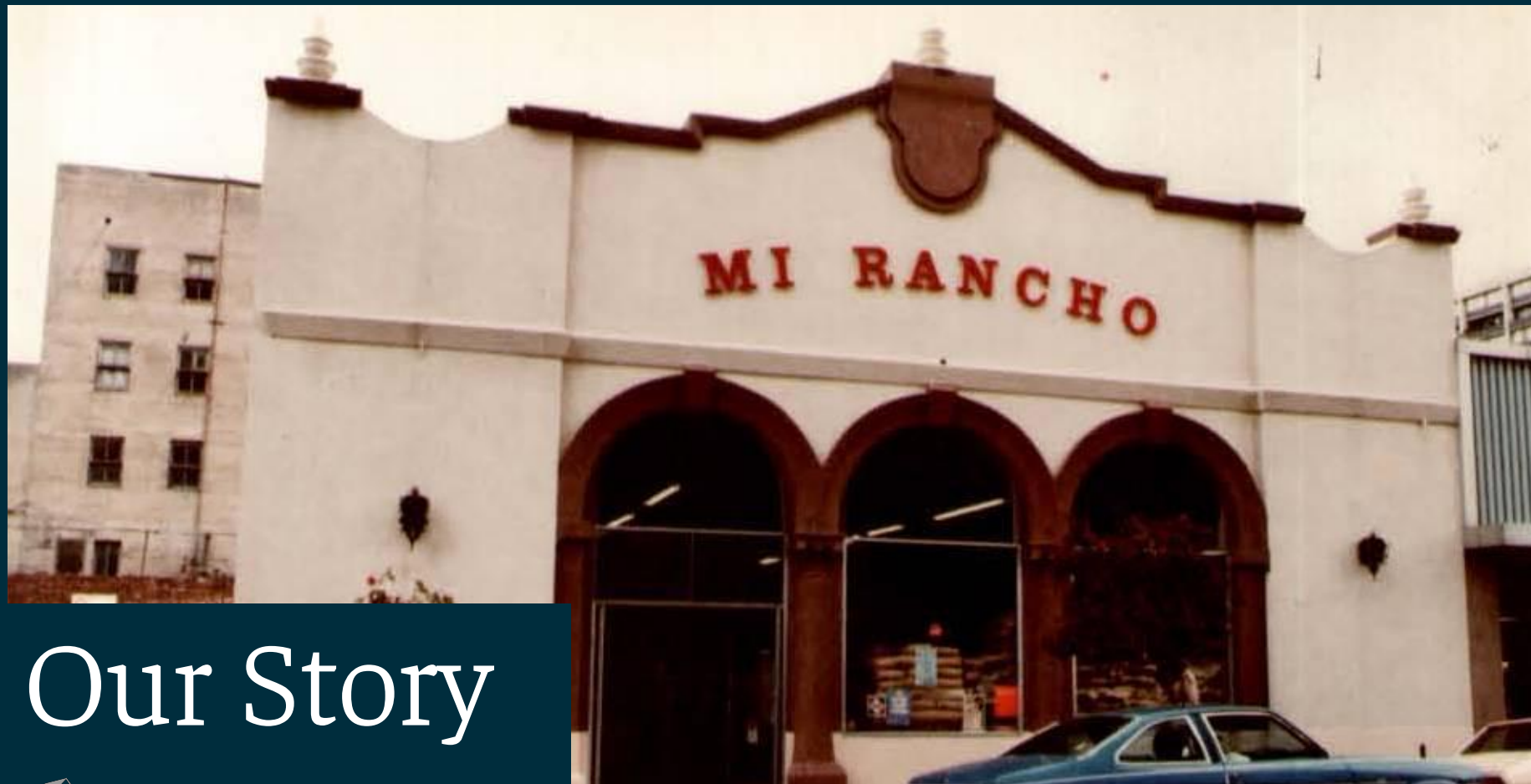




Product Presentation

2022





Our Story

ABOUT US

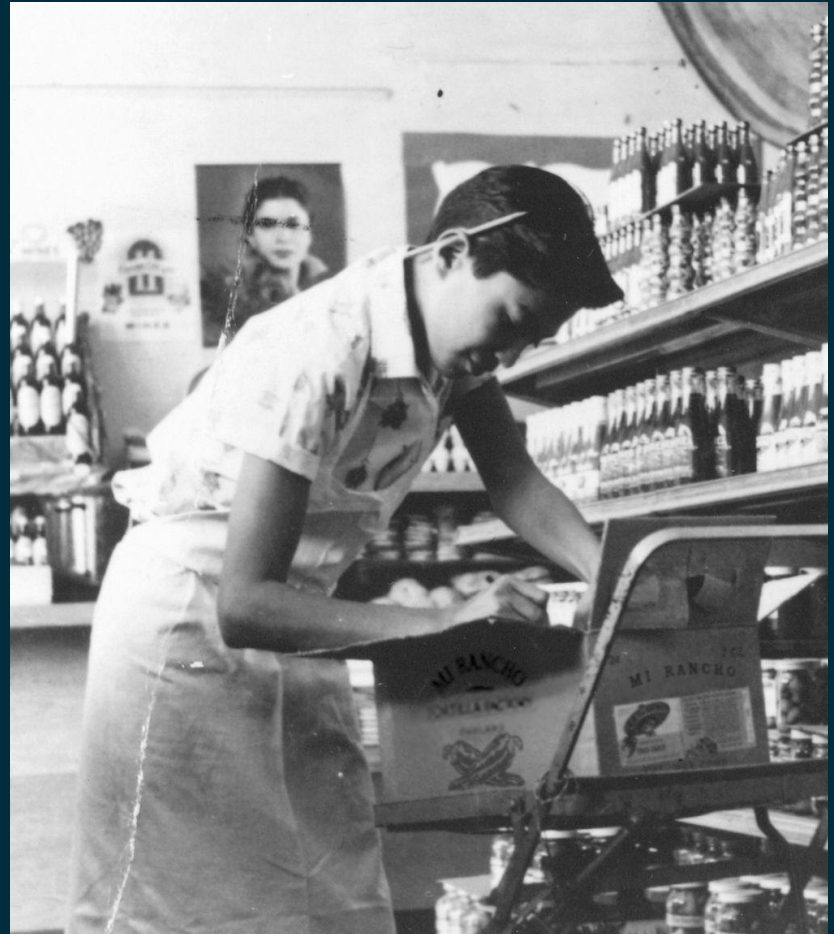
For us, it's never been about just making tortillas.

We believe in the value of hard work and a daily dedication to our craft. With these practices in hand over the last four generations, we've been fortunate to build a 100% family-owned business alongside our incredible employees — our Mi Rancho family.



COMPANY HISTORY

Founded in 1939, Mi Rancho is proudly a family and minority-owned company based in Northern California. We've expanded beyond our humble beginnings as a Mexican grocery store in Oakland, California and now have a growing presence in Foodservice and Grocery.



