



***Recinos Imports<sup>Ltd.</sup>***

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# COMPANY PROFILE



***Recinos Imports*** <sup>Ltd.</sup>

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**#57 Benque Viejo Road**

**San Ignacio Cayo District, Belize, Central America**

**+ 501-804-2935**

**+ 501-610-4686**

**customerservice@recinosimports.com**

**www.recinosimports.com**



**@recinosimportsbz**



# Professional business card

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Dear Reader,

We appreciate you taking the time and interest to review our company profile and we hope that what you find herein becomes of much interest to you , your establishment and counterparts.

We present ourselves through our Company profile that briefly and concisely describes the corporate standing since its inception in 1995 to current.

Our vision is focused on the service to our customers, suppliers and collaborators, respect for our values as a fundamental part of our business relations. The organizational structure is presented as a company and separately, the management group with strategic positions. We present photographs illustrating the key geographic location of administrative offices, central warehouse, distribution centers and direct sales stores in the country.

It also contains photographs of promotional and merchandising activities (activations, exhibitions, shows, etc.) in the different segments of the country's market. Our distribution coverage is the entire country; you can see all distribution channels under the presale system, direct sales and sales on board with a sales force of more than 20 business executives and 5 leaders directing the team.





# Professional business card

We are a company with more than 20 years of experience in the distribution and marketing of products for human consumption and animal feed such as dogs, cats and more. We are in the stage of full growth and expansion of new investment projects in the channels of traditional distribution and food service. We continues investing in new and modern facilities with a distribution center with capacity for growth for the next decade. The capacity of our fleet of local and international vehicles for the distribution and supply of products from Central America allows us to lower the distribution costs and be more efficient and effective in our operation.

We represent leading brands of great international prestige and imported from Central America, Mexico, United States, South America and Europe; they are our business partners with whom we enjoy a close professional and friendly business relation.

The strategic pillars and philosophy of the company's thinking are focused on the construction of long-term relationships with the public sector, our customers, suppliers, creditors and collaborators as the basis of the culture of respect and timely compliance of our fiscal and financial obligations and responsibilities.

Respectfully yours,

Jorge Recinos Santos –

CEO



# COMPANY HISTORY

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- Founded under the name of Recinos Wholesale by Mr. Jorge Recinos in 1995.
- In 2003, the company experienced substantial growth in importation, therefore the name was changed to Recinos Imports Limited.
- In 2006, projecting sustainable growth, the company adds to its portfolio exclusive distribution of various brands from Central America.
- Since 2007 the company reports constant growth yearly; Mr. Recinos engages in recruiting more prestigious brands and from 2007 to 2014 the company reported significant growth exceeding 100% range in sales.
- In 2015-2019 the company expands its territory from importing only from Central America to *Spain, Chile, Argentina & Europe*.







# COMPANY VISION

## **VISION**

Exclusive distribution of prestigious and internationally known brands in the categories of mass consumption with competitive prices nationwide.

## **NATURE OF ACTIVITIES**

Our company represents, imports and commercializes high quality products in the categories of grocery, home use, personal use, animal care, hardware and wines & spirits.

## **SERVICE VISION**

We exceed the expectation of our clients by becoming their business partners and providing a thrustworthy, timely and impartial service.

## **SHARED VISION**

We are a model and pioneering company with a wide product line, competitive prices and geographical coverage. A company with consistent vertical and horizontal growth.



# VALUES

## **HONESTY**

Is to act and speak truthfully, act with obedience and honesty.

## **RESPONSABILITY**

Is to assume the consequences of my actions.

## **RESPECT**

Is to appreciate and value myself, as well as the people that surround me.

## **ORDER**

Ensure compliance with the rules and regulations that govern the company to carry out the marketing process just on time to all distribution channels .



# COMERCIAL STRATEGY

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## **SUPPLIERS**

- Our suppliers are our business partners with whom we create and nurture long term business relationships through compliance of commercial agreements, introduction and growth of brands through mutual and tireless efforts.

