



MIELE MILLEFIORE

Terra Argentina

MILLEFIORE BIO

CREMOSO

PESO NETTO 500g

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B R A N D P R E S E N T A T I O N

## WHO ARE WE?

Terra Argentina is a NEW company. Right now we are dedicated to making bottled honey products and fractionating PREMIUM quality honey in all its states: creamed, liquid, natural or organic. With the potential for future growth and the adding of new flavours and products.

## OUR MISSION

Our mission is to commercialise the product and position ourselves within the national and international markets as a PREMIUM top-of-the-range brand. Beekeeping occupies a significant position in Argentina's agricultural market: our country is one of the leading producers of honey worldwide and is renowned for its proven quality.

## TARGET CONSUMERS

People of middle to upper-middle class, people who already consume this natural product and for those who are looking to purchase a high quality and distinguished product.

**RANGE:** Society

**OUTREACH:** National and eventually international markets.

**NATURE:** Private | Direct from owner

**VALUES:** Premium quality | High-quality product

**MARKET SCALE:** Mass, in supermarkets, etc.

## OUR HONEY

Most of our honey comes from the vast Pampas lowlands in the **Buenos Aires** province. However, our citrus honey was born in the northern part of the country, more specifically in the **Tucuman** province. This province is known for growing citrus fruits, which explains why the honey it produces is a light amber colour and has a special flavour.

Our organic honey comes from **Santiago del Estero** province, which gives it its darker colour along with its rich and wild floral taste.

Our products meet all the nutrition and health standards established by the National Food Safety and Quality Service (SE.NA.SA) and the Argentine Food Code.

## OUR HONEY'S QUALITY

The quality of our honey doesn't just come down to the type of flower, soil or climate, but it's also a result of the passion that is behind it. Our beekeepers are extremely dedicated and the effort they put into their various tasks is reflected in the high quality of our honey. Our high standards of hygiene, modern extraction methods, filtering, classification and behavioural maturation result in a honey that is high in quality and nutritional value, whilst also having good conservation properties. The honey is suitably packed in the right conditions, to ensure that it's protected against all forms of contamination.

- JARS FROM 250 GRAMS TO 25 KGS.
- DRUMS OF APPROXIMATELY 305 KGS.

We produce approximately 500 tonnes per annum, and this figure continues to grow. Our merchandise will be available to purchase all-year round.



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P R O D U C T P R E S E N T A T I O N



# Terra Argentina

O U R P R O D U C T S





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MIELE MILLEFIORI BIO

LÍQUIDO

PESO NETO 250g

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Terra Argentina

MIELE MILLEFIORI BIO

LIQUIDO

PESO NETTO 250g



# *Terra Argentina*