

NEW LATINO FOOD

MADE IN AMERICA

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A TASTE TO REMEMBER, THE PLACE YOU LOVE



WHAT DOES PANNA MEANS?



In many Latin American countries, a “pana” is a friend, someone you can trust, someone you like to share and spend time with. So, we just added an extra “n” to our name to make it “double friendly”

FRIEND, BUDDY, PAL.

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 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 long-term vision, Mauricio successfully developed five (5) brand: 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 5 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 Graduate from the Metropolitan University in Caracas, she also holds a postgraduate specialization in Finance from the IESA in Venezuela.

Involved in Food & Car wash business since 2000, she is co-founder of PANNA New Latino Food and currently leads its board as President. Bea has been key part of PANNA's transformation and growth, showing great ability to make the best decisions to achieve the company's goals.

Beatriz long professional experience also includes a membership at the board of directors of Biotech Corporation since 2010, company with operations in Venezuela and Switzerland. Additionally, Beatriz has being part of Kinck & Miller LLP's law office, which has broader her professional trajectory.

OUR CEO



ALEXANDER RUEDA

Alexander Rueda is a Computer Science graduate with an MBA from the Metropolitan University in Caracas.

His passion for Information Systems & Technology has been a success factor for his professional experience; in which he has demonstrated outstanding performance in Massive Consumption, Fast Food, Services and Technology Companies such as: McDonald's, Kraft, Mondeléz International, Areas US and Grupo Mistral.

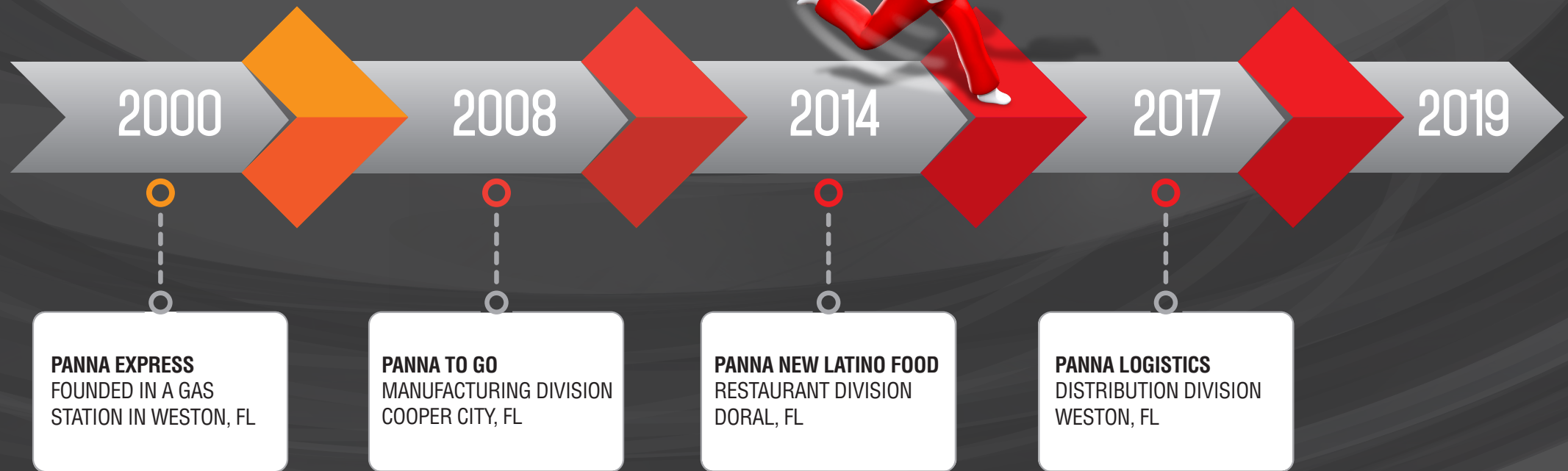
With a solid professional trajectory of more than 30 years in Latin and North America, he joined the PANNA Team in 2014 as IT Director.

In 2020 Alex was promoted to COO, role that proved his leadership capabilities; guiding, monitoring and managing the entire PANNA Group.

Alexander's vision and experience has kept the business on track while achieving for PANNA a strong position to move forward towards PANNA's long term goals.

Thanks to his instrumental performance, Alex was advanced as PANNA's CEO in February 2023.