## **MARKET**

- We execute our sales projection and marketing plans by having an effective and efficient distribution coverage and by attending and anticipating the needs and demands of our clients.

## **COMPANY**

- We develop growth plans considering the principles and values of the company, guided by honesty and compliance with the terms set forth by our suppliers, clients and employees.



# MANAGEMENT TEAM



C.E.O. - **Jorge Recinos Santos**

Financial Manager - **Eleazar Portillo**

Trade Marketing Manager – **Héctor Avila**

Food & Beverage Division Manager – **Jesús Mas**

Operations Manager – **Everardo Meza**

Sales Manager – **Jaime Recinos**

Importation & Logistic Manager - **Henry Cruz**

Administration - **Molly Guzman**

External Consultant - **David Mendez**

# DISTRIBUTION WORK FORCE





# DISTRIBUTION WORK FORCE





# DISTRIBUTION CHANNELS

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## **MODERN**

- Autoservice - 75

## **TRADITIONAL**

- Horizontal distribution - 1500

## **WHOLESALE / SEMI-WHOLESALE**

- Wholesale - 40
- Stores - 112
- Other diverse markets - 310

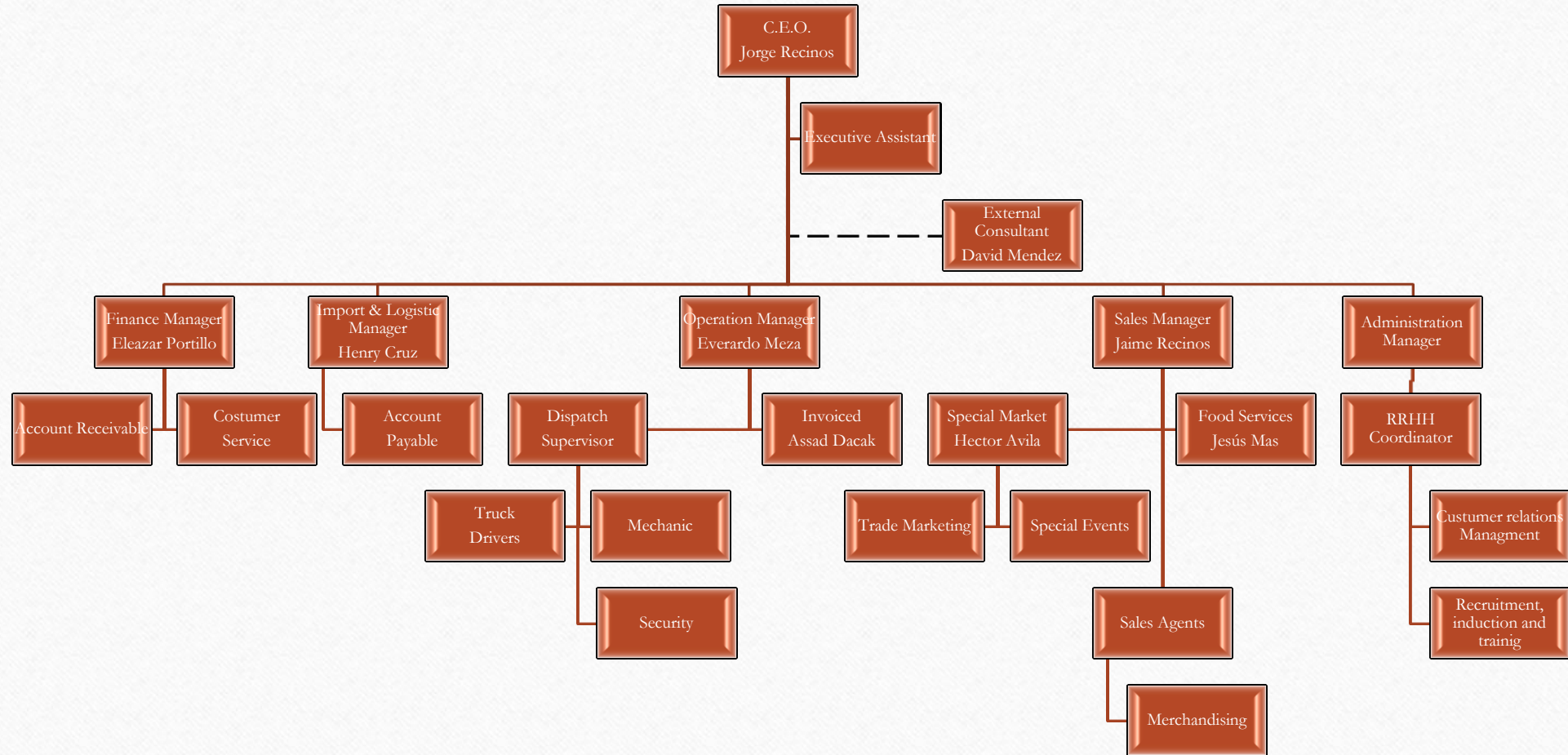
## **INSTITUTIONAL**

- Resorts - 48
- Hotels - 105
- Restaurants - 240
- Bars & Casinos - 38
- Clubs – 24



# Recino's Imports Limited

## Organizacional Structure



# RECINOS IMPORTS HEADQUARTERS

SAN IGNACIO TOWN, CAYO DISTRICT, BELIZE







# International Fleet

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# FOOD SERVICE DIVISION

## SAN IGNACIO TOWN, CAYO DISTRICT, BELIZE

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# DISTRIBUTION FLEET



2 Flat Bed Truck - 1.75 Ton.  
10 Cargo Truck - 10 Ton.  
4 Cargo Truck - 8 Ton.

1 Van for Special Events  
