

**NATURAL  
BOLD  
AUTHENTIC**

**MANUFACTURER | CO-PACKER | PRIVATE LABEL | DISTRIBUTOR  
WHOLESALE | RETAIL | FOOD SERVICE**

**KEY**Food  
Services  
*compliments to your kitchen*

3701 West 128th Place  
Alsip, IL 60803

Office: 312-225-0225  
Fax: 312-225-7886

sales@keyfoodservices.com  
keyfoodservices.com



**LA CRIOLLA IS ONE OF THE  
HIDDEN GEMS IN YOUR SPICE  
AISLE FEATURING SOME OF  
THE MOST AUTHENTIC  
HISPANIC SPICES IN THE  
UNITED STATES.**

At Key Food Services, we offer artisanal, custom-blended Hispanic spices, blends, herbs, and seasonings that taste like home. La Criolla line also includes beans, olives, mojo criollo, and the most demanded vanilla.

**SPICES | HERBS | SEASONINGS | BLENDS | MARINADES | BEANS | PEAS | OLIVES | CAPERS  
VANILLA | HONEY | COFFEE | GIARDINIERA | OLIVE OIL | SALSAS | DRY CHILES**





# LA CRIOLLA PURE VANILLA FLAVOR

GOURMET QUALITY MEXICAN VANILLA FLAVOR

Originally from Mexico, this product was cultivated by dedicated farmers with other 140 years of experience to provide you with the best vanilla in the world.

La Criolla's Mexican Vanilla Flavor from natural vanilla extract is the perfect ingredient for your favorite recipes. Gourmet quality blend with a pure vanilla flavor.



Description	Size	Case	Bottle UPC	Cases/ Pallet
La Criolla Pure Vanilla Flavor	4 oz	12	071692002146	180
La Criolla Pure Vanilla Flavor	8.4oz	12	071692001002	120

#### INGREDIENTS

Water, Vanilla Flavor, Sugar, Propylene Glycol, Natural Vanilla Extract, Alcohol, Natural Caramel Color, and Sodium Benzoate.

## ELEVATE YOUR BAKING CATEGORY WITH MORE BAKING FAVORITES

- La Criolla Ground Cinnamon
- La Criolla Cinnamon Sticks
- La Criolla Ground Nutmeg
- La Criolla Whole Nutmeg
- La Criolla Star Anise
- La Criolla Whole Cloves
- La Criolla Ground Cloves
- La Criolla Ground Allspice
- La Criolla Whole Allspice
- La Criolla Ground Ginger
- La Criolla Whole Black Pepper
- La Criolla Ground Black Pepper

ADD AN INGREDIENT  
OF **AUTHENTICITY** TO  
YOUR SHELF RECIPE







# LA CRIOLLA BRAND PRODUCT LINE

AUTHENTIC PREMIUM ECONOMY BRAND



## CATEGORY ITEMS

### # ITEMS

SPICES & HERBS	71
SEASONINGS	44
BEANS	11
BAGGED FLOUR	3
MARINADES & SALSA	3
OLIVES & CAPERS	9
OILS	1
HONEY & VANILLA	3
GIARDINIERA	2
DRY CHILES**	

**147\***

## SIZES & PACKAGING



4 OZ GLASS

"GLASS SMALL"

8 OZ GLASS

"GLASS MEDIUM"

16 OZ PLASTIC

"PLASTIC MEDIUM"

32 OZ PLASTIC

"PLASTIC LARGE"

Actual net weight varies by item.

\*More seasonings and custom blends coming soon!

\*\*Dry chiles and value line coming soon!

## LA CRIOLLA

**SPICES & HERBS**

Anise Seeds  
Annatto Seeds  
Basil Leaves  
Cayenne Pepper  
Celery Salt  
Chili Powder  
Coriander Seeds  
Curry Powder  
Dill  
Fennel Seeds  
Granulated Garlic  
Granulated Onion  
Ground Allspice  
Ground Annatto  
Ground Black Pepper  
Ground Chili Pepper

Ground Cinnamon  
Ground Cloves  
Ground Comino (Cumin)  
Ground Giger  
Ground Mexican Oregano  
Ground Nutmeg  
Ground Red Pepper  
Ground Sage  
Ground Turmeric  
Ground White Pepper  
Meat Tenderizer  
Majorana  
Minced Garlic  
Parsley  
Red Crushed Chili Pepper  
Rosemary

Sesame Seeds  
Smoked Paprika  
Spanish Paprika  
Spanish Thyme  
Star Anise  
Stick Cinnamon  
Whole Achiote  
Whole Allspice  
Whole Annatto  
Whole Bay Leaves  
Whole Black Pepper  
Whole Cloves  
Whole Comino (Cumin)  
Whole Mexican Oregano  
Whole Nutmeg  
Whole Sage

## LA CRIOLLA

**SEASONINGS**

Adobo no MSG  
Adobo Seasoning  
Adobo Seasoning (Food Service)  
Adobo w/ Sazon (all-purpose)  
Adobo with Chipotle  
Adobo with Chipotle no MSG  
Adobo with Sazon  
Adobo with Sazon no MSG  
Beef Seasoning