OUR EVOLUTION



2003

NEW
PANNA CAFE EXPRESS
DORAL, FL

2010

NEW
PANNA TO GO
FACILITY IN
N. MIAMI BEACH, FL

2012

NEW
PANNA CONCESSION
IN MARLINS PARK, FL

2015

NEW
PANNA RESTAURANT
ORLANDO, FL

2016

NEW
PANNA RESTAURANT
WESTON, FL

2017

NEW
PANNA RESTAURANT
WEST MIAMI, FL

2019

NEW
PANNA RESTAURANT
AVENTURA, FL
NEW
PANNA RESTAURANT
SOUTH MIAMI, FL

GROUP DIVISIONS



FOOD MANUFACTURING



LOGISTIC AND DISTRIBUTION



RETAIL STORES RESTAURANTS



REAL ESTATE HOLDING



FOOD MANUFACTURING



QUALITY LATINO FOOD MANUFACTURERS



OUR FACTORY



SQF CERTIFIED 22,000 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 division forward.

Our plant is SQF and USDA certified which ensuring that customer are consuming products of the highest standards of quality and hygiene.

2017 marked an explosive growth in products we produce for clients outside of the PANNA restaurants. We are honored to produce products for nationally recognized distributors such as Goya, Sysco, CoreMark, Pagnifique and others.



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 Bite
- Beef Yuca Bite

PANDEBONO

- Cheese Bread
- Mini Pandebono

ARGENTINIAN EMPANADAS

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

COLOMBIAN EMPANADAS

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

VENEZUELAN EMPANADAS

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

MISCELLANEOUS

- Breakfast Sandwich
- Corn Patties
- Bread with Cheese
- Croquetas
- Ham

SAUCES

- Green
- Tomato Mayo
- Garlic
- Pineapple
- Tartar

MECHADAS

- Shredded Chicken with sauce
- Shredded Beef with sauce

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.

VIDEO



CHANNELS



WHOLESALE

Increase the sales by becoming national account with Coremark and by promoting the portfolio with Sysco.

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, Antojos Criollos, Los Verdes, Farm Stores and Daily's.

Private Label Development
Coremark Expansion

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

SWOT



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

S

High financial leverage, negotiated with non traditional lenders - hard lenders and leasing companies, that is taken a big chunk of money as a finance expense, and limit our capacity to reduce the food cost

W

High potential growth in the market place in both, traditional and non-traditional venues, that is to say supermarkets, restaurants, gas stations, ball parks, among others.

O

Very competitive market and high demand of innovation in the portfolio of products, drive by health and senses

T

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.

FOOD PROGRAMS



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MAIN DRIVERS FOR 2020



FOCUS ON THE STRATEGY

DISTRIBUTORS

Rationalization of the territory and regroup of distributor to improve the output

