

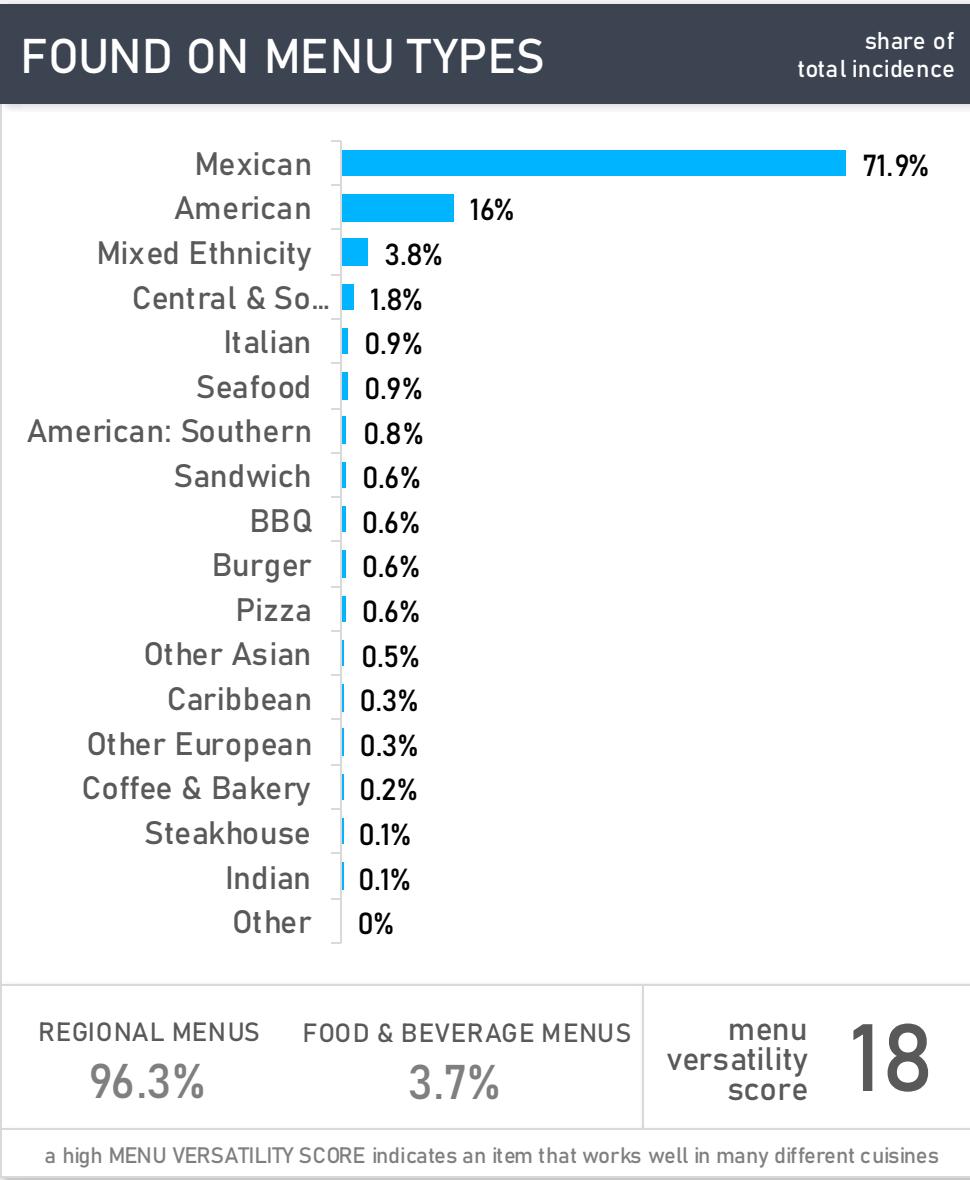


FRESCO CHEESE



| | | |
|-------------------------------|---|---|
| DESCRIPTION | <ul style="list-style-type: none">❖ Fresh semi-soft cheese lightly salted and creamy with a mild smooth flavor. It is a traditional Mexican farmer's cheese that is lightly pressed and salted which has become the most popular Mexican cheese in the US. |  |
| HISPANIC CUISINE APPLICATIONS | <ul style="list-style-type: none">❖ Enchiladas❖ Chilaquiles❖ Beans❖ Popular filling for tamales, tacos, chiles rellenos, and other stuffed dishes❖ Breakfast burritos❖ Sprinkled over huevos rancheros❖ Flautas |  |
| MAINSTREAM APPLICATIONS | <ul style="list-style-type: none">❖ Salads❖ Soups❖ Pairing with tropical fruits like mango or papaya❖ Watermelon salad❖ Sautéed meats |  |