Chicken Seasoning  
Chicken Seasoning no MSG  
Cinnamon with Sugar  
Fajita Seasoning  
Fruit Seasoning  
Garlic & Herbs  
Garlic Salt  
Lemon Pepper no MSG  
Mild Cajun Seasoning no MSG

Pork Seasoning  
Sazon  
Sazon with Cilantro & Achiote  
Seasoned Salt Hot  
Seasoned Salt Mild  
Seasoned Salt with Chipotle  
Taco Seasoning  
Taco Seasoning no MSG  
Urban Pilon - Artesanal Adobo

## LA CRIOLLA BRANDED LINE ALSO INCLUDES

**HONEY | VANILLA | GIARDINIERA  
CANNED BEANS | BAGGED BEANS  
BAGGED FLOUR | MARINADES  
SALSAS | OLIVES | CAPERS | OILS**











## FAN FAVORITES

LOYAL CUSTOMERS AND ATTRACTIVE  
REPURCHASE RATES WITHIN THE PREMIUM  
CUSTOMER SEGMENT

## TOP PERFORMING ITEMS

 **SUPERFAN FAVORITES**  
 **FALL-WINTER FAVORITES**

00002	071692-00002	Adobo Seasoning	8	Glass Medium
00147	071692-00147	Adobo w/Sazon No MSG	4	Glass Small
00458	071692-00458	Adobo with Sazon	8	Glass Medium
00012	 071692-00012	Cayenne Pepper	2.5	Glass Small
00104	071692-00104	Chicken Seasoning	4	Glass Small
00085	071692-00085	Chicken Seasoning No MSG	4	Glass Small
00040	071692-00040	Chili Powder	2.75	Glass Small
00045	071692-00045	Cinnamon Stick	1.25	Glass Small
00166	071692-00166	Curry Powder	2.5	Glass Small
00457	071692-00457	Fajita Seasoning	8	Glass Medium
00077	071692-00077	Garlic & Herbs No MSG	3	Glass Small
00017	071692-00017	Granulated Garlic	3	Glass Small
00026	071692-00026	Granulated Onion	2.5	Glass Small
00157	071692-00157	Ground Black Pepper	2	Glass Small
00046	 071692-00046	Ground Cinnamon	3	Glass Small
00021	071692-00021	Ground Comino (Cumin)	2.5	Glass Small
00033	071692-00033	Ground Giger	2.25	Glass Small
00163	071692-00163	Ground Nutmeg	2.5	Glass Small
00172	071692-00172	Ground Turmeric	2.5	Glass Small
00015	071692-00015	Lemon Pepper No MSG	6.25	Glass Medium
00165	071692-00165	Lemon Pepper No MSG	3.5	Glass Small
00095	071692-00095	Mild Cajun Seasoning No MSG	3.75	Glass Small
00038	071692-00038	Red Crushed Chili	1.75	Glass Small
00183	 071692-00183	Rosemary	0.5	Glass Small
00041	 071692-00041	Spanish Paprika	2.75	Glass Small
00141	071692-00141	Taco Seasoning No MSG	4	Glass Small
00456	071692-00456	Taco Seasoning	4	Glass Small
00100	 071692-00100	Vanilla Flavor	8	Glass Medium
00214	 071692-00214	Vanilla Flavor	4	Glass Small
00052	 071692-00052	Whole Bay Leaves	0.25	Glass Small
00053	071692-00053	Whole Bay Leaves	0.75	Glass Medium
00159	071692-00159	Whole Black Pepper	2.5	Glass Small
00028	071692-00028	Whole Mexican Oregano	0.5	Glass Small
00186	 071692-00186	Whole Spanish Thyme	1.25	Glass Small



**URBAN PILON**

# ARTISANAL ADOBO

Artisanal | Influencer Chef | Culinary Historian | Authentic

- Urban Pilon - Artesanal Adobo



**SOUTHSIDE SMITTI'S ITALIAN GIARDINIERA**

# SUPER PREMIUM GIARDINIERA

Gluten-Free | Handcrafted since 1918 | Non-GMO | Taste the Crunch

- Hot Hot - Italian Giardiniera
- Medium - Italian Giardiniera
- Mild - Italian Giardiniera



**MINCA COFFEE**

# 100% COLOMBIAN COFFEE

100% Colombian Coffee | Authentic | Organic

- Roasted Ground Coffee
- Roasted Whole Bean Coffee
- Organic Roasted Whole Bean Coffee
- Organic Roasted Ground Coffee