GOYA

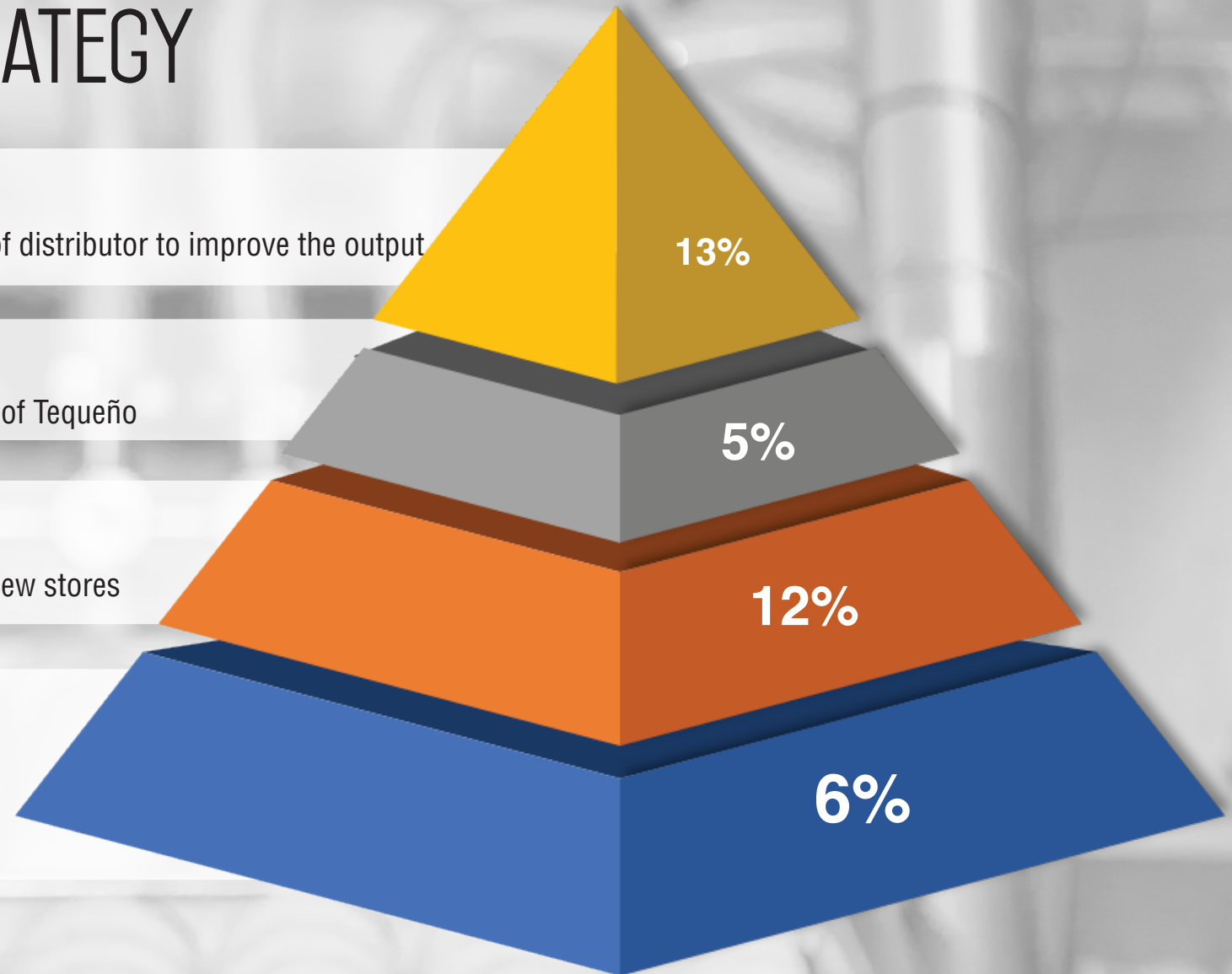
New Empanadillas Portfolio + Consolidation of Tequeño

DAILY'S

Growth the Latin Corner Program to 9/220 new stores

PANNA STORES

Exploit Current Potential by new marketing strategies at the point of sales as well as new opening



