



ATLAS FRESH
SpA
Quality in Mind

January
2022

ATLASFRESH QUALITY IN MIND

Marketing strategy



Atlasfresh is a trade mark of excellence Our marketing philosophy is to follow the trends of the industry and focus our efforts not only in traditional markets but also in a major proportion in the new niches, that are developing with the global economy, since many countries are opening their economies.

SPECIFIC GOALS WE WANT TO ACHIEVE ARE:

- Excellence in quality
- Service to our clients and to their final customers
- Service to our growers
- Flexibility in terms to react rapidly to market changes
- Fulfill needs that can not be done by multinational

The results are at sight, from more than 300.000 boxes in 1993 when ATLAS FRESH was formed, to more than 2.000.000 boxes in the month of July 2019, with a return of USD29.000.000, with the consequent increase of 52 customers in the 33 countries that we export. The main species are Grapes, Apples, Kiwis, Stone Fruit and Pears besides other minor. And we pack under the brands, GLOBBO, SIERRA KING and MORZA FRESH.

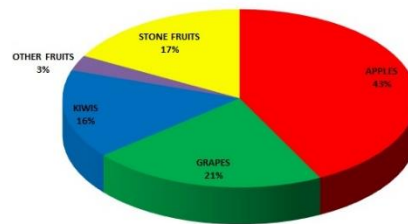


PRODUCTIONS

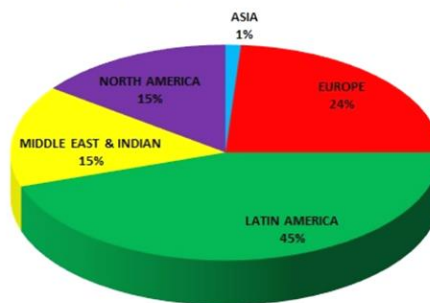
Atlas fresh SpA in recent years, has invested heavily in the production of its own fruit, injecting around USD5.000.000 to improve its commercial diversity in varieties of higher quality fruit and greater production, This philosophy, on the one hand, It has grown with its own production by 60% compared to the boxes of the year 2018

This has helped an increase in export returns, in addition to increasing considerably new customers from different countries

Distribution by Species
Season 2021



Distribution by Market
Season 2021



PLANTATIONS

Our select group of growers is strategically distributed from the V Region in the north with table grapes, apples, pears and kiwis to Traiguén in the south with apples, this ensures a continuous supply of excellent quality, allowing us to offer our customers worldwide a variety of fruit products throughout the year

Atlas Fresh SpA, aware of the need to improve its product offerings, has decided to invest in its own production through new plantations on the property



LA ORACION

Located in Peralillo VI Region with a production of 110 Ha of Grapes, there are different varieties

Green grapes (Thompson seedless, Superior, Timson and Ivory)

Red Grapes (Crimson Seedless, Red Glob, Krissy and Icon), both in the process lines, cold chain, storage and dispatch logistics.

AGRICOLA SANTA CARMEN

Located in San Francisco de Mostazal VI Region. With a production of 50 ha of Plums Angeleno, which are in full production, improving our own products offer, satisfying the requirements of our clients

