

TIA



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AGENDA



DAY ONE - Tuesday October 3rd 2017

- 8:30 - 9:00 Event Intro + Latest US & European Tortilla Market Data
Jim Kabbani, TIA
- 9:00 - 9:45 FSMA Compliance Update
Samantha Shinbaum, Tyson Foods
- 9:45 -10:30 Commodities Update & Forecast
Rob Wolter, Cargill
- 10:30 - 11:15 Passing Health Department Inspections
Ron Shepard, Ron Meade
- 11:15 - 12:00 Gluten-Free Tortilla Challenges & Solutions
Dr. Elene De La Pena, Ingredient
- 12:00 - 1:00 Lunch Session - "Ask The Experts" (Panel)
- 1:00 - 1:45 Minimizing Minor Ingredient Cost and Cleaning Up your Label
Mike Tamayo, Casa Herrera
- 1:45 - 2:30 Natural Anti-Microbials & Preservative Solutions, John Schmitz, Kerry Ingredients
- 2:30 -3:15 Food Safety Testing, In-House & 3rd Party Solutions
Kenna Huff, Roka BioScience
- 3:15 - 4:30 Troubleshooting Mould Growth and Sticking in Tortillas
Steve Bright, Mesa Foods / Teasdale
- 4:30-5:15 How to Use the New AIB "Tortilla Kill step Calculator"
Luis Belozерco, AIB
- 5:15-7:30 Table Top Exhibits & Cocktails Reception

DAY TWO - Wednesday October 4th 2017

- 8:30 AM Board Buses
- Factory Visits, Lunch
- 2:30 PM Return to Hotel

FIELD TRIP UPDATE

Tortillas – What & Why

- For Consumers:
 - Tortillas Are a Food Delivery Vehicle
- For Corporations:
 - Tortillas Are a Results Delivery Vehicle

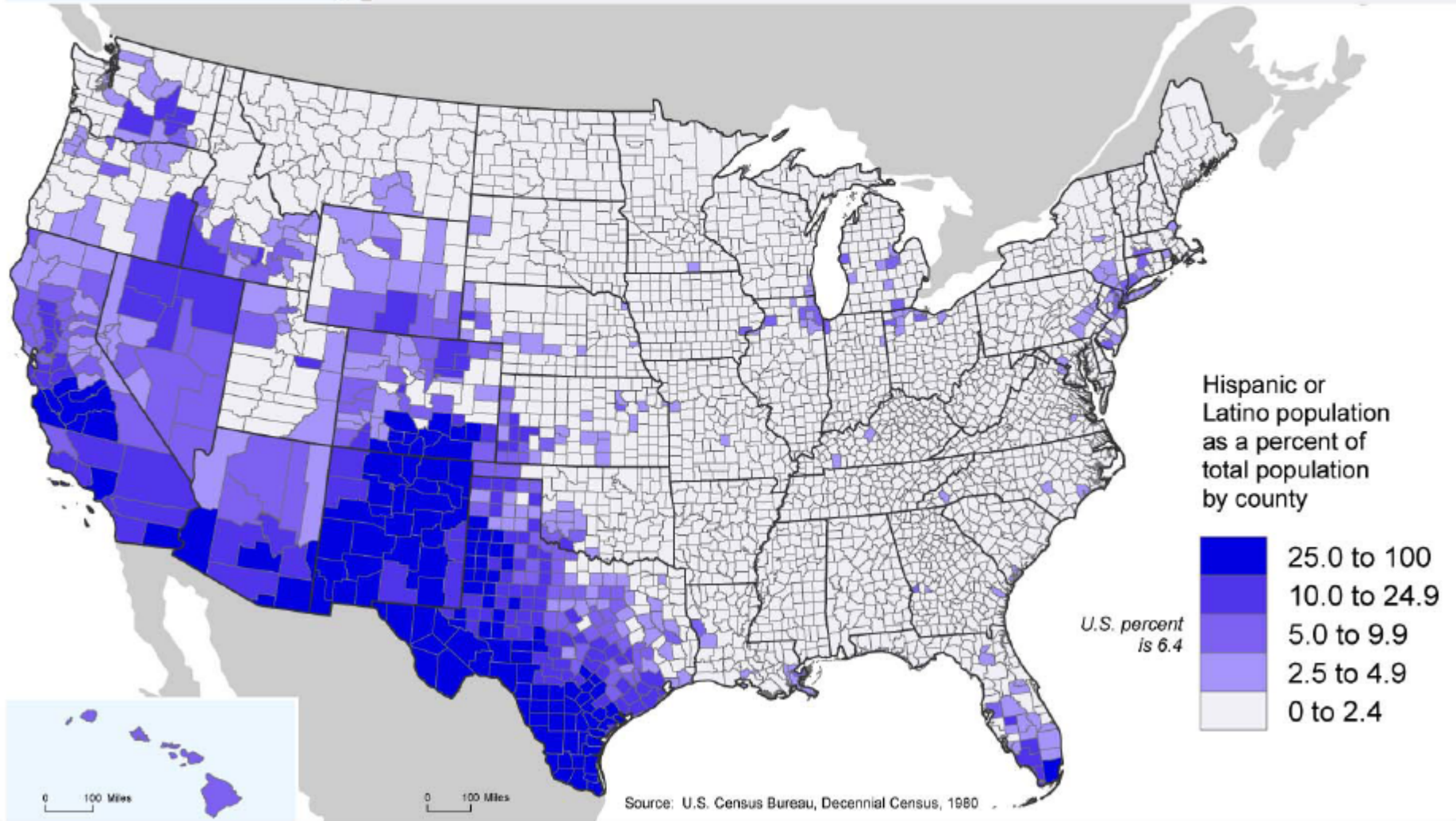
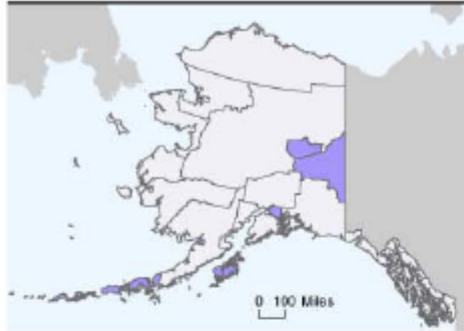
Effective Participation In The Tortilla Industry
Is A Revenue-Building Strategy For Producers
And Suppliers In The Baking Industry