QUESO FRESCO FOODSERVICE APPLICATIONS TRENDS



APPLICATIONS

| | share of total incidence |
|------------------------|--------------------------|
| Mexican Entree | 49.1% |
| Entrée Salad | 10% |
| Other App | 5.9% |
| Egg Dish | 4.2% |
| Rice Entree | 3.4% |
| Appetizer Salad | 3.3% |
| Combos/Multi Protein | 2.7% |
| Appetizer Dip | 2.1% |
| Non-Fried Veggie App | 1.9% |
| Appetizer Nachos | 1.7% |
| Appetizer Soup/Chili | 1.5% |
| Entrée Soup/Stew/Chili | 1.2% |
| Chicken Main Entree | 1.1% |
| Non-Fried Veggie Side | 1.1% |
| Condiment/Topping | 0.9% |
| Non-Fried Protein App | 0.9% |
| Hot Sandwich | 0.6% |
| Other | 8.4% |

| | | |
|------------------------|----|---|
| food versatility score | 31 | a high FOOD VERSATILITY SCORE indicates an item that works well in many different applications. |
|------------------------|----|---|

PAIRED FLAVORS

| | overlap with other items |
|--------------|--------------------------|
| MEXICAN | 94% |
| TEX MEX | 88.7% |
| SOUTHWESTERN | 88% |
| PEPPER | 55.3% |
| ONION | 54.7% |
| BEAN | 54.3% |
| TORTILLA | 54% |
| AVOCADO | 52.7% |
| CILANTRO | 51% |
| CHICKEN | 49% |

among menu items with QUESO FRESCO, % that also contain each of the above; use this to find flavors that go together



PANELA CHEESE



DESCRIPTION

- ❖ Our Gold Medal winning Queso Panela is lower in sodium than many Mexican cheeses which makes it a very healthy alternative. This cheese is one of a kind and all- natural made from fresh whole milk from the Mid- west with salt and enzymes and free from hormones.



HISPANIC CUISINE APPLICATIONS

- ❖ Cactus Salad
- ❖ Guava Paste
- ❖ Mexican Sandwich "tortas"
- ❖ Pan-seared cheese
- ❖ Cheese soup
- ❖ Perfect for frying
- ❖ Grilled or fried with salsa appetizer
- ❖ Entomatadas



