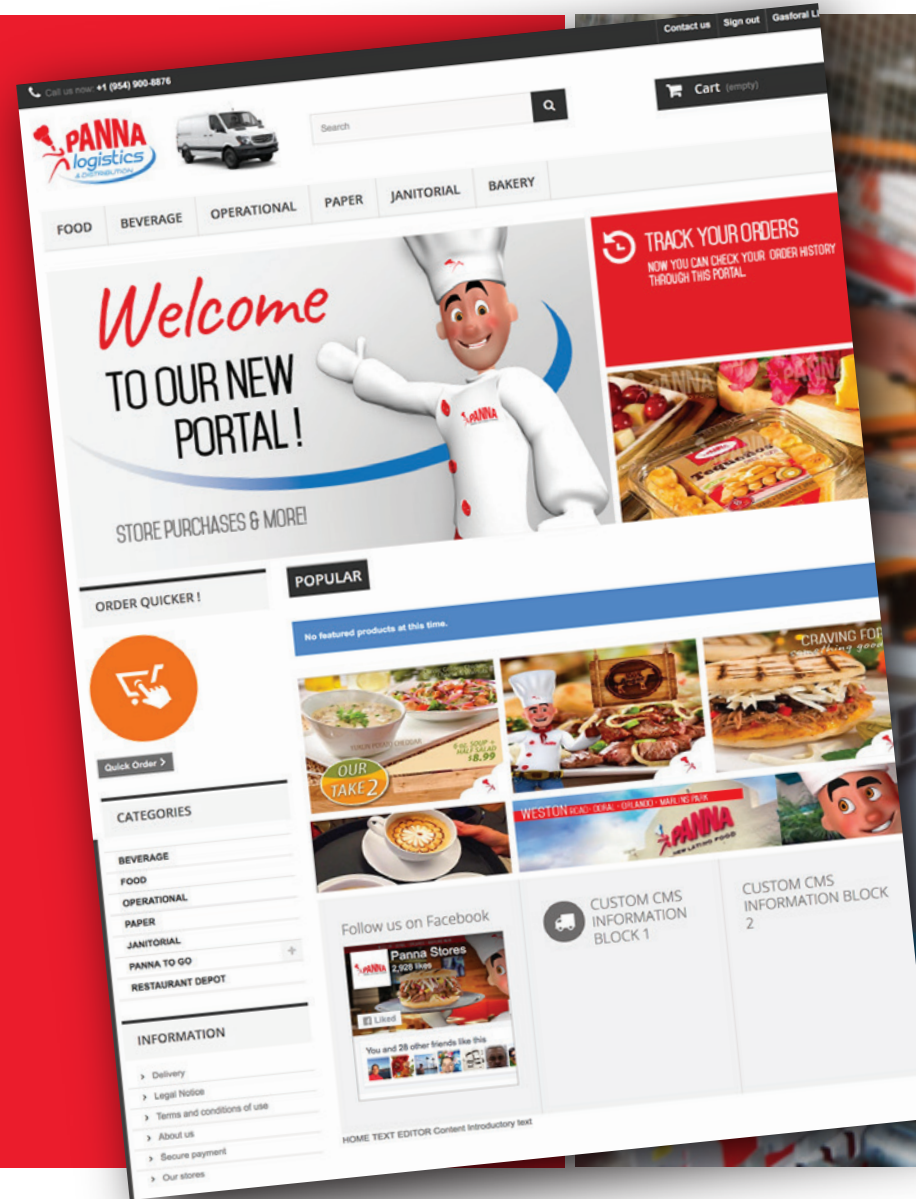


From order receiving, wholesale purchasing, food warehousing, compliant storage to delivery of all of dry groceries, dairy, meat, frozen foods, bakery and produce.

We have recently put in place a distribution management team with an empowered culture that values hard work, disciplined processes and accountability.

We're driven to deliver more products to fulfill PANNA's

DRY & COLD STORAGE



OUR BRAND



Our in-house marketing department's primary goal is to build, enhance and leverage PANNA's brand equity, create brand awareness and loyalty.

Our creative team manages all aspects of image, advertising, social media, sales promotions, package design brand reputation.



OUR COMMITMENT



PANNA delivers authentic Latin food with exceptional customer service.

Our products combine Latin American flavors with a focus on fresh, high quality ingredients.

Our friendly and amazing team members, create a unique and memorable experience.