Data To Be Presented

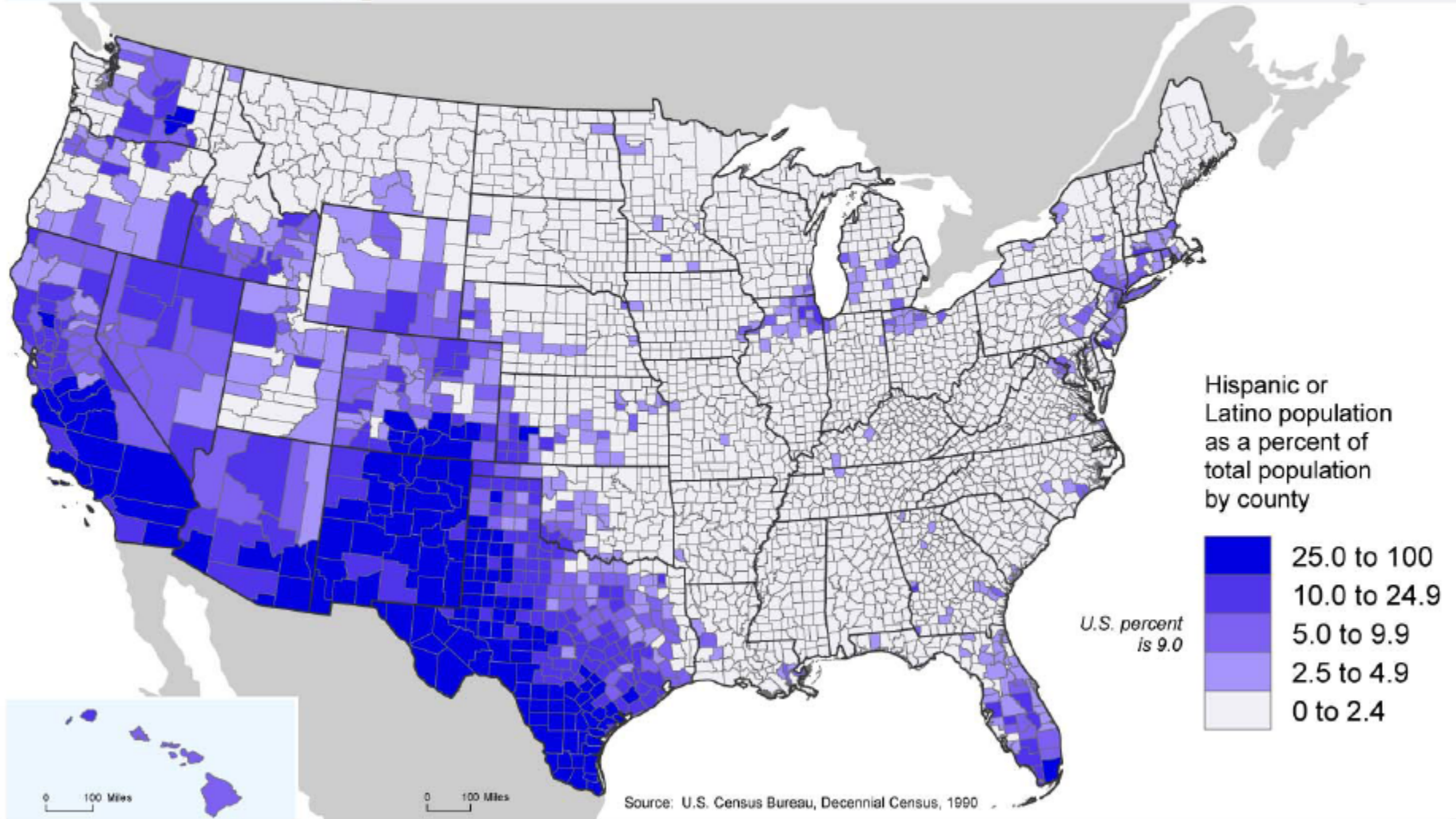
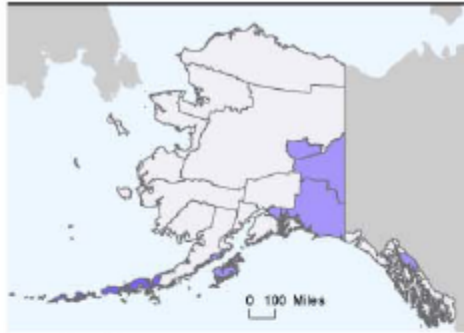
- USA
 - Tortilla Market & Growth Drivers
- Europe
 - Top 4 Tortilla Countries
 - Top Brands Each Country
 - Top 3 Chips Countries
 - Top Brands Each Country
 - Other Flat-Bread Products
- Sources:
 - TIA Research
 - AC Nielsen Company
 - IRI
 - Euromonitor