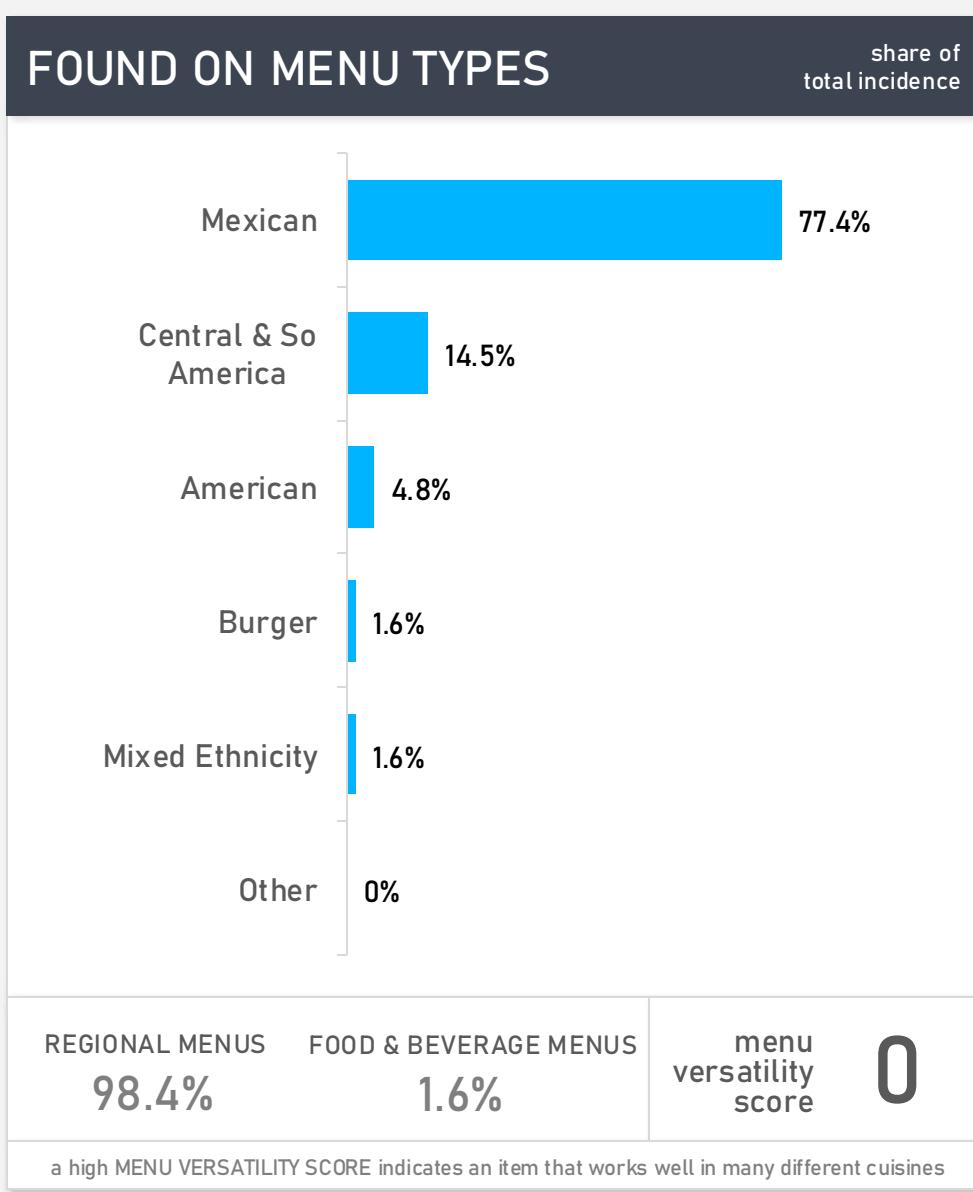
MAINSTREAM CUISINE APPLICATIONS

- ❖ Soups
- ❖ Substitute for mozzarella
- ❖ Grilled sandwiches
- ❖ Grilled with vegetables



QUESO PANELA FOODSERVICE APPLICATIONS TRENDS

menu availability



| APPLICATIONS | | share of total incidence |
|---|--|---|
| Mexican Entree | | 19.4% |
| Combos/Multi Protein | | 11.3% |
| Beef Main Entree | | 8.1% |
| Appetizer Soup/Chili | | 6.5% |
| Other App | | 6.5% |
| Entrée Salad | | 6.5% |
| Hot Sandwich | | 4.8% |
| Cold Sandwich | | 4.8% |
| Chicken Main Entree | | 4.8% |
| Appetizer Salad | | 3.2% |
| Shellfish Main Entree | | 3.2% |
| Veggie Main Entree | | 3.2% |
| Protein Side | | 3.2% |
| Non-Fried Protein App | | 1.6% |
| Appetizer Dip | | 1.6% |
| Fish Main Entree | | 1.6% |
| Other Protein Main Entree | | 1.6% |
| Other | | 8.1% |
| food versatility score 0 | | a high FOOD VERSATILITY SCORE indicates an item that works well in many different applications. |

| PAIRED FLAVORS | | overlap with other items |
|----------------|--|--------------------------|
| MEXICAN | | 80% |
| TEX MEX | | 76.7% |
| SOUTHWESTERN | | 66.7% |
| CHICKEN | | 53.3% |
| GRILLED | | 46.7% |
| PEPPER | | 40% |
| AVOCADO | | 33.3% |
| BEAN | | 30% |
| TORTILLA | | 26.7% |
| SHRIMP | | 23.3% |
| ROASTED | | 20% |

among menu items with PANELA, % that also contain each of the above; use this to find flavors that go together



CHIHUAHUA MEXICO STYLE QUESADILLA CHEESE



| | | |
|---------------------------------------|--|--|
| DESCRIPTION | <ul style="list-style-type: none">❖ Chihuahua Mexico Style Quesadilla with extraordinary melting properties made possible with careful aging and the incorporation of unique cultures to deliver uncompromised melting. Nuestro Queso employed a Master Cheese Maker in partnership with a culture manufacturer to create this authentic quesadilla melting cheese with superior characteristics and true flavors. |  |
| HISPANIC CUISINE APPLICATIONS | <ul style="list-style-type: none">❖ Quesadillas❖ Enchiladas❖ Tacos❖ "Queso Fundido" melted cheese appetizer dip❖ Tortas❖ Pupusas❖ Empanadas |  |
| MAINSTREAM CUISINE APPLICATIONS | <ul style="list-style-type: none">❖ Any dish requiring a melting cheese❖ Hamburgers❖ Pizzas❖ Baked Casseroles❖ Nachos❖ Macaroni and Cheese❖ Topping for grilled steaks❖ Grilled Cheese sandwich❖ Breakfast omelettes❖ Pasta |  |