MI RANCHO THROUGH THE YEARS

1939

Mi Rancho store opening on 7th Street in Downtown Oakland



1954

Robert Berber Sr. and Robert Berber Jr. purchase Mi Rancho



1960s & 1970s

Began servicing and delivering fresh food to local restaurants



Early 1980s

Manuel Berber expands distribution beyond the Bay Area



MI RANCHO THROUGH THE YEARS

1990s & 2000s

Expands nationally and internationally



2010s

Expands into the Retail Grocery sector



2021

Moved into Elk Grove facility



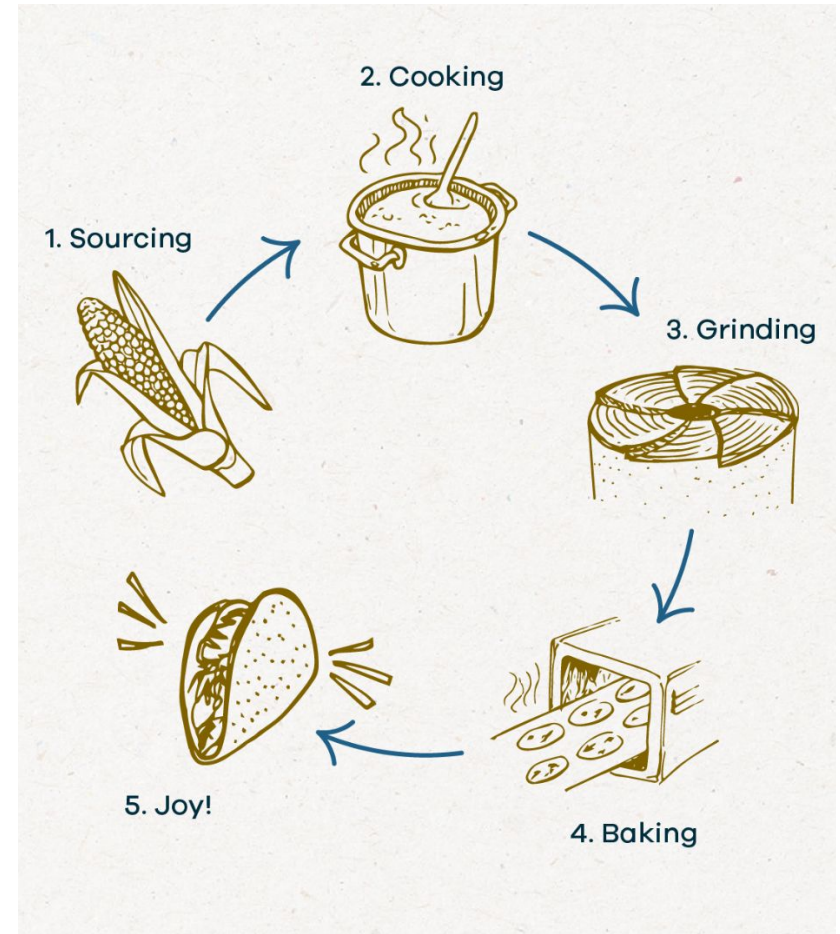




Our Process

PROCESS

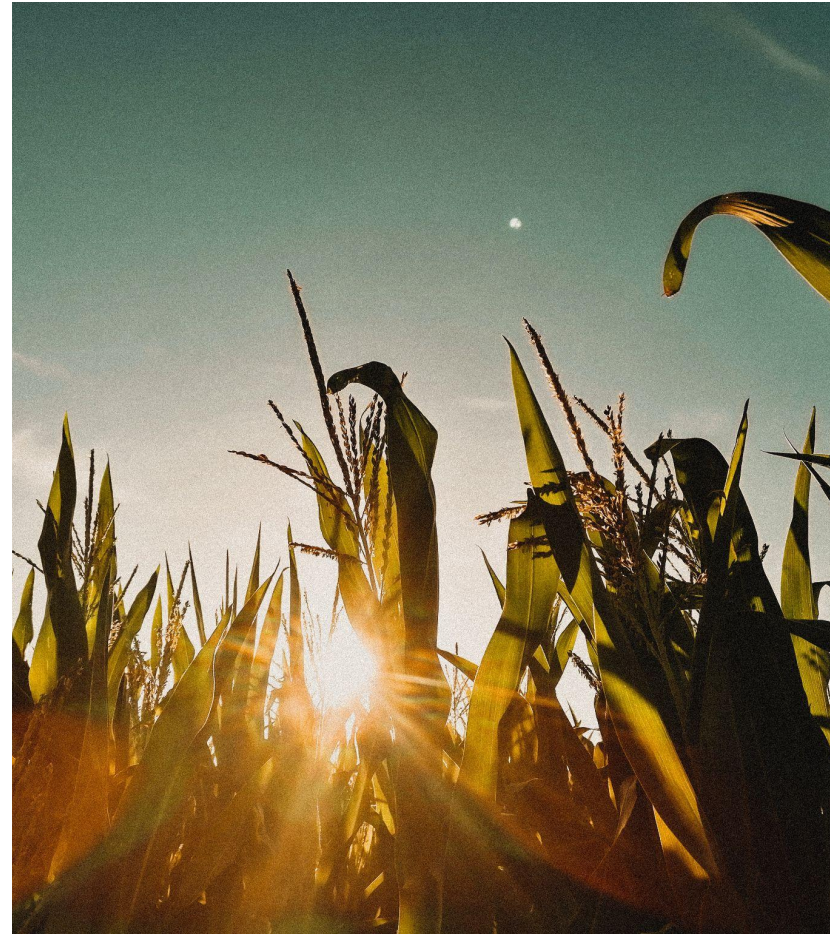
We are widely known throughout the industry for our corn tortillas, which is made using the nixtamalization process, an ancient Aztec method where whole kernel corn is cooked in water and lime, and steeped for eight to 10 hours. The masa used to make the tortillas is ground using hand-carved lava stones, just as tortillas have been produced for centuries.





SOURCING

We pride ourselves on the discerning quality of our ingredients, recipes, and production methods. Combining old world authenticity with new world innovation, our state of the art automated equipment produces products at high volumes with consistent quality, flavor, and texture.



CERTIFICATIONS

Mi Rancho is committed to producing products that you can trust are safe and wholesome, as seen with our extensive food safety audits and verified by our many certifications.