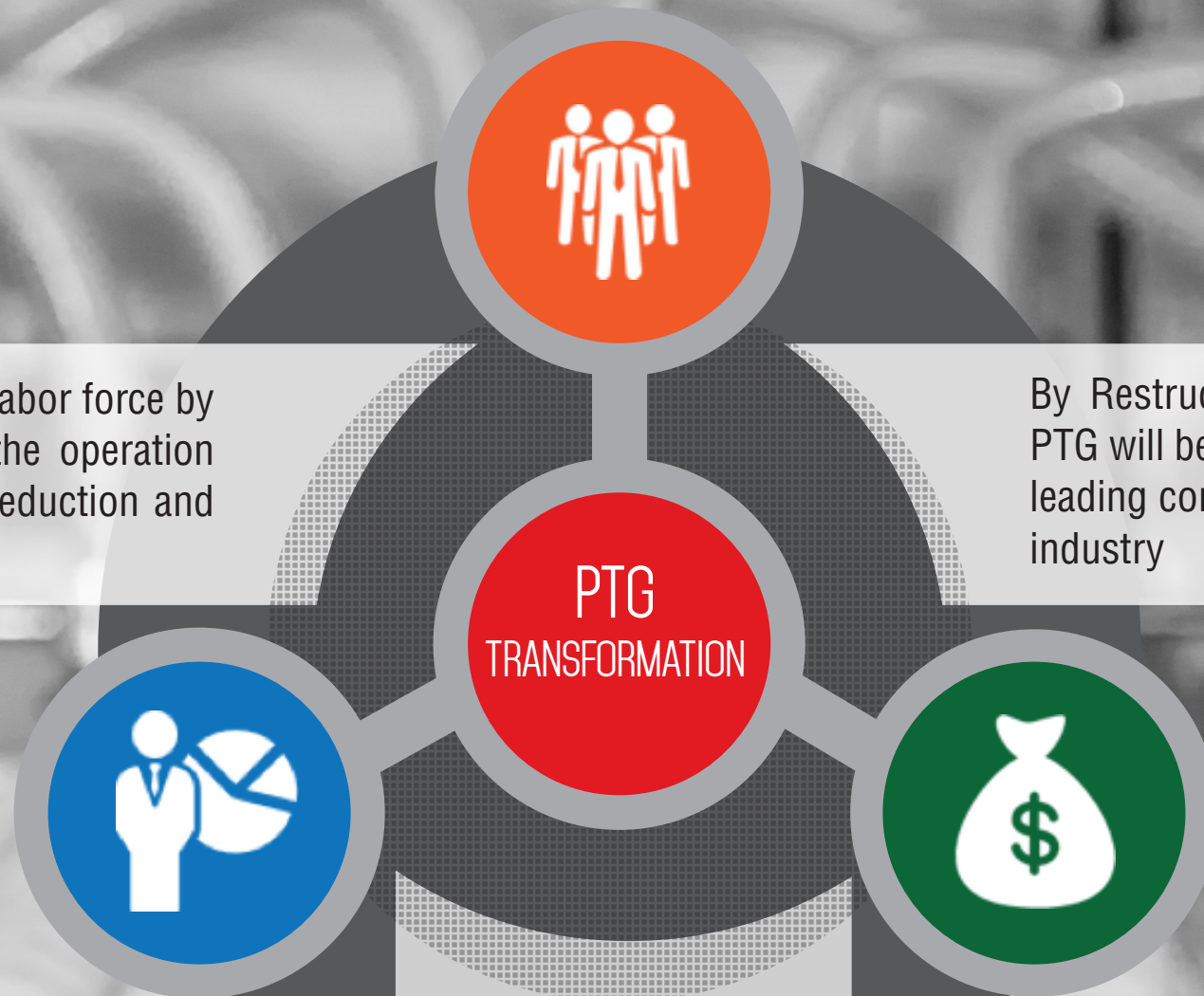
WHAT HOLDS THE FUTURE?



THE FUTURE OF MANUFACTURING

- The Manufacturing Division will continue growing totalizing a 15% by 2019 compared with 2018.
- PANNA Stores currently represents 30% of Direct Sales, 70% are other wholesaler and distributors.
- Three (3) new PANNA Stores will open in 2020, driving 24% of increase in Direct Sales.
- New business with Coremark will bring 30 new stores with Latin Corner, representing an increase of 22% in sales.
- Due to production automation efficiencies the manufacturing cost will improve by 8%.

TRANSFORMATION



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

By Restructuring the finance debt PTG will be able to positioning as a leading company in the Latino food industry

Keeping the control of the expense while focusing on the production using algorithms of demand forecasting will be the key factor to succeed

BUSINESS PARTNERS





RETAIL STORES RESTAURANTS



PANNA

NEW LATINO FOOD

A TASTE TO REMEMBER, THE PLACE YOU LOVE!

A TASTE TO REMEMBER



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, leaving customers with a taste to remember and place they love.

UNIQUE RECIPES
WITH A MIX OF
COLOR & AROMAS

FLAVOR

TECHNOLOGY &
COMFORT COMBINED
IN A GREAT ENVIRONMENT

MODERN

QUALITY

PRIME PRODUCTS
THAT CONSISTENTLY
EXCEED CUSTOMER
EXPECTATIONS

FRESH

MADE TO ORDER
PRODUCTS WITH
FRESH INGREDIENTS



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 STORES

Modern and casual spaces that create an inviting experience surrounded by music and video.

OUR CULTURE

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



OUR MENU



PANNA's menu is a wide combination of South American favorite dishes mainly from Venezuela and Colombia perfectly mixed with traditional products like burgers, salads, soups and more. Our main product categories are:

- AREPAS
- FROM THE GRILL
- SALADS
- PANINIS
- BREAKFAST
- PATACON
- BURGER
- LATIN CORNER
- PLATTERS
- GRAB AND GO
- DESSERTS
- JUICES / SMOOTHIES
- COFFEE AND MORE



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.



