



PRODUCTS PORTFOLIO 2019



SNACKS



CAKES



BISCUITS



Nuestra historia

Ramo is one of Colombia's most beloved brands. **For nearly 70 years**, we've accompanied **Colombians with traditional baked goods** that originated in the homemade recipes of our founder's grandmother. This unique signature translates into the **quality, taste and freshness** of our products in the categories we participate in: cake, snacks, cookies, and bread.

We are leaders in Colombia's baked goods market, with **62% participation**, and one of the five best-reputed companies in the country's food industry.

We employ more than **3.500 people** and reach more than **200.000 points of sale**; and today our sites are set on taking our portfolio into new territories.



FELICIDADES®

WINE CAKE

- Felicidades wine cake has been the festivities wine and fruit cake preferred by Colombian housewives for over 30 years.
- Made with real wine (White and Red), natural fruits and a maturation period of one month, that gives the product its unique flavor and texture.
- It comes in two packaging options, one specially designed for Christmas and the other one for the rest of the year.



Sizes

600g, 1.200g and 1.800g

Shelf life forzen

180 days

Shelf life at room temperature

365 days

CHOCORAMO



- Vanilla cake covered with Chocolate. Chocoramo is consumed by a wide range of consumers, from children to elderly.
- Category leader with more than 80% of market share.
- One of the most beloved brands by Colombian with more than 50 years in the market.

Sizes

Shelf life forzen

Shelf life at room temperature

- 70g unit, pack x 5 units
- Chocoramo Mini: 20g (pack x 20 units)

180 days

30 days

Choco. Brownie



- A Brownie with all the quality, taste and freshness typical of Ramo.
- A differentiated product with whole chocolate cover and soft texture.
- Flavors: Caramel and chocolate.

Sizes

Shelf life forzen

Shelf life at room temperature

- Chocobrownie 65g y 55g
- Mini (x15 units each unit 20g)

180 days

40 days

BARRA DE CHOCORAMO



- Vanilla Cake with berry marmalade filling, covered with chocolate.
- Traditional cake made with lots of care and the best ingredients.
- Flavors: Berries and banana strawberry.

Sizes

40g unit, pack x 5 units

Shelf life forzen

180 days

Shelf life at room temperature

30 days

Gansito



- Vanilla Cake with creamy filling, covered with chocolate.
- Delicious shortcake, perfect to indulge and satisfy your sweet cravings.
- Flavors: Vanilla Cake and Chocolate Cake.

Sizes

37g unit, pack x 6 units

Shelf life forzen

180 days

Shelf life at room temperature

30 days

Tostacos



- Delicious inflated corn tortillas.
- The first Natural Corn snack in the Colombian market.
- There are perfect to share with family and friends.

Sizes

- Individual package (25g)
- Familiar package (200g)
- Multipack x12 (300g)

Flavors

Cheese and Hot Spicy

Maizitos



- Corn chips without preservatives and made from 100% pure corn.
- Perfect for all family members that are looking for healthier snacks.

Sizes

- Individual package (30g)
- Familiar package (215g)
- Multipack x12 (360g)
- Mixed Multipack x 16 (480g)

Flavors

Natural, Lemon & Tomato

PLÁTANOS RAMO



- Green and ripe plantain chips 100% Natural, gluten and cholesterol free, unique without sugar added.
- Available in individual packages, familiar packages and multipacks x 8.
- Let yourself be delighted by its natural flavor.

Sizes

- Individual package (40g)
- Familiar package (140g)
- Multipack x 8 (320g)

Flavors

Green & Ripe

Achiras



- Traditional Colombian achiras, a nutritive baked snack made from fresh curd and achira's starch, that gives a unique flavor and high quality.

Sizes

- Individual package (17g, 30g)
- Boxes (100gr, 200g)
- Multipack x 6 (102g, 180g)
- Multipack x 12 (360g, 204g)

NACHOS



- Corn Snack with natural or cheese flavor, varieties that everyone will love!
- Delicious snack that keeps the joy of snacking.

Sizes

- Familiar package (190g)

Flavors

Natural & Cheese

CRISPETAS CASERITAS



- Natural Popcorn without artificial ingredients or preservatives.
- Made with the cleanest and simplest ingredients possible to bring the consumers the best tasting popcorn.
- Gluten Free / Non GMO.

Sizes

- Individual package cheddar (22g)
- Individual package sweet and salty cheddar (25g)
- Familiar package cheddar (100g)
- Familiar package sweet and salty (125g)

POPULARES



- Real and delicious biscuit with a homemade touch, comes in a wide of variety of flavors to satisfy every type of consumer.

Sizes

- Individual package (22g)
- Multipack x 18 (396g)
- Multipack x 24 (528g)

Shelf life

90 days

Flavors

Lemon, milk, panela and vanilla

Equilibrio



Artesanales

- Delicious whole wheat crackers.
- Made with the best ingredients like 100% real honey and whole wheat flour.
- A natural good source of fiber.

Sizes

- Individual package (27g)
- Multipack x 18 (162g)
- Multipack x 24 (243g)

Shelf life

180 days

Presentations

Wheat, Honey.



END HUNGER, ACHIEVE FOOD SECURITY, IMPROVE NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

In Alliance with the Colombian Food Bank we aim to end hunger and ensure access to nutritional foods by all people, in particular those in vulnerable situations.

OVERVIEW DATA JANUARY - DECEMBER 2015		
1,6 Million units donated		 383,503 Population served with delivered products* <small>*Estimated calculation: 430 gr per person (diary)</small>
164 Tons donated		
\$1,081 Billion Pesos donated		
9 Benefit cities		
10 Benefit food banks		

RAMO SUPPORTS
THE SDG'S
 (SUSTAINABLE DEVELOPMENT GOALS)



ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR PEOPLE AT ALL AGES.

After years of research, 7 Million dollars invested and experimenting with environmental conditions and animal feeding, we have accomplished our goal to produce 100% antibiotic free eggs in our farms.



ENSURE SUSTAINABLE CONSUMPTION AND AND PRODUCTION PATTERNS.

In 2015 we reduced waste generation through prevention, reduction, recycling and reuse. Over 1.376 tons of organic waste and other materials have been reduced through small farmers, developing other industries and closing the loop.

We support the creation of an association of 13 women heads of households who now produced 100% of our uniforms in Mosquera and Zona Franca.



PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL.

Through the collective agreement, we have generated better working conditions for our employees.
 + Aids + Benefits + Wellbeing
 Salary and minimum wage over 4% vs official.



ACADEMY

Our main Social Responsibility program, Escuela Ramo focused on Children and Youth in order to improve their social skills, values and environmental awareness, covered more than 5.000 attendances since 1970.

SNACKS



CAKES



COOKIES





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