

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 pre-cut 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.