Our Products

PRODUCT OVERVIEW

Tortillas

We combine our ancient, old world process with innovative, state-of-the-art equipment to produce the highest quality, best tasting tortillas. Our heritage-style baking and commitment to authenticity comes through in every product.

CATEGORIES:

- Mama's Simply Authentic
- Organic
- Non-GMO
- Simply Nourished



ORGANIC TORTILLAS (CORN)



Organic Corn Tortillas

Our Organic Corn Tortillas contain 100% certified Organic Whole Kernel Corn and are Non-GMO Project Verified. Made from whole kernel California organic corn that we cook with lime and then grind into fresh masa using hand-carved lava stones.



Organic Corn Taco Sliders

These fun little tortillas are made from organic Non-GMO California Corn and are certified Kosher by OU. With just 30 calories per tortillas, our tasty gluten free Organic Taco Sliders are the perfect choice to create your own cantina-style tacos or to spice up a party.



Organic Corn THINcredibles

Even our THINcredibles use whole kernel corn, cooked with lime and ground into fresh masa using hand-carved lava stones. Our 35-calorie, Non-GMO Project Verified Organic Corn Tortilla THINS contain only five THINGredients, beginning with Certified Organic Whole Grain Corn. Half the calories, twice the joy.



Organic Artisan Corn Tortillas

Mi Rancho Organic Artisan Corn Tortillas are a twist on an old favorite, perfectly blending organic corn and wheat for a tortilla with sweet corn flavor and aroma that rolls like a flour tortilla. Certified Organic by QAI and Non-GMO, these rich and hearty tortillas are ideal for tacos and enchiladas. After just one taste, you'll discover pure tortilla joy.

ORGANIC CORN TORTILLA BENEFITS

- Made in California
- Certified Organic by QAI
- Non-GMO Project Verified
- Certified Gluten Free by GFCO
- Vegan
- Kosher

ORGANIC TORTILLAS (FLOUR)



Organic Burrito Flour Tortillas

Our Organic Burrito Flour Tortillas contain organic wheat flour and have no GMOs. For four generations, we have been producing these artisan tortillas, silky soft with tasty little toast marks perfect for delicious wraps or burritos. See why after just one taste, you'll discover pure tortilla joy.



Organic Soft Taco Flour Tortillas

Our Organic Soft Taco Flour Tortillas contain organic wheat flour and have no GMOs. For four generations, we have been producing these artisan tortillas, silky soft with tasty little toast marks perfect for delicious soft tacos. See why after just one taste, you'll discover pure tortilla joy.



Organic Whole Wheat Flour Tortillas

Our Organic Whole Wheat Flour Tortillas contain 100% organic whole wheat flour, provide 41g of whole grains, and have no GMOs. For four generations, we have been producing these artisan tortillas, silky soft with tasty little toast marks perfect for delicious wraps or burritos.



Organic Ancient Grain Flour Tortillas

Mi Rancho Organic Ancient Grain Tortillas are the perfect blend of organic whole wheat, flax, amaranth, millet, brown rice and quinoa. These soft tortillas are non-GMO, high in fiber and a good source of protein. Try our earthy and delicious tortillas with 16g of Whole Grains and you'll discover pure tortilla joy.

ORGANIC FLOUR TORTILLA BENEFITS

- Made in California
- Certified Organic by QAI
- Non-GMO Project Verified
- **Except Organic Ancient Grain*
- Vegan
- Kosher

NON-GMO TORTILLAS



Non-GMO Soft Taco Flour Tortillas

Our Non-GMO Soft Taco Tortillas are Non-GMO Project Verified, made from the highest quality, clean-label ingredients and sourced responsibly from suppliers you can trust. These light and fluffy tortillas have tasty little toast marks and are perfect for delicious soft tacos, quesadillas and small burritos.



Non-GMO Cornflowers Tortillas

Our Non-GMO Cornflowers Tortillas are a unique blend of Corn & Wheat. They are Non-GMO Project Verified, made from the highest quality, clean-label ingredients and sourced responsibly from suppliers you can trust. These low sodium and hearty, artisan tortillas roll like flour with the unmistakable rich flavor of fresh corn, perfect for delicious tacos and enchiladas. After just one taste, you'll discover pure tortilla joy.



Non-GMO White Corn Tortillas

Our Non-GMO White Corn Tortillas are Non-GMO Project Verified, made from the highest quality, clean-label ingredients. They're low sodium, gluten free and contain 18 grams of whole grains per serving.

