

Granulated
piloncillo from
indigenous
communities of
San Luis Potosí



International Food Distributors



Teenek



We assemble alternative value chains with piloncillo producers from indigenous communities of San Luis Potosí México, based on the development of skills, intensive use of T.I., under economically, socially and environmentally sustainable criteria.



The piloncillo (non centrifugated sugar) is obtained from the evaporation-concentration of sugarcane juice to the point of honey, to later form molds or granulate, **without additional ingredients or preservatives.**



We innovate with attractive presentations, which facilitate the **user experience**, adding active labeling with the **latest generation QR code**, while promoting the traditional iconography of the **Teenek ethnic group.**





The target market are consumers who choose healthy products, with nutritional contribution to their body, and who want to continue enjoying the flavor in their food. Consumers who like to continue integrating the flavors of their places of origin (nostalgia) into their daily diet.



Favorable trends in healthy consumption

The “eco-conscious”, who think they can **change the world through their actions** and are **committed to their community**. They look for food with an ecological label that includes: **fair trade, produced in a sustainable way, friendly to the environment.**

The second type of healthy consumer is the “**good for me**” who cares about their health and wants natural, organic and labeled foods from trusted organizations.

Export volume trend of Mexican piloncillo to the US



FREQUENT QUESTIONS (FAQ):

Is piloncillo the same as Muscovado?

No, the piloncillo is the product of the evaporation of the cane juice, without any additional process. The muscovado undergoes centrifugation processes that subtract the nutritional values and characteristic flavor of the piloncillo.

Is there a difference between molded piloncillo or granulated piloncillo?

No, the granulated piloncillo is the same product as the molded one and it is essentially the same product only that the granulate is easier to use.

Can I eat piloncillo if I have diabetes?

It has been proven that the assimilation of piloncillo in the body is much more benign than with sugar, due to its natural composition without added chemicals. However, it should be consumed in moderation and, where appropriate, consult your doctor.

What other names does piloncillo receive in the world?

Panela (Colombia, Peru), raspadura (Brazil, Spain), piloncillo (Mexico), raspadura (Panama, Ecuador and Cuba), tapa de dulce (Costa Rica, Salvador), panocha (Philippines and northwestern Mexico), chancaca (Bolivia, Chile and Peru), Non centrifugated brown sugar (USA), Rohrzucker (Germany).



The granulated piloncillo is the same as the traditional piloncillo in cones or panela, but much easier to use and has more nutritional properties compared to sugar.



It is a natural food; it does not contain chemicals or preservatives.



Source of minerals such as copper, calcium, phosphorus, magnesium and iron that help you regulate blood sugar levels, reduce the risk of anemia and osteoporosis, as well as keep your bones and teeth healthy.



It is an excellent nutritious source of energy, and it is also delicious.



It is not the same as muscovado sugar, since piloncillo contains more nutrients and has a unique flavor!



It contains vitamins B1, B2 and B6 that help maintain a healthy immune system and restore tissues.



It contains vitamin C, which protects the body from oxidation.



Granulated Bag Presentation specs



- Perfect granulation for food and beverages.
- High quality bag and solid structure biodegradable and recyclable.
- Practical hermetic closure.
- QR code link to IT linking website and digital content.
- Trademark registration **Teenek** is an evocation of the Teenek ethnic group, which means “Huasteco”.

Presentation 500 gr (1.1 Lb.).

Units per case :	20
Case weight:	22.03 lbs
Cases per Pallet:	60
Ti - Hi	10 x 6
Pallet Weight	1,361.6

Classic Cone Presentation specs



- Classic Cone Nostalgic shape
- Individually wrapped and labeled.
- 100 % Natural
- Organic
- Non GMO

Presentation "Classic Cone" 8oz

Units per case :	50
Case weight:	24.96 lbs
Cases per Pallet:	72
Ti - Hi	9 x 8
Pallet Weight	1,836.83