**MOLINERA TROPICAL DEL NORTE – BRAND FARAON**

* Created since 1999 in Lambayeque, but its greatest growth began in 2018 at the national level.
* 2do largest brand in Peru, positioned as the best mainstream brand.
* Owner: Ing. Tomás Padilla Lozano
* No. workers: ~200
* Video of the plant: <https://www.facebook.com/watch/?v=988563625370297>
* Brand: FARAON
* Presentations: 750g, 5kg, 50Kg

Rice varieties: all indicate to be “AÑEJO”. This process removes moisture from the rice so that, when cooked, it absorbs more water and better tasty grains.

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| **RICE VARIATY (from higest to lowest quality)** | **COLOR** | **COMMERCIAL NAME** |
| NIR AÑEJO | ORANGE | EXTRA PREMIUM |
| AÑEJO | BLUE | EXTRA CATERING |
| EXTRA | GREEN | EXTRA |
| SUPERIOR | RED | SUPERIOR AÑEJO |
| ECONOMICO | YELLOW | ECONÓMICO |

Sales places:

Supermarkets, markets and mercado de productores.

* CENCOSUD: Metro, Wong.
* Plaza vea
* Tottus
* Mayorista Vega
* Mercado de Productores