Demographic Market Drivers

Percent of Population 1980 Hispanic or Latino

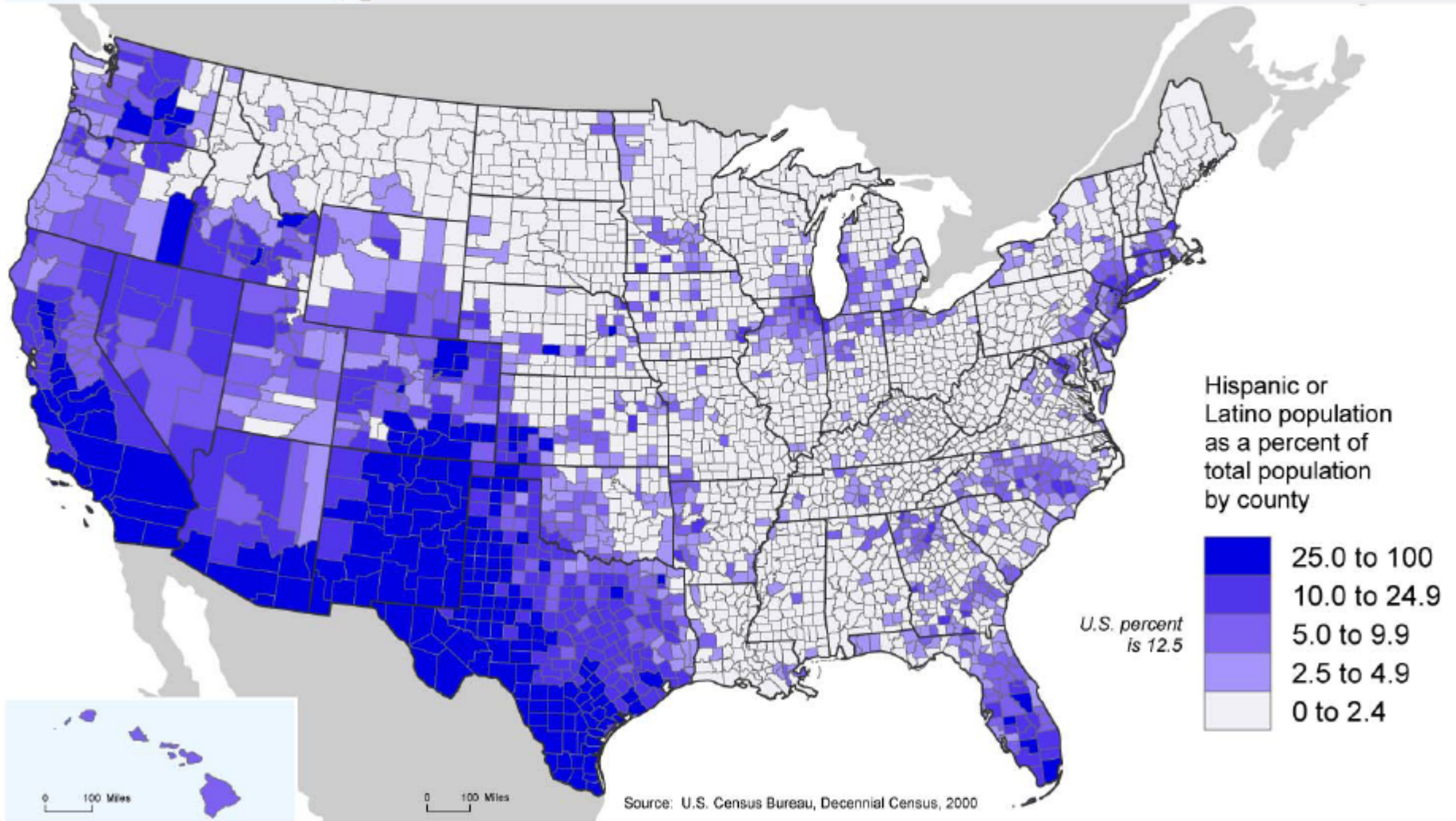
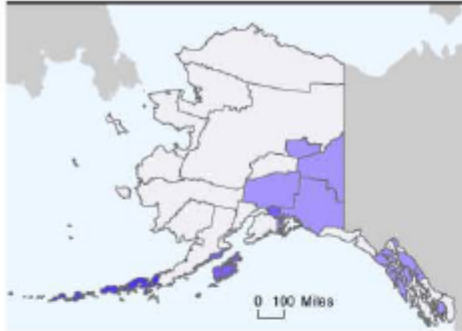