1 Van for Advertising & events



# CENTRAL WAREHOUSE

## SANTA ELENA TOWN, CAYO DISTRICT, BELIZE







# CENTRAL WAREHOUSE

## SANTA ELENA TOWN, CAYO DISTRICT, BELIZE







# MARKETING

## OBJECTIVE

Position ourselves on the primary market according to the category of product and target through a marked strategy in service and advice directed to the client.





# SOME OF OUR BRANDS



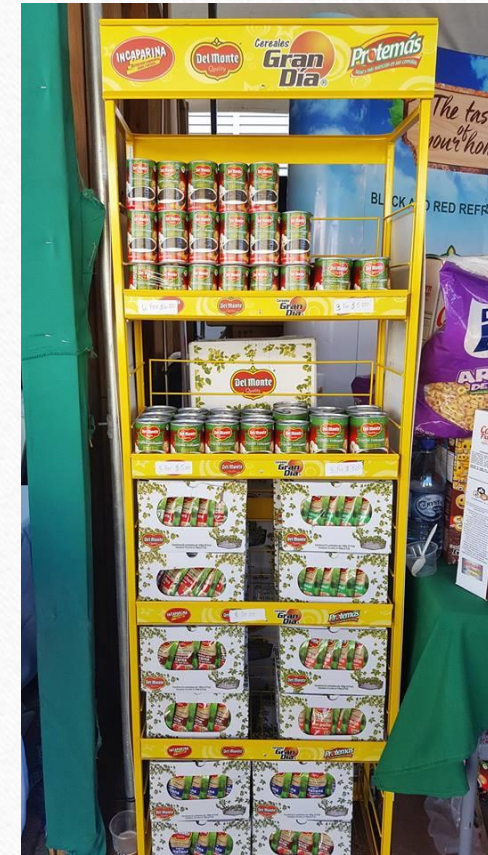


# SOME OF OUR BRANDS





# MERCHANDISING





# MERCHANDISING







# ACTIVATIONS OFF-PREMISE





# ACTIVATIONS OFF-PREMISE





# EXPOS & TRADE SHOWS IN VARIOUS DISTRICTS OF BELIZE





# EXPOS & TRADE SHOWS IN VARIOUS DISTRICTS OF BELIZE





# DISTRIBUTION COVERAGE



## MACRO-ECONOMIC FACTS OF BELIZE

Belize enjoys a Commonwealth Parliamentary Democratic form of government. The capital city is Belmopan and the most populated district is Belize. It borders the north with Mexico, West and South with Guatemala and on the East is the Caribbean Sea, it has the longest barrier reef in the western hemisphere and the second longest in the world. Belize is the only country in Central America where the official language is English; this is because Belize was the only country of Central America that became a British Colony. Belize gained its independence from Britain in 1981. Belize shares a common past not only with countries of Central America but with the Caribbean. It forms part of Caricom and Central American Integration System (SICA Spanish abbreviation). Belize has a low density population of 15 persons per square km with a population of approximately 360 thousand. Tropical climate, humid, rainy season from (June – November) dry from (February-May).