QUESO CHIHUAHUA FOODSERVICE APPLICATIONS TRENDS

menu availability

FOUND ON MENU TYPES

share of
total incidence

Mexican 74%

American 15.5%

Other Asian 5.2%

Mixed Ethnicity 2.1%

Central & So... 1.7%

Sandwich 0.6%

Coffee & Bakery 0.4%

Italian 0.2%

Pizza 0.2%

American: Southern 0.2%

Other 0%

REGIONAL MENUS

98.8%

FOOD & BEVERAGE MENUS

1.2%

menu
versatility
score

8

a high MENU VERSATILITY SCORE indicates an item that works well in many different cuisines

APPLICATIONS

share of
total incidence

Mexican Entree 54.3%

Appetizer Quesadilla 6.4%

Appetizer Dip 5.2%

Egg Dish 4.5%

Appetizer Nachos 4.1%

Bottled Spirit 3.1%

Entrée Salad 2.3%

Burger 2.1%

Other App 1.9%

Hot Sandwich 1.9%

Beef Main Entree 1.4%

Cold Sandwich 1.2%

Rice Entree 1.2%

Combos/Multi Protein 1.2%

Condiment/Topping 1.2%

Fried Other App 1%

Chicken Main Entree 1%

Other 5.8%

food
versatility
score

15

a high FOOD VERSATILITY SCORE indicates an item that works well in many different applications.

PAIRED FLAVORS

overlap with
other items

MEXICAN 93.5%

SOUTHWESTERN 91.4%

TEX MEX 90.3%

PEPPER 60.2%

TORTILLA 57%

CHICKEN 48.4%

BEEF 47.3%

BEAN 45.2%

ONION 44.1%

SPANISH 41.9%

QUESO 38.7%

among menu items with CHIHUAHUA, % that also contain each of the above; use this to find flavors that go together



OAXACA CHEESE



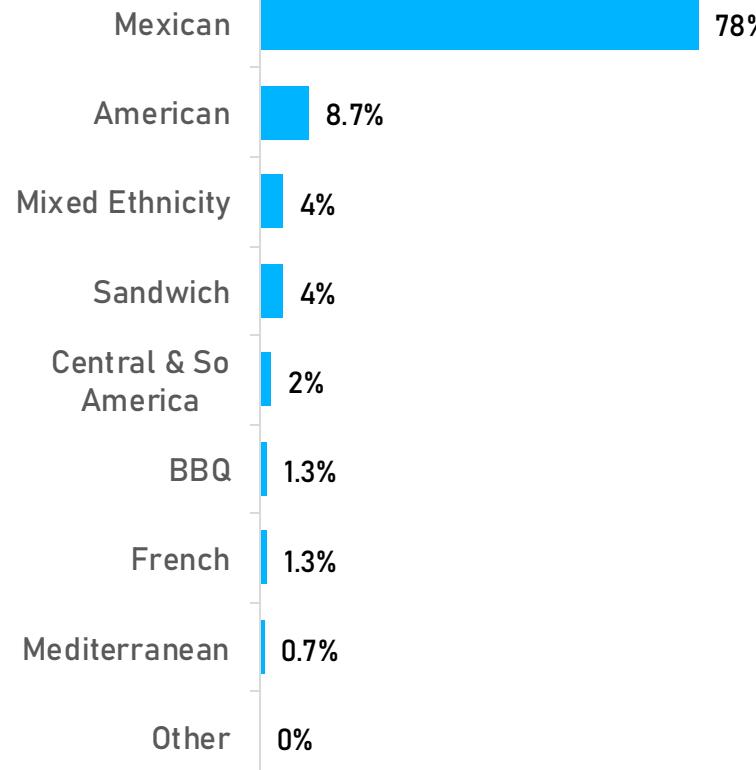
| | | |
|---------------------------------|--|--|
| DESCRIPTION | <ul style="list-style-type: none">❖ Oaxaca is Mexico's most popular cheese because it melts and strings like no other when melted, forming delicious long strings when pulled. It is a semi-soft cheese like un-aged Monterey Jack, but with a Mozzarella-like string cheese texture. It is named after the state of Oaxaca in southern Mexico, where it was first made. | |
| HISPANIC CUISINE APPLICATIONS | <ul style="list-style-type: none">❖ Tacos❖ Cemitas❖ Quesadillas❖ "Queso Fundido" melted cheese appetizer dip❖ Enchiladas❖ Stuffed peppers❖ Roasted or baked in Mexican dishes❖ Empanadas❖ Molletes | |
| MAINSTREAM CUISINE APPLICATIONS | <ul style="list-style-type: none">❖ Pizzas❖ Nachos❖ Fusion sushi rolls❖ Substitute for mozzarella❖ In breads and pastries❖ Baked Casseroles❖ Hamburgers❖ Pasta | |

