

EXPORT



[www.TOKEiNNOVA.com](http://www.TOKEiNNOVA.com)

# Introduction

**Macha Sauce** (Chili Oil) is a traditional sauce from Mexico that has become a global trend. Made from dried chilies, oil, garlic, and spices, it is used to add flavor to a variety of dishes. Its popularity has been noticed in the United States and Canada, it is now found in many restaurants and grocery stores.

Macha Sauce is one of the most popular sauces in the United States and Canada. Consumers and Canadians who have discovered **Macha Sauce** have incorporated it into their menus. In recent years, has become a basic ingredient in Mexican restaurants and other fast food outlets. Macha sauce has also become a product for sale in supermarkets.



# USA & Canada

**USA** is the 1st and **Canada** the 2nd country in imports of Mexican sauces in the world. The consumption of these sauces has increased significantly in recent years, due of the increasing availability of sauces, combined with the taste & quality of Mexican food.

The sale of Mexican sauces in USA & Canada has also increased significantly in recent years, with growth of **20%** in the last five years. This reflects the growing popularity of these sauces among North America consumers.

# Benefit of Salsa Macha

The **Macha Sauce** (chili oil) offers a unique and distinctive flavor to the dishes. This allows consumers to experiment with new flavors and combinations. Plus, it's a healthy alternative to using more common sauces like ketchup and soy sauce.

In addition, with the La Artesanal HERENCIA ORZA™ **Macha Sauce**, it is an easy way to add flavor to dishes. It is used to dress salads, meats, poultry, seafood and vegetables, it can also be used to make sauces, soups and stews.

# Growth Factors

Factors driving the growth in the sale and consumption of Mexican **Macha Sauce** in the United States and Canada include the increase in the Mexican-American and Mexican-Canadian population, as well as the increased availability of these sauces.

Other factors that contribute to the growth in the sale and consumption of macho sauces are the quality of the ingredients and the homemade flavor that characterizes Mexican food.



# Variety





# Goes with **EVERYTHING!** <sup>ti</sup> **TOKE iNNOVA**





# Trade Mark



**IMPI**



(in process)

**USPTO**







# Certifications



Comisión Federal para la Protección  
contra Riesgos Sanitarios



# Competitive Advantages

-  True homemade taste, made in México.
-  Brand attached to the constantly growing trend of consumption of handmade products.
-  Brand with export experience.
-  **IMPORTANT**, North Americans LOVE IT!!!

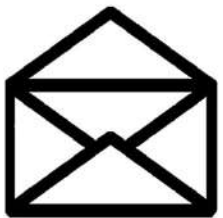
# Contact Us



+52 (222) 801 76 36



#laartesanaproductos  
#salsasaybuey



aortiz.ventas@tokeinnova.com



[www.tokeinnova.com](http://www.tokeinnova.com)