

Jose Luis Correa Artasanchez

Leonali





"I saw an opportunity to bring fresher, healthier and more accessible food options to Mexicans."

| COUNTRY | Mexico |
|---------------|-----------------|
| INDUSTRY | Consumer |
| EMPLOYEES | 85 |
| YEAR SELECTED | 2013 |
| WEBSITE | www.leonali.com |

COMPANY SNAPSHOT

Leonali offers ready-to-eat, pre-cut and washed vegetables that preserve their freshness and nutritional integrity 10-25% longer than the industry standard. Leonali sells kid-friendly healthy snacks such as carrots and dipping sauce, ready-made salads, loose-leaf lettuce, prepared vegetables for soup, and side dishes like ready-to-cook broccoli. Consumers can purchase these products nationwide at supermarkets, wholesalers, and in entrees at restaurants. Leonali is one of the first movers within Mexico's emerging precut vegetable market, which is only expected to grow as Mexican consumers' awareness of healthy foods increases and more steps are taken to confront the country's obesity epidemic.