QUESO OAXACA FOODSERVICE APPLICATIONS TRENDS

menu availability

FOUND ON MENU TYPES

share of
total incidence



REGIONAL MENUS

94.7%

FOOD & BEVERAGE MENUS

5.3%

menu
versatility
score

0

a high MENU VERSATILITY SCORE indicates an item that works well in many different cuisines

APPLICATIONS

share of
total incidence

| | |
|------------------------|------|
| Mexican Entree | 56% |
| Appetizer Quesadilla | 8% |
| Appetizer Dip | 6% |
| Other App | 5.3% |
| Hot Sandwich | 4.7% |
| Other Entree | 3.3% |
| Burger | 2.7% |
| Pizza | 2.7% |
| Egg Dish | 2% |
| Appetizer Nachos | 1.3% |
| Bread Appetizer | 1.3% |
| Entrée Salad | 1.3% |
| Entrée Soup/Stew/Chili | 1.3% |
| Combos/Multi Protein | 1.3% |
| Cold Sandwich | 0.7% |
| Shellfish Main Entree | 0.7% |
| Condiment/Topping | 0.7% |
| Other | 0.7% |

food
versatility
score

0

a high FOOD VERSATILITY SCORE indicates an item that works well in many different applications.

PAIRED FLAVORS

overlap with
other items

| | |
|---------------|-------|
| OAXACAN | 100% |
| MEXICAN | 97.9% |
| SOUTHWESTERN | 97.9% |
| TEX MEX | 93.6% |
| PEPPER | 61.7% |
| BEEF | 48.9% |
| ONION | 46.8% |
| SPANISH | 42.6% |
| TACO | 42.6% |
| TORTILLA | 38.3% |
| PICO DE GALLO | 27.7% |

among menu items with QUESO OAXACA CHEESE, % that also contain each of the above; use this to find flavors that go together

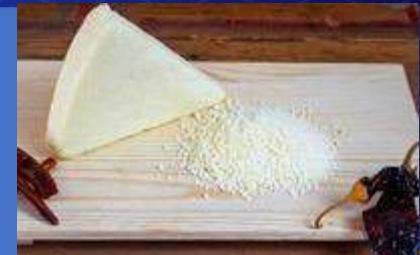


COTIJA CHEESE



DESCRIPTION

- ❖ Cotija is a zesty, hard, salty cheese that doesn't melt when heated, often compared to Parmesan for its sharp, savory flavor. Named after the town of Cotija in Michoacán, Mexico, it is aged for at least 100 days, resulting in a dry, crumbly texture.



HISPANIC CUISINE APPLICATIONS

- ❖ Tacos
- ❖ Elotes (Mexican street corn)
- ❖ Refried beans garnish
- ❖ Tostadas
- ❖ Enchiladas
- ❖ Quesadillas
- ❖ Salads
- ❖ Guacamole, pico de gallo



MAINSTREAM CUISINE APPLICATIONS

- ❖ Substitute for Parmesan in pastas, caesar salad, etc
- ❖ Soups
- ❖ Pizza
- ❖ Meat Marinades
- ❖ Salad Garnish