UNIQUE RECIPES
WITH A MIX OF
COLOR & AROMAS

FLAVOR

ETHICAL SOURCING,
RECYCLABILITY, AND
ENERGY EFFICIENCY

SUSTAINABLE

QUALITY

PRIME PRODUCTS
THAT CONSISTENTLY
EXCEED CUSTOMER
EXPECTATIONS

FRESH

MADE TO ORDER
PRODUCTS WITH
FRESH INGREDIENTS

A TASTE TO REMEMBER, THE PLACE YOU LOVE



OUR FACTORY



SQF CERTIFIED 24,820 SF PRODUCTION FACILITY

At PANNA we are committed to the growth of this core operation. We have invested heavily in both technology and the human capital to propel this



This recognition means that companies implementing SQF can demonstrate compliance with GFSI's global standards, enhancing their credibility and market access. Panna Manufacturing has held this certificate for 5 years with excellent rating and minors Non-conformances reported.



Panna Manufacturing is USDA certified since 2008, as the business grow the need of a second shift in 2019 came real and the operation demonstrate its capacity having since that time 2-8 hours shifts.

AUDIT RATING

98

Excellent



SERVICES



FOOD SERVICE

From restaurants, airports, and park and recreation facilities to schools, hospital cafeterias, hotels, convenience stores, catering operators and more, you will find the perfect product to fit your menu from our range.



PRIVATE LABEL

We offer customized solutions for companies and businesses wanting to produce and package our products on a large scale.



LATIN CORNER FOOD PROGRAM

With an understanding of the value of time and space for convenience stores, gas stations and food concessions, our Latin Corner Food Program offers products that are ready to serve or require minimal preparation using easy to use equipment.

FACTORY IN NUMBERS



Capacity



1900
Tons per Y

Team



130
Employees

Processing



4
Rented spaces

Sales & Distribution



\$14M
Revenue



Current line annual production **2.5M**

Current line production capacity **9M**

- 13,072 SF located in North Miami close to I-95

- Zoned IU-1, Industrial Light Manufacturing District by Miami Dade County

- Bring to date with construction code (ADA and Life Safety)

OUR PRODUCT LINE



CACHITOS

- Ham (Regular & Mini)
- Cheese

TEQUEÑOS

- Cheese
(Regular, Gourmet & Mini)
- Guava and Cheese
(Regular & Mini)
- Sweet Plantain Mini Tequeño
- Sweet Corn Mini Tequeño

YUCA BITES

- Cheese Yuca Bites
- Beef Yuca Bites

PANDEBONO

- Cheese Bread
- Mini Pandebono

ARGENTINIAN EMPANADAS

- Ground Beef (Regular & Mini)
- Chicken (Regular & Mini)
- Ham and Cheese
- Spinach

COLOMBIAN PASTEL

- Beef (Regular & Mini)
- Chicken (Regular & Mini)
- Cheese

VENEZUELAN PASTEL

- Shredded Beef (Regular & Mini)
- Ground Beef (Regular & Mini)
- Cheese (Regular & Mini)
- Chicken (Regular & Mini)
- Ham & Cheese
- Pabellon

MISCELLANEOUS

- Breakfast Sandwich
- Corn Patties
- Bread with Cheese

SAUCES

- Green
- Tomato Mayo
- Garlic
- Pineapple
- Tartar

MECHADAS

- Shredded Chicken with sauce
- Shredded Beef with sauce

CATALOGS



FOOD PROGRAMS



Let your customers know about..

Window cling

Branded warmer's displays

Indoor Fabric Display

A-Frame sign

Flyers

Posters

ORDER OUR PROMOTIONAL MARKETING KIT TOOLS INCLUDING FREE 1,000 FULL COLOR FLYERS! CONTACT OUR SALES REPRESENTATIVE FOR MORE INFORMATION.

WHAT HOLDS THE FUTURE?



Expand the manufacturing facility to increase the production capacity to 24 tons per day.

To develop a Direct-To-Consumer strategy.

To develop new commercial agreement oriented to increase the footprint of the factory, including: Cheney Brothers, Half Moon Empanadas, Nestle and Wawa (+12M units).

Roll-out the new customer-centered organizational culture

Get certified as USGAAP by an external audit consulting firm.

THE PLACE YOU LOVE



OUR FOOD

Unique products inspired by Latin American cuisine, prepared using traditional recipes and using fresh ingredients.

OUR PEOPLE

Hard working, passionate, and committed to delivering results.

OUR CULTURE

We believe it's the little things we do to make our customers feel part of the PANNA family.



THANK YOU!