Percent of Population 1990 Hispanic or Latino



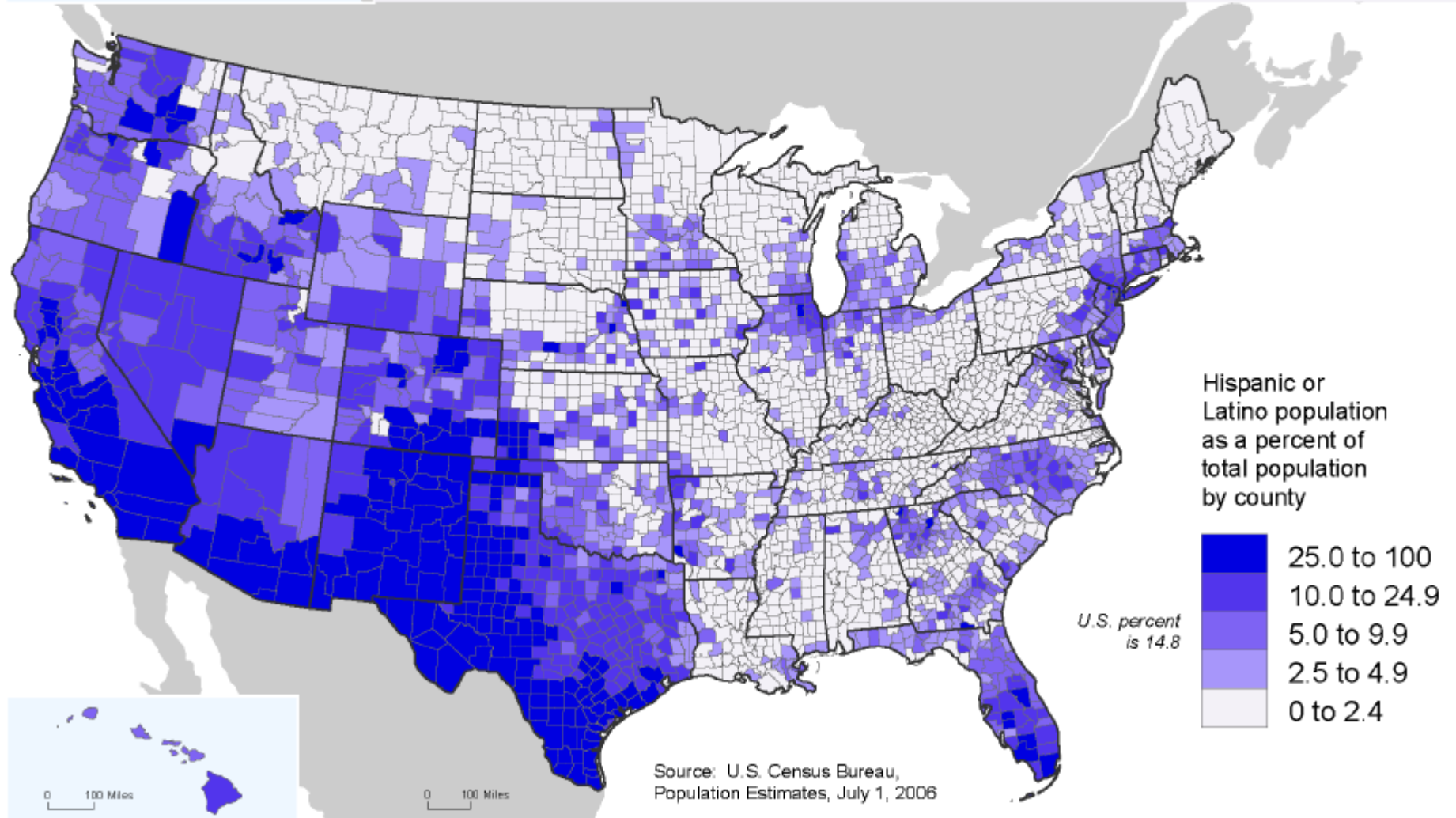
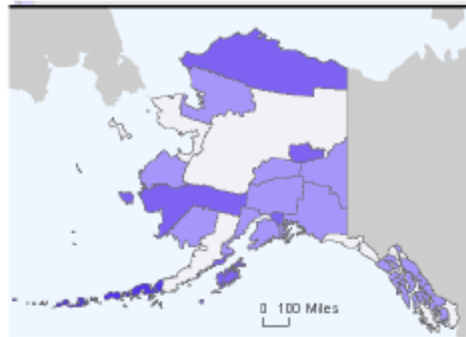
Source: U.S. Census Bureau, Decennial Census, 1990