- ✓ Corozal
- ✓ Orange Walk
- ✓ Belize City
- ✓ Cayo
- ✓ Stann Creek
- ✓ Toledo
- ✓ San Pedro, A.C.
- ✓ Caye Caulker

# OUR BUSINESS PARTNERS



SUPPLIER NAME	COUNTRY	PHONE	SUPPLIER'S EMAIL ADDRESS
Aliansa S.A.	Guatemala	00502-5967-1496	mmonterros@dipcmi.com.gt
Alimentos Ideal, S.A.	Guatemala	00502-2421-9100	lemejia@alimentosideal.com
Tostadora Café Leon, S.A.	Guatemala	00502-2202-0304	lfperez@cafeleon.net
Alimentos Conica, S.A.	Costa Rica	00506-2551-3710	logistica@alimentosconica.com
Distribuidora Alcazaren, S.A.	Guatemala	00502-2429-5959	eduardo.castro@alcazaren.com.gt
Distribuidora Alinor, S.A	Guatemala	00502-7932-2000	samuelroldan@icasa.com.gt
Distribuidora Rayovac Guatemala, S.A.	Guatemala	00503-2222-7200	Alvaro.Sanchez@la.spectrumbrands.com
Envasadora Alimentos y Conservas, S.A.	Guatemala	00502-2206-4300	g.lopez@acsagt.com
Multinegocios D' Camer S.A.	Guatemala	00502-2508-4790	dm.importd@gmail.com
Iberplastic, S.A. DE C.V.	El Salvador	00503-2528-6900	laura.cortez@iberplastic.com
Grupo Jaremar	Honduras	00502-3128-4983	esosa@jaremar.com
SMJ Procurement & Marketing Inc.	St. Lucia	00124-6537-3008	procurement@smjpm.com



# OUR BUSINESS PARTNERS



SUPPLIER NAME	COUNTRY	PHONE	SUPPLIER'S EMAIL ADDRESS
Imacasa, S.A. de C.V.	El Salvador	00503-2484-0000	jzepeda@imacasa.com
Livsmat America, S.A. (BELIV)	El Salvador	00503-2344-4010	catalina.revolorio@onelinkbpo.com
Central Dulcera, S.A. de C.V.	El Salvador	00503-2243-1150	mtpp007@hotmail.com
Compania de Alimentos del Pacifico, S.A.	Guatemala	00502-7740-1600	mxmartinez@colombina.com
Distribuidora Cascatlan, S.A. de C.V.	El Salvador	00502-2524-4400	ruth.argueta@iccuscatlan.com
Premier Distribution	El Salvador	00503-2556-1321	francisco@mardiin.com
SUMMA Industrial, S.A. de C.V.	El Salvador	00503-2212-7100	jpacas@summa.com.sv
HILOS Y MECHAS, S.A. DE. C.V.	Honduras	00504-2538-8141	himesa@himesa.com
Corporacion Dinant, S.A.	Honduras	00504-3181-7948	Lorena.Rosa@dinant.com
Roma Prince, S.A.	Costa Rica	00506-2436-3500	jsalas@pastasroma.com
Pietro Coricelli, S.P.A	Italy	00139-7432-3281	francesca.corsetti@coricelli.com
Valle Redondo, S.A de C.V.	Mexico	05244-9976-4202	luisarce@corpvalle.com
Viña San Pedro – Tarapaca, S.A.	Chile	00569-8757-8654	pamendez@vsptwinegroup.com