

# Receta de Colón



**A Colón Holdings, LLC Company**

**Product Presentation**

**2018**

# Specialty Dessert

## Our Unique recipe

(from our sister company) **Colón Foods**



### Pie Flavors

- Fruit Cocktail
- Pineapple
- Tangerine
- Peach



*Colón Foods* is our producer company with ties to the product

# **Receta de Colón**

## **Columbus Recipe**

being negotiated with Wal-Mart, Amigos and Hatillo Kash and Kary supermarkets. Similar quality stores will be allocating the product in other cities as the brand expands and to create Receta de Colón a national dessert and dessert stands.

### *Supermarkets Sales Projections*

***\*\*We did not expect to agree on a deal with Walmart so soon. We are negotiating an exclusivity deal with Walmart /Amigos Supermarkets. Walmart Owns 11,000 supermarkets worldwide. 38 Supermarkets are in Puerto Rico. This indicates that our margins will be higher than the estimated revenue. We will expand to other Supermarkets and into the USA.***

### ***Why did Walmart choose us as the main dessert for their new promotional season?***

*We are the first individual frozen pie “like ice-cream” in the market.*



*Our Sale Value with Walmart and Amigos Supermarkets on a  
3.5-inch Mini Tart Dessert is \$1.69*

**Year 1 Gross Sales at Supermarkets: (100 units per store rate average)**

	September 2017	October 2017	November 2017	December 2017	January 2018	February 2018
Stores	4	21	40	59	122	244
Units Sold	400	2100	4,000	5,900	12,200	24,400
Gross Sales	\$676	\$3,549	\$6,760	\$9,971	\$20,618	\$41,236

	March 2018	April 2018	May 2018	June 2018	July 2018	August 2018
Stores	488	976	1952	3,904	7,808	7,808
Units Sold	48,800	97,600	195,200	390,400	780,800	780,800
Gross Sales	\$82,472	\$164,944	\$329,888	\$659,776	\$1,319,552	\$1,319,552

**Year 1 Total Gross Sales: \$3,958,994**

**Losses and Overhead: 35% \$1,385,647.90**

**Total Estimated Revenue of year 1: \$2,573,346.10**

**Year 2 Gross Sales at Supermarkets: (100 units per store rate average)**

	September 2018	October 2018	November 2018	December 2018	January 2019	February 2019
Stores	7,808	7,808	7,808	7,808	7,808	7,808
Units Sold	780,800	780,800	780,800	780,800	780,800	780,800
Gross Sales	\$1,319,552	\$1,319,552	\$1,319,552	\$1,319,552	\$1,319,552	\$1,319,552

	March 2019	April 2019	May 2019	June 2019	July 2019	August 2019
Stores	7,808	7,808	7,808	7,808	7,808	7,808
Units Sold	780,800	780,800	780,800	780,800	780,800	780,800
Gross Sales	\$1,319,552	\$1,319,552	\$1,319,552	\$1,319,552	\$1,319,552	\$1,319,552

**Year 2 Total Gross Sales: \$15,834,624**

**Losses and Overhead: 35% \$5,542,118.40**

**Total Estimated Revenue of year 1: \$10,292,505.60**

## Contact Information

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