

# Jorge Bouffier

Sin Secretos



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| <b>COUNTRY</b>       | Mexico   |
| <b>INDUSTRY</b>      | Consumer   |
| <b>YEAR SELECTED</b> | 2013   |
| <b>PARTNER</b>       | Manuel Villarreal  |
| <b>WEBSITE</b>       | <a href="http://www.holasmoothie.com">www.holasmoothie.com</a> |

## COMPANY SNAPSHOT

Sin Secretos produces 100% natural and preservative-free fruit juices and smoothies under brands Frutos de Vida (Fruits of Life), Frutos de Vida for Kids, and HOLA Smoothie. The juices are available on the shelves of most major Mexican supermarkets and price clubs, and will soon be at convenience stores. The company emphasizes the positive nutritional benefits of its products for adults and children alike.