



## **50 Years of Tradition and Innovation in El Salvador.**

*Arrocera San Francisco was the first company to produce parboiled rice in El Salvador, an important starting point in building a 50 years leadership on the market.*

Arrocera San Francisco (ASF) was founded in 1968 by a Spanish businessman named Matías Ruiz, with the objective of producing and distributing a variety of high quality rice and with the goal of always being present in the kitchen of all Salvadorans. ASF transformed the rice consumption in El Salvador by being the first company in producing parboiled rice.

Up until 1985, the main sales channel was wholesale, and by 1992 Arrocera San Francisco opened its production site located in Rosario de la Paz; also new sales channels were added, such as: supermarkets, and retail. One of the company's strength is the retail distribution; this is because through it their products are delivered to even the most distant places in the country. With these essential steps, ASF was becoming a leader in selling and distributing staple foods.

In 2000, beans were added to Arrocera's product portfolio, and also it was the start of the international brands distribution.

The year 2001 was marked by a milestone event. ASF began an expansion process by exporting to the United States of America; this was achieved by the trust of their clients and consumers and also because of the excellent human talent of its distribution centers and production plant.

Later in 2005 Arrocera San Francisco opened an institutional channel which nowadays has over 90 clients. Giving their heart and soul to this dream, considering the best quality practices and the recently created R&D

department, in 2010 Arrocería launched an innovated microwavable packaging. By the year 2015 ASF had a brand refresh.

### **Constant Innovation**

One of Arrocería's main characteristics is innovation and this is what has been boosting the company when it comes to leadership in national and international markets. At the present time ASF innovates around 50 products per year. Throughout its 50 years Arrocería has been developing leading brands and have produce a variety of tasty and nutritious foods that are now part of the lives of millions of people. The company owns 50% of the rice market with all of its brands: San Francisco, Cinco Estrellas, Mr.Rice, El Cocinero and, Tres Coronas.

ASF has two distribution centers: one in San Marcos and the other one located in San Miguel, one office in San Ana and a production plant in La Paz. ASF works under the requirements of the Quality Management System.

### **The Growth of a Brand**

Arrocería San Francisco (ASF), through their brands San Francisco, Cinco Estrellas, El Cocinero, Mr.Rice, and Tres Coronas, owns 50% of the rice market. Thanks to the exceptional work they have done, many prestigious brands have relied on the company, distributing more than 40 products from different companies. This is how ASF became the exclusive distributor of Silk and Underwood.

49% of the company's sales come from the traditional channel, which consists of 18,000 retail stores and 571 wholesale businesses. In the modern channel ASF supplies to 190 supermarkets, 290 gas stations, 225 bars, 124 restaurants, and more than 150 pharmacies; 9% of sales come from the institutional channel and 3% come from exports (40 clients).

## **Projections**

Team work, innovation, responsibility, quality and integrity are the values that make up the philosophy and business strategy of Arrocería San Francisco. These, together with the efforts of its employees, who are committed to the company's objectives, have boosted its growth.

ASF aims to launch new products in the near future in its different categories of tamales, flours, and pickles.