

CORPORATIVE PRESENTATION 2022



ABOUT US



>550
SKU'S

ASSORTED
CATALOGUE

150

FIRST BRANDS

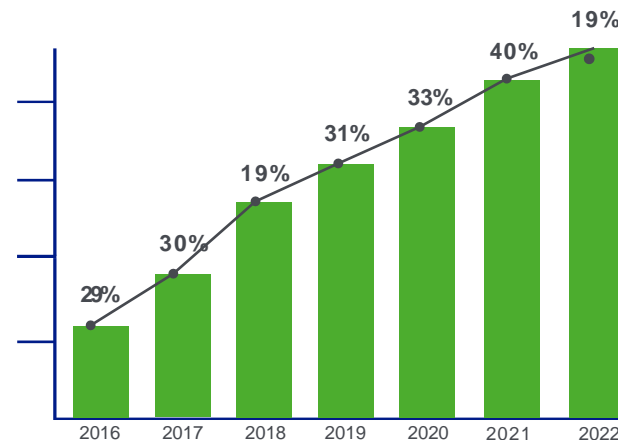
COMMERCIALIZATION

15

COUNTRIES

IMPORT

**SUSTAINED
GROWTH**



16
COUNTRIES

EXPORT

20

YEARS

SOLID
ESTRUCTURE
AND EXPERIENCE

92

PERCENT

COVERAGE IN
SPAIN



IMPORT



WE
COMMERCIALIZE
AND DISTRIBUTE



WE REPRESENT
BRANDS



WE DEVELOP
PRODUCTS

OUR STRENGTHS

OUR TEAM

44 **especialized**
profesionals make up our
team.

DEVELOPMENT IN TECHNOLOGY:

Our ERP **SAP**, with **HANA**
technology, allow us to achieve the
highest efficiency and **control** of
all our processes.

Inacátalog, our **comercial**
mobility application allows us to
provide **personalized advice**,
improvement in **procedures** and
quicker **service**.



LOGISTICAL STRUCTURE

Storage capacity for more than
2,760 locations / 85 containers at
room temperature, frozen and
refrigerated.

GEOGRAPHICAL RANGE

National and international
distribution from our logistics
center in the Port of Valencia.

OUR FACILITIES



MORE THAN 11.200m²

Our facilities are located near the Port of Valencia, one of the **main strategic** ports and a European benchmark. We have **4 loading docks** and 2 auxiliary entrances, **2,760 locations with capacity** for 85 containers. All operations are integrated with SAP (Hana technology) and the first phase of robotization.



OUR PRODUCTS AND SERVICES



HOW WE DO IT



COMERCIAL ACTIONS

SALES PLANS

OBJECTIVES
PROFITABILITY

SALES FORCE
INCENTIVES



MARKETING & COMMUNICATIONS ACTIONS

MATERIAL PLV

WE
GENERATE
CUSTOMER
TRAFFIC

TRADE MARKETING
ACTIVITIES

CATALOGUES + STOPPERS + POSTERS + RADIO + MAGAZINE + PRESS + PLV + DIGITAL + EVENTS +
DONATIONS + POINT OF SALE SIGNAGE + VEHICLES SIGNAGE + TASTINGS AND IMPULSE + TRADE FAIRS



THANK YOU



www.jotajotafoods.com