WE DO



ADVERTISING



LTO'S
AND
OFFERS
DURING
THE
YEAR



VIDEOS



PANNA TV Commercial



Ricky goes to Disney



PANNA Grab and Go



PANNA World Cup 2018



PANNA Holidays 2018



PANNA Holidays 2017



PANNA Holidays 2016



PANNA Holidays 2015



<https://www.youtube.com/user/pannacafeusa/videos>

OUR LOCATIONS



ORLANDO
WESTON ROAD
WESTON TOWN CENTER

DORAL
FOUNTAINBLEAU

KEY BISCAIYNE

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 control.

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



A PROVEN CONCEPT



KPI'S

AVERAGE
COGS
34%

AVERAGE
SALES
1.6 MM

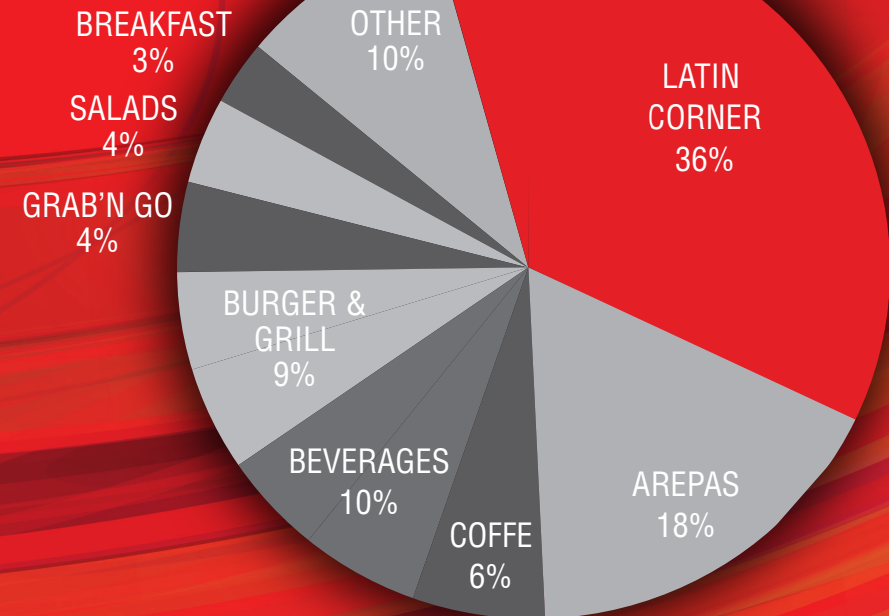
AVERAGE
LABOR
28%

AVERAGE
CHECK
\$20

AVERAGE
DAILY
TC'S
490+

SAME STORE
SALES
17%

PRODUCT MIX



Updated 02/16/23

2023 PROJECTED SALES US\$ 13.4 MM

A PANNA FOR EVERY SPACE



PANNA designed different concepts to operate depending of the market needs: Restaurant, Express and Kiosks.



RESTAURANT

2,400 SF TO 2,800 SF WITH HIGH VISIBILITY, THE ABILITY FOR FULL VENTING AND A HIGH DAYTIME POPULATION.



EXPRESS

CONVENIENCE ORIENTED LOCATIONS, SUCH AS GAS STATIONS, TRAVEL CENTERS AND AIRPORTS WITH HIGH TRAFFIC COUNTS.



KIOSK

75+ SF IN REGIONAL MALLS, SPORTING VENUES AND AIRPORTS WITH HIGH TRAFFIC COUNTS.