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# **LA CRIOLLA BRAND**

AUTHENTIC PREMIUM ECONOMY BRAND

## **A FEW TAKEAWAYS**

- PREMIUM ECONOMY BRAND
- AUTHENTIC HISPANIC SPICES, BEANS, OLIVES, AND MORE (181+ SKUS)
- WELL-POSITIONED IN THE FAST-GROWING ETHNIC MARKET TO CAPITALIZE ON TODAY'S FOOD AND HEALTH DRIVERS
- PREMIUM-QUALITY INGREDIENTS
- LOW-SODIUM
- PREMIUM GLASS BOTTLES
- FAIR PRICES
- FRESH, BOLD, AUTHENTIC FLAVORS
- PURE, ALL-NATURAL (NO DYES, PRESERVATIVES, OR FILLERS)
- LOYAL CUSTOMERS AND ATTRACTIVE REPURCHASE RATES WITHIN THE PREMIUM CUSTOMER SEGMENT
- PRODUCTS MEET THE BIG FOUR REQUIREMENTS OF PEOPLE WHO PURCHASE ETHNIC FOOD: AUTHENTIC, ALL-NATURAL, HIGH-QUALITY, AND KOSHER
- IN-HOUSE CHEF CREATES RECIPES TO INSPIRE COOKS' CREATIVITY

**IF THE DISH  
DOESN'T HAVE  
LA CRIOLLA,  
THEN YOU  
KNOW IT WON'T  
TASTE LIKE  
GRANDMA'S  
COOKING**



## LA CRIOLLA CONSUMER PROFILE

AUTHENTIC PREMIUM ECONOMY BRAND

- MILLENNIAL SHOPPERS
- SINGLE-FAMILY / HEAD OF HH
- TRADITIONAL FAMILY CONCERNED ABOUT HEALTHY EATING
- HEALTH-CONSCIOUS
- LABEL-READERS
- HEALTHY SNACKING
- SEEKING INTERNATIONAL FLAVORS, ORGANIC, GLUTEN-FREE, NON-GMO INDULGENCE
- PREFERRING ALL-NATURAL PRODUCTS WITH NOTHING ARTIFICIAL
- GREAT TASTING, DELICIOUS



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## CAPABILITY STATEMENT



**A LEGACY OF LATINO FLAVORS** La Criolla is a Hispanic owned premium quality spice and food brand founded in 1957 in Chicago's landmark Randolph Street Market before moving operations to its current 23,000 sq ft. facility in Alsip, IL. Product categories, sold in a variety of sizes, from retail to foodservice, include spices, herbs, seasonings, oils, giardiniera, marinades, dry legumes, canned goods, flours, vanilla, and honey. La Criolla is known for all natural, high quality, authentic flavors and original blends available in glass packaging at fair prices.

With over 65 years of experience as a manufacturer and distributor, we also provide flexible private label and co-packing services, including spices, herbs, and custom blends, for major companies and small community entrepreneurs alike. From its humble beginnings, Latino family owned La Criolla continues its commitment to bringing the bold traditional flavors of the Hispanic home to inspire cooks in every kitchen.

## CORE COMPETENCIES

### La Criolla Branded Products

- Spices and Herbs
- Seasonings
- Custom Blends
- Beans
- Flours
- Vanilla
- Honey
- Giardiniera
- Marinades
- Oils
- Olives and Capers

### Manufacturing and Distribution

- Spices and Herbs
- Seasonings
- Custom Blends
- Merchandising
- In-store Demos

### Co-packer and Private Label

- National Brand Equivalent (NBE)
- Everyday Spices and Herbs
- Seasonings
- Custom Blends
- Label Design Support

## NAICS & SIC CODES

**311942** - Spice and Extract Manufacturing

**311999** - All Other Miscellaneous Food Manufacturing

**424490** - Grocery and Related Products Merchant Wholesalers

**424410** - General Line Grocery Merchant Wholesalers

### SIC-Codes

**5149 0310** - Spices and Seasonings

**5149 0603** - Natural and organic foods

**5149 0800** - Dried or canned foods

**2099 0000** - Food preparation

## LOCAL | AUTHENTIC | PREMIUM | CUSTOM SOLUTIONS

**Local** - Established 65 years ago with deep Chicago roots, with our manufacturing and distribution facility in Alsip, IL, we competitively service our Midwest market by managing transportation costs and reducing carbon footprint.

**Authentic** - Bold, traditional, and authentic Hispanic and ethnic global flavors and blends.

**Premium** - Highest quality standards, all natural, low sodium, no MSG, and Kosher certified products, in glass packaging.

**Custom Solutions** - Equipped to accommodate our customer's unique requirement and tailor co-packing/private label solutions.

## MINORITY CERTIFICATIONS & RECOGNITIONS

- State of Illinois MBE
- Cook County MBE
- City of Chicago MBE
- National Minority Supplier Development Council
- Oct. 12 Proclaimed "La Criolla Day" in Chicago by Mayor Lightfoot, Gov. Pritzker, State Senator Pacione-Zayas and Clerk of Cook County Circuit Court Martinez.

## SELECT RETAILERS

Walmart

Jewel-Osco

Mariano's

Tony's Fresh Market

Meijer

Carniceria Jimenez

Fairplay



[illegible]

## Notes

[illegible]



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