Percent of Population 2000 Hispanic or Latino



Source: U.S. Census Bureau, Decennial Census, 2000

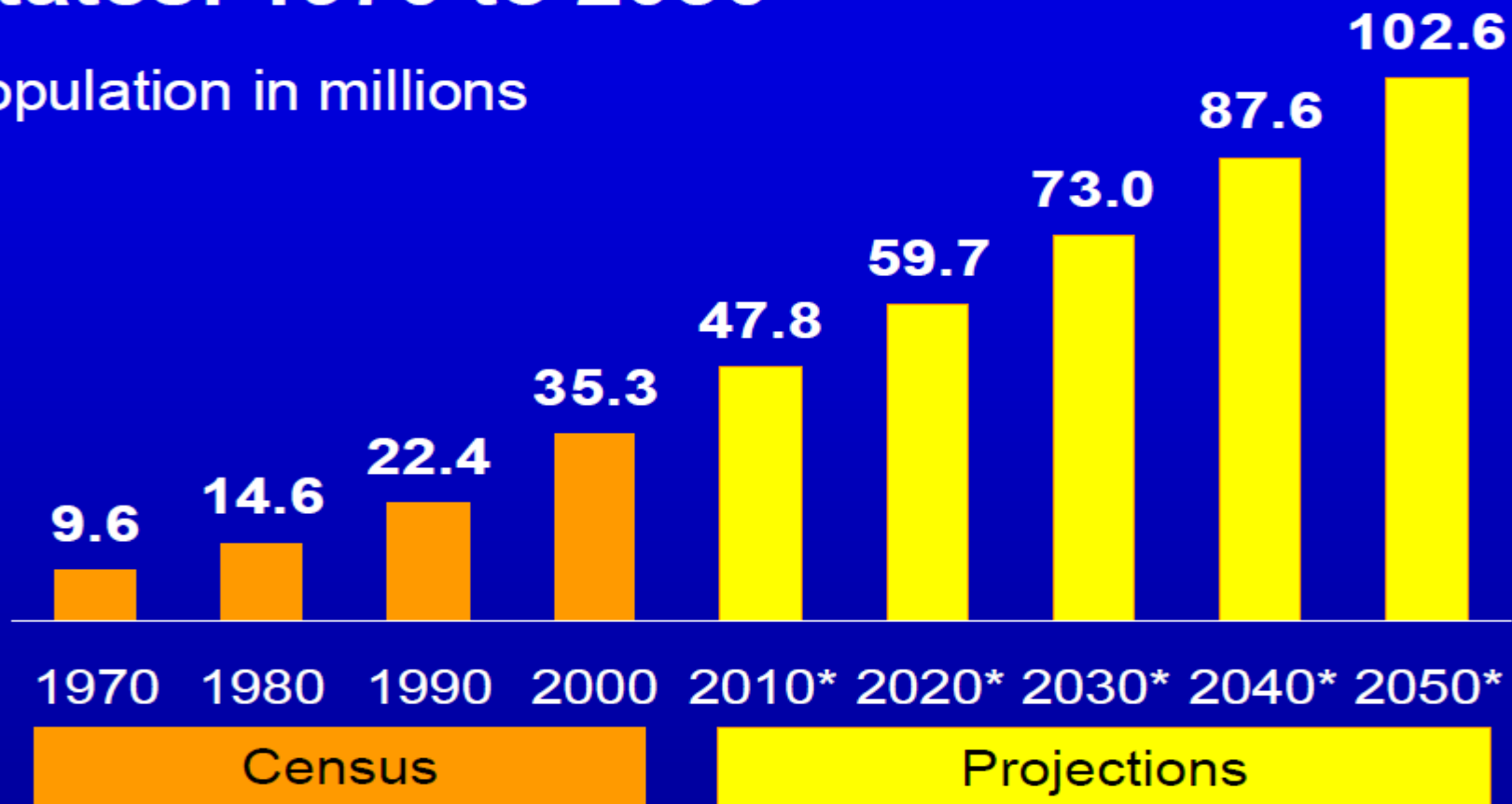
Percent of Population 2006 Hispanic or Latino