LOGISTIC AND DISTRIBUTION



DELIVERING QUALITY

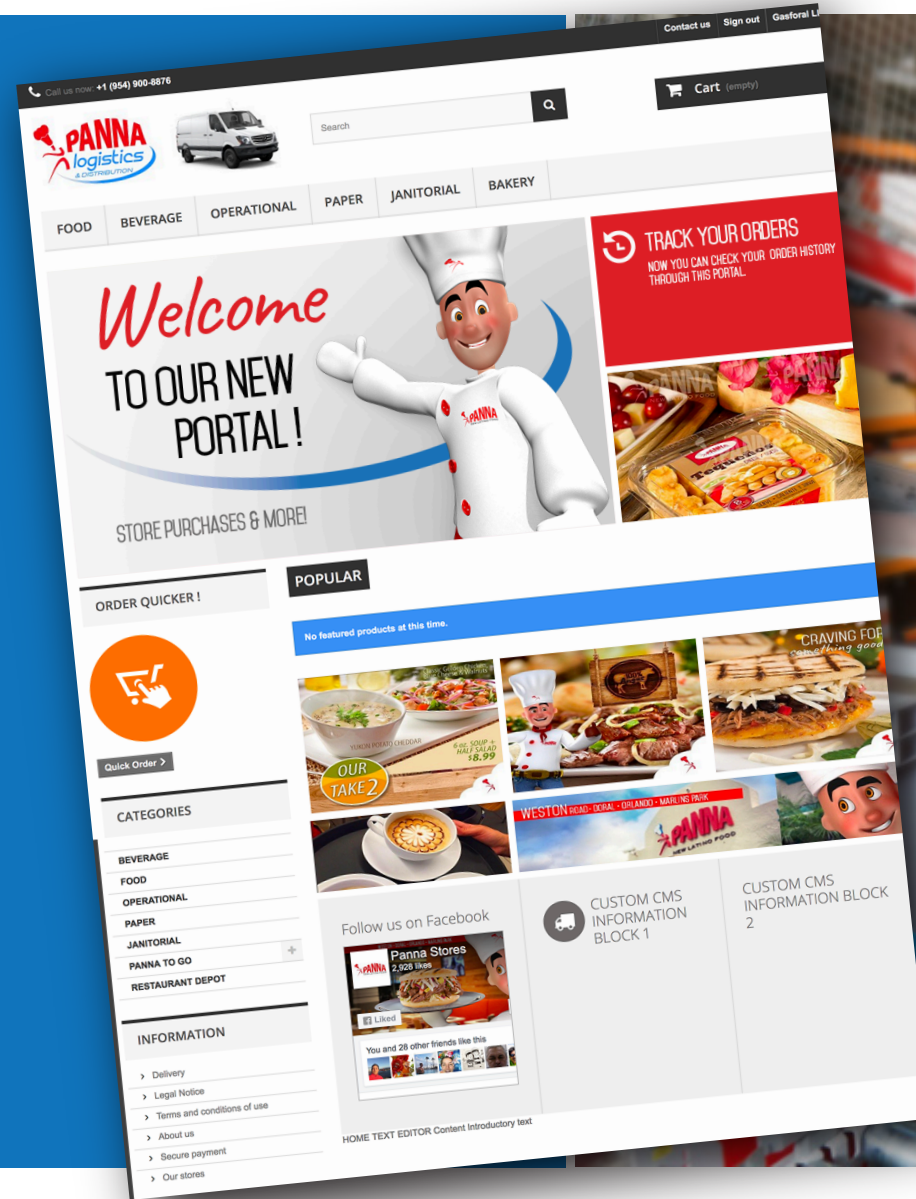


From order receiving, wholesale purchasing, food warehousing, compliant storage to delivery of all of dry groceries, dairy, meat, frozen foods, bakery and produce.

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 operational needs.

6K SF WAREHOUSE & COLD STORAGE



DISTRIBUTION PORTFOLIO



SPECIALIZED TO SERVE THE LATINO MARKET

Products include a full range of meats, cheeses, coffee, frozen pulps, pastries, soft drinks, Harina Pan, imported sodas and more. Our company works directly with vendors and packing houses in producing items for the restaurants.

PANNA Logistics and Distribution maintains uniform pricing strategies and passes onto restaurants via markup.

Employees work hard at maintaining high customer service levels by processing orders within 24 hours, delivering and creating a fast response time to our restaurant's concerns.



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.



REAL ESTATE HOLDING

This division is operated under PANNA Cafe Real Estate Holding LLC, and it is dedicated to buy the fixed assets for the manufacturing plant. Its main assets are: One (1) Building of 15,000 SF located at 18330 NE 2nd Ave, Miami FL 33180 Machinery for Food Manufacturing.

FEATURES

- 15,000 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)
- SQF and USDA certified
- Food Manufacturing Machinery



RETAIL MARKET



Artisan Sauces

Home Style	\$5.99
Hot Jelly, Avocado, Mild Aji,	
Hot, Mojito	
Home Sauces	
Home style	\$5.99
Garlic, Pineapple, Tarta,	
Green, Tomato Mayo	

PANNA MARKET

Cheeses

Guayanes	\$5.49
De mano	\$5.49
Manero rayado	\$5.49
Ajita	\$5.49
Blanco	\$5.49



THANK YOU!