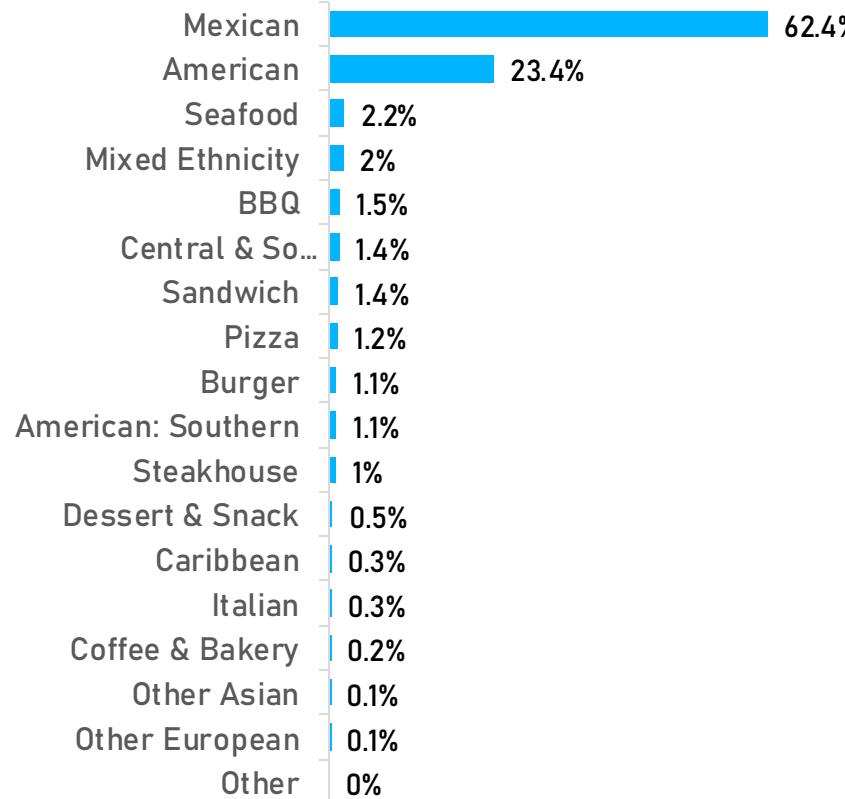


QUESO COTIJA FOODSERVICE APPLICATIONS TRENDS

menu availability

FOUND ON MENU TYPES

share of
total incidence



REGIONAL MENUS

91%

FOOD & BEVERAGE MENUS

9%

menu
versatility
score

28

a high MENU VERSATILITY SCORE indicates an item that works well in many different cuisines

APPLICATIONS

share of
total incidence

| | |
|------------------------|-------|
| Mexican Entree | 43.3% |
| Entrée Salad | 11.8% |
| Rice Entree | 4.7% |
| Other App | 3.9% |
| Non-Fried Veggie App | 3.7% |
| Combos/Multi Protein | 3.3% |
| Appetizer Dip | 3% |
| Egg Dish | 2.8% |
| Appetizer Salad | 2.5% |
| Appetizer Nachos | 2.5% |
| Non-Fried Veggie Side | 1.9% |
| Cold Sandwich | 1.7% |
| Fried Veggie App | 1.3% |
| Chicken Main Entree | 1.2% |
| Hot Sandwich | 1% |
| Appetizer Soup/Chili | 0.8% |
| Appetizer Fries/Wedges | 0.8% |
| Other | 9.9% |

food
versatility
score

34

a high FOOD VERSATILITY SCORE indicates an item that works well in many different applications.

PAIRED FLAVORS

overlap with
other items

| | |
|--------------|-------|
| MEXICAN | 91.1% |
| SOUTHWESTERN | 90.2% |
| TEX MEX | 86.3% |
| PEPPER | 55.1% |
| CILANTRO | 53.3% |
| ONION | 53.3% |
| CORN | 52.4% |
| TORTILLA | 50.3% |
| BEAN | 48.2% |
| AVOCADO | 47% |

among menu items with COTIJA, % that also contain each of the above; use this to find flavors that go together



BLANCO CHEESE

DESCRIPTION

- ❖ Blanco is very popular in the Caribbean. It is firm and yet smooth in texture, very similar to Queso Fresco without the crumble. This culinary wonder doesn't separate into solids and oils when heated or grilled. It becomes soft on the inside. When you bite into it, it squeaks like fresh cheese curds, pairs exquisitely with fruits and rewards you with a buttery creaminess found in only the best mild cheese.

HISPANIC CUISINE APPLICATIONS

- ❖ Great for grilling, pan frying and deep frying.
- ❖ With fresh fruits & jams
- ❖ Salads
- ❖ Tostadas
- ❖ Tortas
- ❖ In Caribbean/Colombian bakery items: Tequenos, Pan de Bono
- ❖ Empanadas
- ❖ Arepas
- ❖ Potato and cheese pie

MAINSTREAM CUISINE APPLICATIONS

- ❖ Mediterranean salads
- ❖ Sandwiches
- ❖ Substitute for ricotta in Italian dishes like lasagna or cannoli
- ❖ Grilled or Fried Appetizer

