

# Distribuidora Latinoandina – our story and our values

## ***Connecting Cultures through flavor***

Since our founding in 2007, Distribuidora Latinoandina has been more than just a distribution company: we connect cultures through flavor. We began with the mission of bringing the tastes of Latin America to European consumers, starting with Peruvian products and gradually expanding to include goods from other Latin American countries. Today, our vision has broadened beyond national borders to reach Asia and Africa, establishing us as a benchmark in the ethnic food sector across Europe.

We are committed to building long-term relationships with both suppliers and clients, ensuring quality, proximity, and efficient distribution. Each product in our portfolio reflects who we are: a company with soul, working with professionalism and a global vision to offer consumers more than just food — a cultural experience.

Our robust portfolio features internationally recognized in-house brands such as *El Dorado*, *El Plebeyo*, *La Latina*, and *Helados Green*, each tailored to meet the needs of today's dynamic market. We also offer exclusive brands that strengthen our value proposition and distinguish in the marketplace.

### Our Values



#### **Seriousness & Professionalism**

We act with responsibility and rigor in every process, fulfilling our commitments to clients and suppliers.



#### **Respect**

We value people and promote fair and collaborative treatment with our team, clients and suppliers, building relationships based on trust.



#### **Social Commitment**

We are driven to generate a positive impact. We collaborate with social projects and support local communities, because growing means sharing.



#### **Quality**

We select products that meet the highest standards, ensuring excellence and safety for our customers.



#### **Authenticity**

We offer products with soul that represent real stories and flavors. We strive to maintain authenticity in every product choice and business decision.



#### **Innovation**

We constantly seek new ideas, products and formats to adapt to an evolving market without losing our essence.