BENEFITS

- Made in California
- Certified Organic by QAI
- Non-GMO Project Verified
- Low Sodium

SIMPLY NOURISHED TORTILLAS



Gluten Free Burrito Tortillas

These gluten-free tortillas have the same great texture and pliability as our regular flour tortillas—setting the standard for quality without compromise.

GLUTEN FREE BENEFITS

- Made in California
- Certified Gluten Free
- Non-GMO Project Verified
- Kosher
- Vegan
- No artificial colors or flavorings



Low Carb Burrito Tortillas

These tortillas have the flavor you've come to expect from Mi Rancho, along with all the benefits of a low carb, plant based tortilla.

LOW CARB BENEFITS

- Made in California
- Non-GMO Project Verified
- Kosher
- 6 Net Carbs
- 100 calories per tortilla
- Vegan

MAMA'S SIMPLY AUTHENTIC TORTILLAS



Mama's Burrito Flour Tortillas

Our Simply Authentic Burrito Flour Tortillas are unique with their rich golden color and subtle toast points. With its traditional look and rich buttery flavor, you'll wonder if they were just made at home.



Mama's Fajita Flour Tortillas

Slow baked to perfection, Simply Authentic Fajita Flour Tortillas are handcrafted to be thick, soft and irresistible. Visible grill marks and toast points give this tortilla its authentic look, taste and feel.



Mama's Soft Taco Flour Tortillas

Made the old-fashioned way, just like Mama used to make, our Simply Authentic Soft Taco Flour tortillas are thick, soft and irresistible. It's the best tasting and most traditional flour tortilla in the industry.



Mini Mama's Street Taco Flour Tortillas

Our NEW Mini Mamas are perfect for street tacos that are small in size but not lacking in flavor. Inspired by our Mama's Fajita Flour Tortillas, our original handcrafted Mini Mamas Street Taco Tortillas are thick, soft and irresistible.

SIMPLY AUTHENTIC TORTILLA BENEFITS

- Made in California
- Soft & Pliable
- Made the old-fashioned way
- Slow Baked to Perfection
- Visible Toast Marks

PRODUCT OVERVIEW

Chips

Over eight decades in the food business has taught us two things – never forget your roots and don't be afraid to try something new. Our organic 7th Street Tortilla Chips are an homage to our founding years based between 7th Street and Broadway in Oakland, CA. Available in two styles – Original and Thin – and made with five simple ingredients, our chips are crafted with the same care and authenticity that have defined our tortillas over the years.



PRODUCT OVERVIEW



7th Street Original Corn Tortilla Chips

Crafted with the same care and authenticity that have defined our tortillas over the years, our Original style tortilla chips have the classic, thick texture you can rely on for your favorite salsa or dip.



7th Street Thin Corn Tortilla Chips

Made with five simple ingredients – organic white corn, organic sunflower oil, water, sea salt, trace of lime – our Thin style tortilla chips offer the perfect level of crisp for your snacking needs.

BENEFITS

- Made in California
- USDA Organic
- Non-GMO Project Verified
- Certified Gluten Free
- Vegan
- No Preservatives
- Kosher

PRODUCT OVERVIEW

Salsas

At Mi Rancho, everything we do is rooted in the traditions of the generations that came before us. Our collection of organic salsas pays tribute to two important women in our story: Mama Ofi, our beloved Berber family matriarch, and Josefina, our longtime family friend and employee. Over 40 years ago, the two women first began crafting original salsa recipes together in our Oakland grocery store, tasting and refining until they were perfect.



PRODUCT OVERVIEW



Organic Salsa Roja

Our Salsa Roja has always been a household staple for a reason. Back in the day, customers would buy a container or two of Mama Ofi's Salsa Roja to have on hand.



Organic Salsa Verde

Inspired by Mama Ofi's famous Chile Verde recipe, this Salsa Verde has been the cornerstone of our family's cooking for generations.



Organic Salsa Chipotle

There's no mistaking our Chipotle Salsa. The smoky chiles and rich flavors combine to make something special: the perfect amount of heat that lingers to add a kick to your favorite dishes.

BENEFITS

- Made in California
- USDA Organic
- Non-GMO Project Verified
- Certified Gluten Free
- Vegan
- No Preservatives
- Kosher



Retail Merchandising

MERCHANDISING OPPORTUNITIES

Retail Environments

Displaying our product on your shelves in a beautiful and impactful way is extremely important to us. All of our products are designed to be displayed cohesively as a collection.

Images to the right provide examples of the merchandising opportunities we're happy to provide for your stores.





Questions?

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