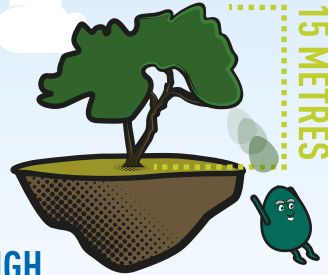


# FROM "SEAMEN'S BUTTER" TO SUPER FOOD

## AN AVOCADO CUTS ITS OWN WAY



### 2. PROVISIONS

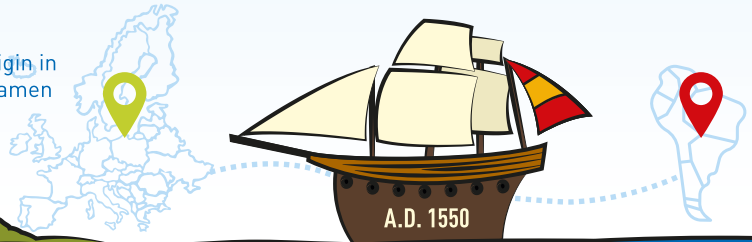
#### THE AVOCADO MAKES ITS WAY TO EUROPE

The nutritious alligator pear is preferred provisions for the seamen on their journey to Europe.

### 1. SET THE SIGHT HIGH

#### 50,000 YEARS WITH AVOCADO

The avocados have their origin in Central America, where seamen one day discovered them.



#### Did you know, that...

- Avocados are not only found in guacamole or salads: Avocado oil supports regeneration of cells and cares for hair and skin.
- Avocados are despite their high fat content real "shape wonders". They contain vitamins, minerals and unsaturated fatty acids which sate you longer.
- The avocado skin changes its color during the ripening process from green to dark purple and becomes soft. From this moment, they are ripe and perfect to eat.

#### Frutas Montosa

##### Facts and figures

- Founded 1982 in Malaga as a family business
- Market leader in Europe for exporting avocados
- Transporting over 200 pallets of avocados daily
- Main markets: Belgium, Germany, France, Finland
- Turnover 2015: €80 million

### 3. MONTOSA'S VISION

#### LOVE AT FIRST SIGHT

Montosa finds the avocado in the supermarket and starts enthusiastically growing avocados at the sub-tropical coast of Spain.

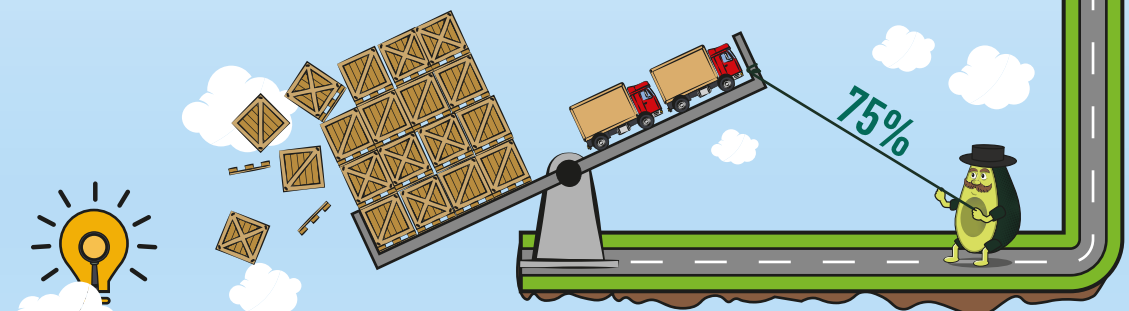
1982



### 4. FRUIT EXPLOSION

#### FRUTAS MONTOSA GROWS AND FLOURISHES

Absolutely an avocado-expert: know-how from the ripening process to the transport.



### 5. AVOCADO 2.0

#### FRUIT MEETS INFORMATION TECHNOLOGY

75% of Frutas Montosa's total production is exported. To manage the transport of annually 18,000 tons, the company finds additional vehicles in the freight and vehicle exchange TimoCom.