THE DEMOGRAPHIC DRIVER of U.S. TORTILLA SALES

Hispanic Population in the United States: 1970 to 2050

Population in millions



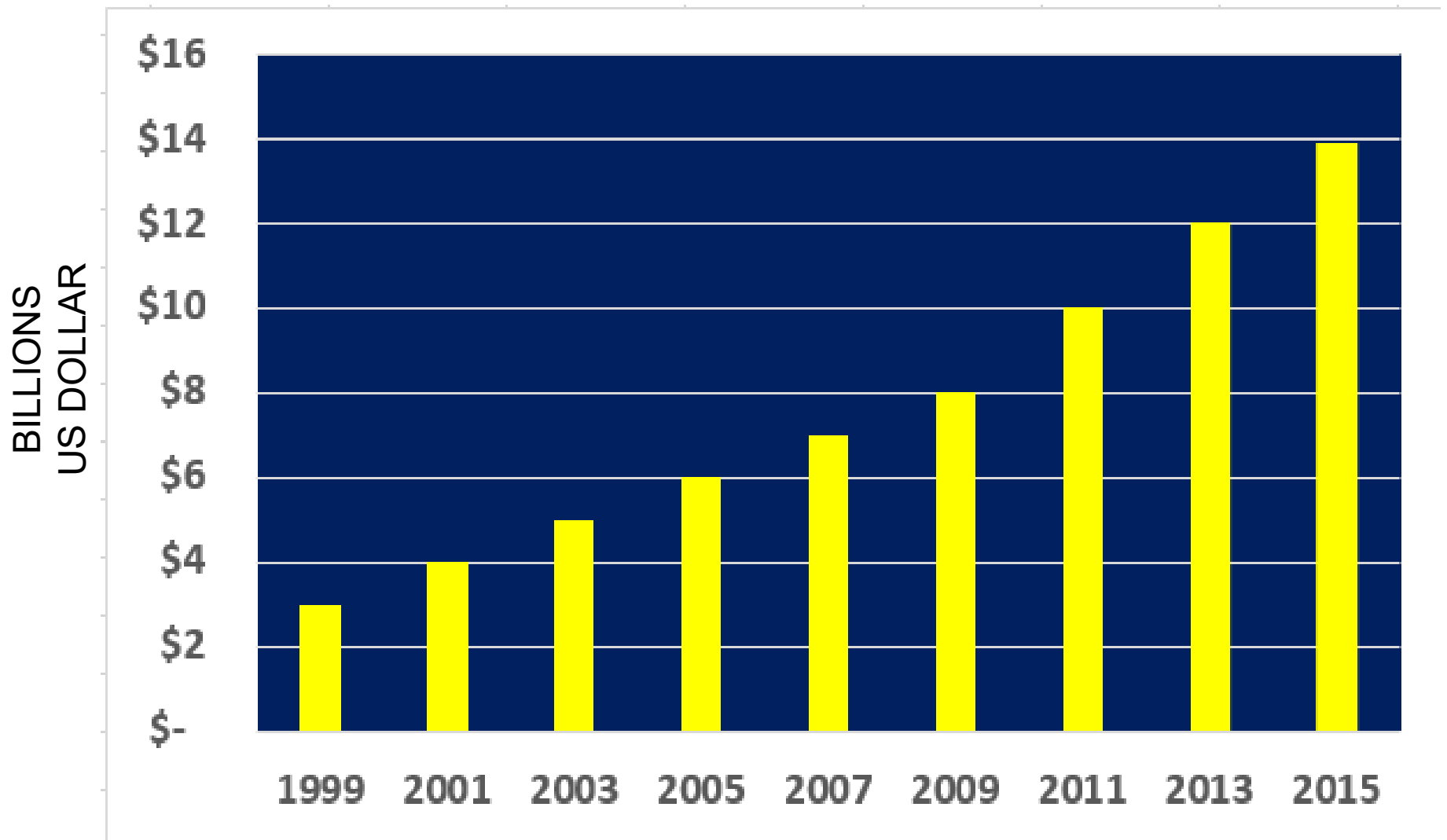
*Projected Population as of July 1

3

U S C E N S U S B U R E A U

Source: U.S. Census Bureau, 1970, 1980, 1990, and 2000 Decennial Censuses; Population Projections, July 1, 2010 to July 1, 2050

Tortilla Market Size USA



Market Size & Growth

- CAGR of 5-9% Since 1996
- Fueled By:
 - Demographics
 - Dietary Diversification among **All** Ethnic Groups
 - Economics
- US Sales in 2015 = \$13.8 Billion +
 - Salsa Outsold Ketchup in 2008
 - Tortillas Outsold White Sandwich Bread in 2010
 - Top 3 Ethnic Cuisine in US:
 1. Italian,
 2. Chinese,
 3. Mexican

Non-Demographic Drivers:

- Tremendous Growth Among Non-Hispanic Buyers
- Healthier Eating Alternatives To Bread
- Greater Variety Available
- More Options
 - Kosher
 - Organic
 - Gluten Free
 - Etc
- Convenience