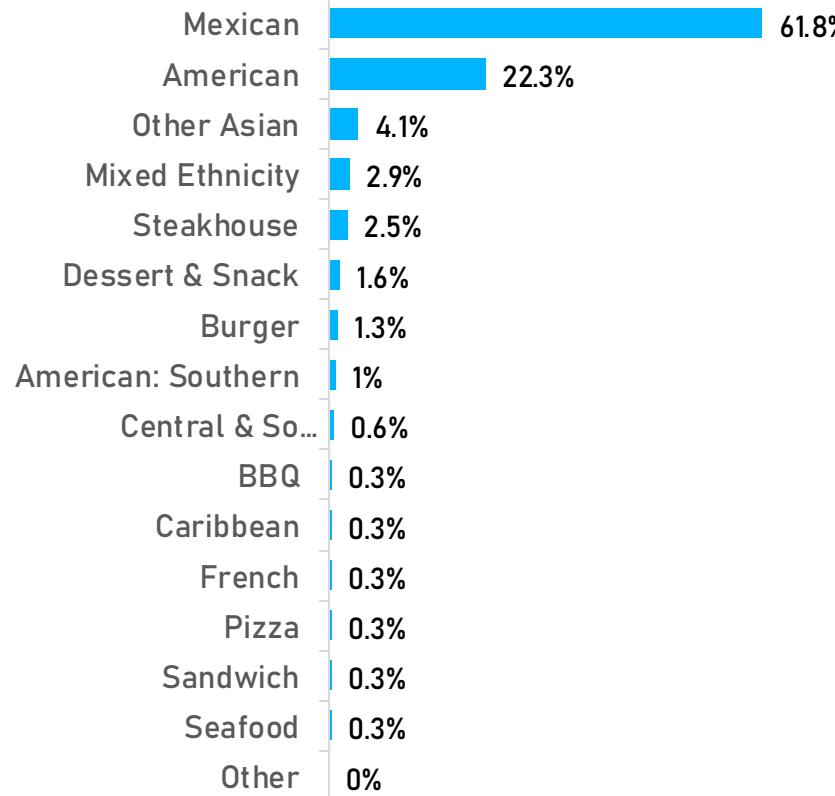


QUESO BLANCO FOODSERVICE APPLICATIONS TRENDS

menu availability

FOUND ON MENU TYPES

share of
total incidence



REGIONAL MENUS

93.3%

FOOD & BEVERAGE MENUS

6.7%

menu
versatility
score

5

a high MENU VERSATILITY SCORE indicates an item that works well in many different cuisines

APPLICATIONS

share of
total incidence

| | |
|------------------------|-------|
| Mexican Entree | 30.6% |
| Appetizer Dip | 17.5% |
| Appetizer Nachos | 12.4% |
| Condiment/Topping | 7.6% |
| Hot Sandwich | 4.5% |
| Egg Dish | 2.9% |
| Other Side | 2.5% |
| Burger | 2.2% |
| Beef Main Entree | 1.9% |
| Combos/Multi Protein | 1.9% |
| Other App | 1.6% |
| Rice Entree | 1.6% |
| Appetizer Fries/Wedges | 1.3% |
| Bread Appetizer | 1.3% |
| Non-Fried Protein App | 1% |
| Chicken Main Entree | 1% |
| Other Entree | 1% |
| Other | 7.3% |

food
versatility
score

9

a high FOOD VERSATILITY SCORE indicates an item that works well in many different applications.

PAIRED FLAVORS

overlap with
other items

| | |
|-----------------|-------|
| MEXICAN | 92.6% |
| TEX MEX | 92.6% |
| SOUTHWESTERN | 82.7% |
| PEPPER | 58% |
| BEEF | 48.1% |
| CHICKEN | 39.5% |
| ONION | 39.5% |
| JALAPENO PEPPER | 33.3% |
| NACHOS | 33.3% |
| BEAN | 32.1% |
| GRILLED | 27.2% |

among menu items with QUESO BLANCO, % that also contain each of the above; use this to find flavors that go together



PARA FREIR CHEESE



DESCRIPTION

- ❖ Para Freir (frying) cheese is a firm, mild cheese most commonly used for pan frying, deep frying and grilling. It has long been a staple in the Caribbean and South America where it is appreciated for its ability to fry without any breading. Frying or pan-searing softens the cheese and results in a golden brown crust with a creamy, warm interior while maintaining its shape as it doesn't melt.



HISPANIC CUISINE APPLICATIONS

- ❖ Grilled appetizer or snack
- ❖ Pan-fried appetizer or snack
- ❖ Deep fried/Air fried appetizer or snack
- ❖ Salads
- ❖ Sandwiches
- ❖ Dominican "mangú," a mashed plantain dish served with fried cheese and eggs
- ❖ Alongside fried beans
- ❖ Served with eggs and plantains



MAINSTREAM CUISINE APPLICATIONS

- ❖ Salads
- ❖ Grilled, pan fried, deep fried or air fried appetizer or snack
- ❖ Burgers
- ❖ Substitute for fries

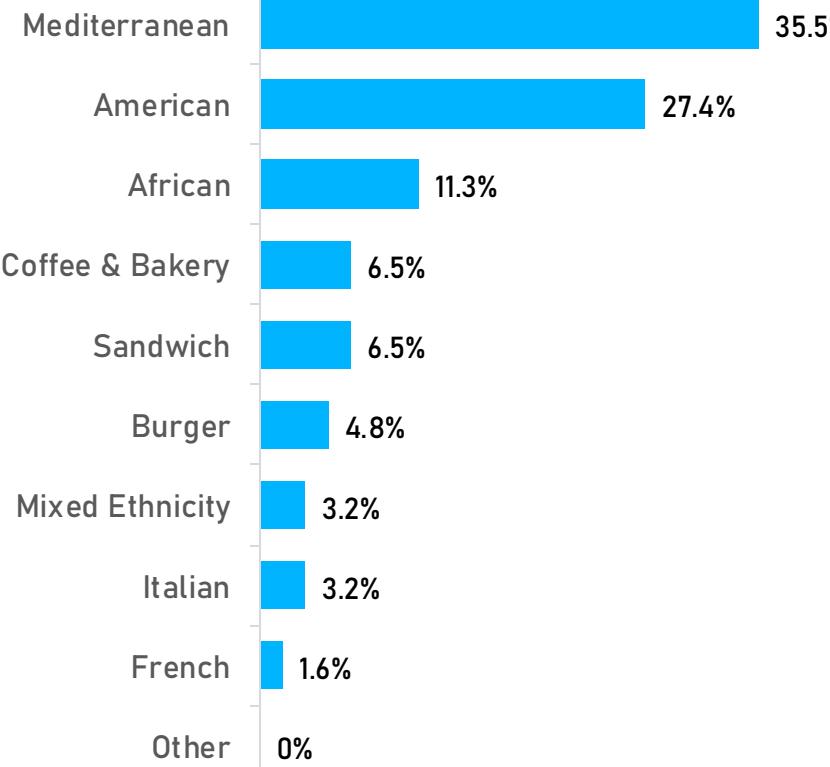


QUESO PARA FREIR FOODSERVICE APPLICATIONS TRENDS

menu availability

FOUND ON MENU TYPES

share of total incidence



REGIONAL MENUS

82.3%

FOOD & BEVERAGE MENUS

17.7%

menu versatility score

0

a high MENU VERSATILITY SCORE indicates an item that works well in many different cuisines

APPLICATIONS

share of total incidence

| | |
|---------------------------|-------|
| Condiment/Topping | 16.1% |
| Entrée Salad | 14.5% |
| Other App | 11.3% |
| Hot Sandwich | 9.7% |
| Cold Sandwich | 9.7% |
| Fried Other App | 4.8% |
| Burger | 4.8% |
| Pizza | 4.8% |
| Combos/Multi Protein | 3.2% |
| Protein Side | 3.2% |
| Appetizer Salad | 1.6% |
| Deli Salad Appetizer | 1.6% |
| Fried Veggie App | 1.6% |
| Non-Fried Veggie App | 1.6% |
| Bread Appetizer | 1.6% |
| Other Protein Main Entree | 1.6% |
| Rice Entree | 1.6% |
| Other | 6.5% |

food versatility score

0

a high FOOD VERSATILITY SCORE indicates an item that works well in many different applications.

PAIRED FLAVORS

overlap with other items

| | |
|----------------|-------|
| MEDITERRANEAN | 78.1% |
| TOMATO | 46.9% |
| GREEK | 40.6% |
| GRILLED | 34.4% |
| MIDDLE EASTERN | 31.2% |
| ONION | 31.2% |
| SALAD | 25% |
| ARUGULA | 21.9% |
| CUCUMBER | 15.6% |
| FRIED | 15.6% |
| OLIVE | 15.6% |
| AVOCADO | 12.5% |

among menu items with HALLOUMI, % that also contain each of the above; use this to find flavors that go together