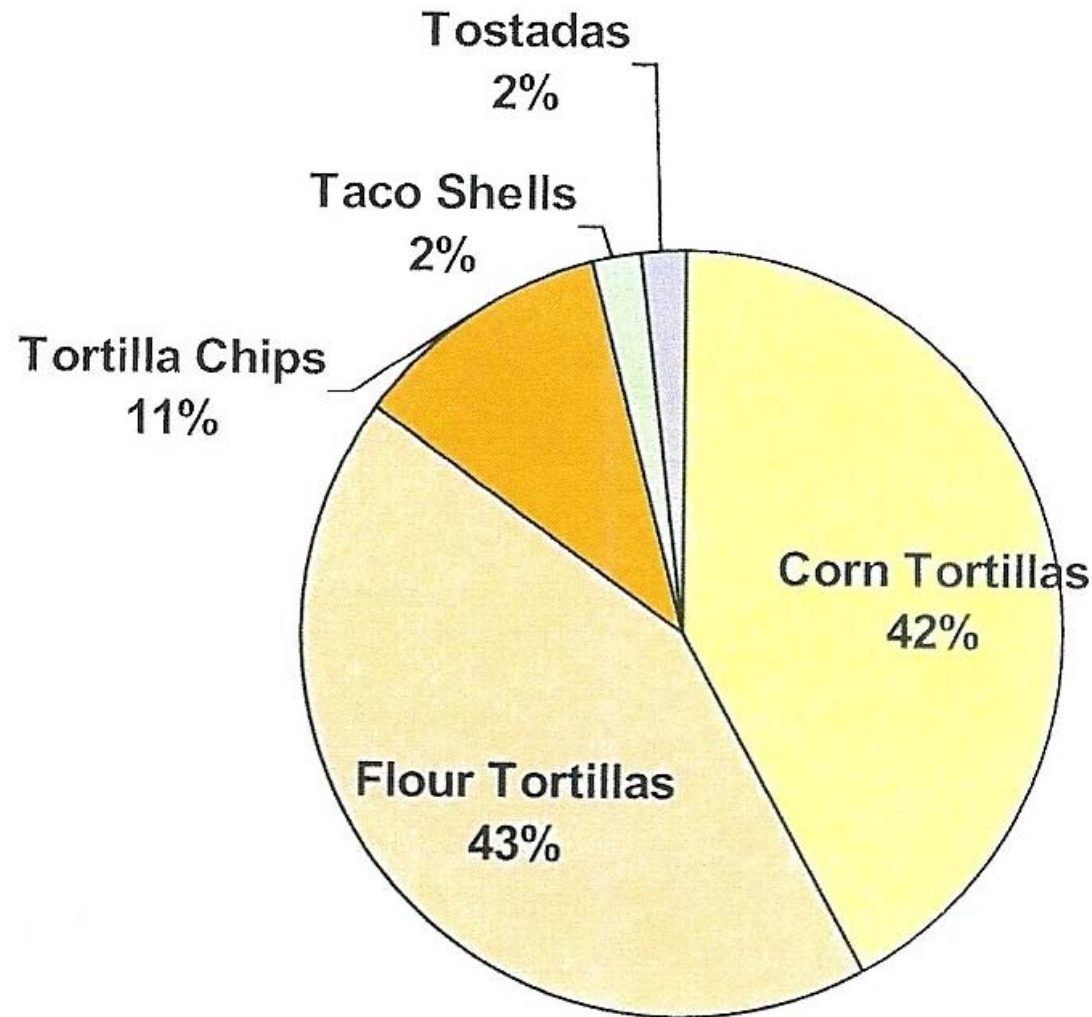
TRACKING METHODS

- US Dept Of Commerce Assigned NAICS Code 311830 to Tortilla Manufacturing
- Several Major Players Are Conglomerates Therefore Under Other Codes
- Majority Of Tortilla Sales Not Seen By IRI
 - Less Than One Third Of Tortillas Are Sold Through Chain Retailers
 - Conversely, Relatively Large Portion Of Tortillas Are Part Of Other Product (Burritos, Wraps, Frozen Entrees) So Not Even Recorded As Tortilla Sales
- Traditional Preference For Fresh-Onsite Tortillas Makes Tortillas Manufactured In Restaurants and Small Store-fronts Untrackable
- TIA Uses Broad Combination of Market Data AND Member Data With Trend Analysis

2015 In US Dollars – By Type

By Product Type			
	Tostadas	2%	\$ 277,830,000
	Taco Shells	2%	\$ 280,404,000
	Tortilla Chips	11%	\$ 1,530,065,000
	Flour Tortillas	43%	\$ 5,973,345,000
	Corn Tortillas	42%	\$ 5,834.340,000
		100%	

2015 Product Types & Share

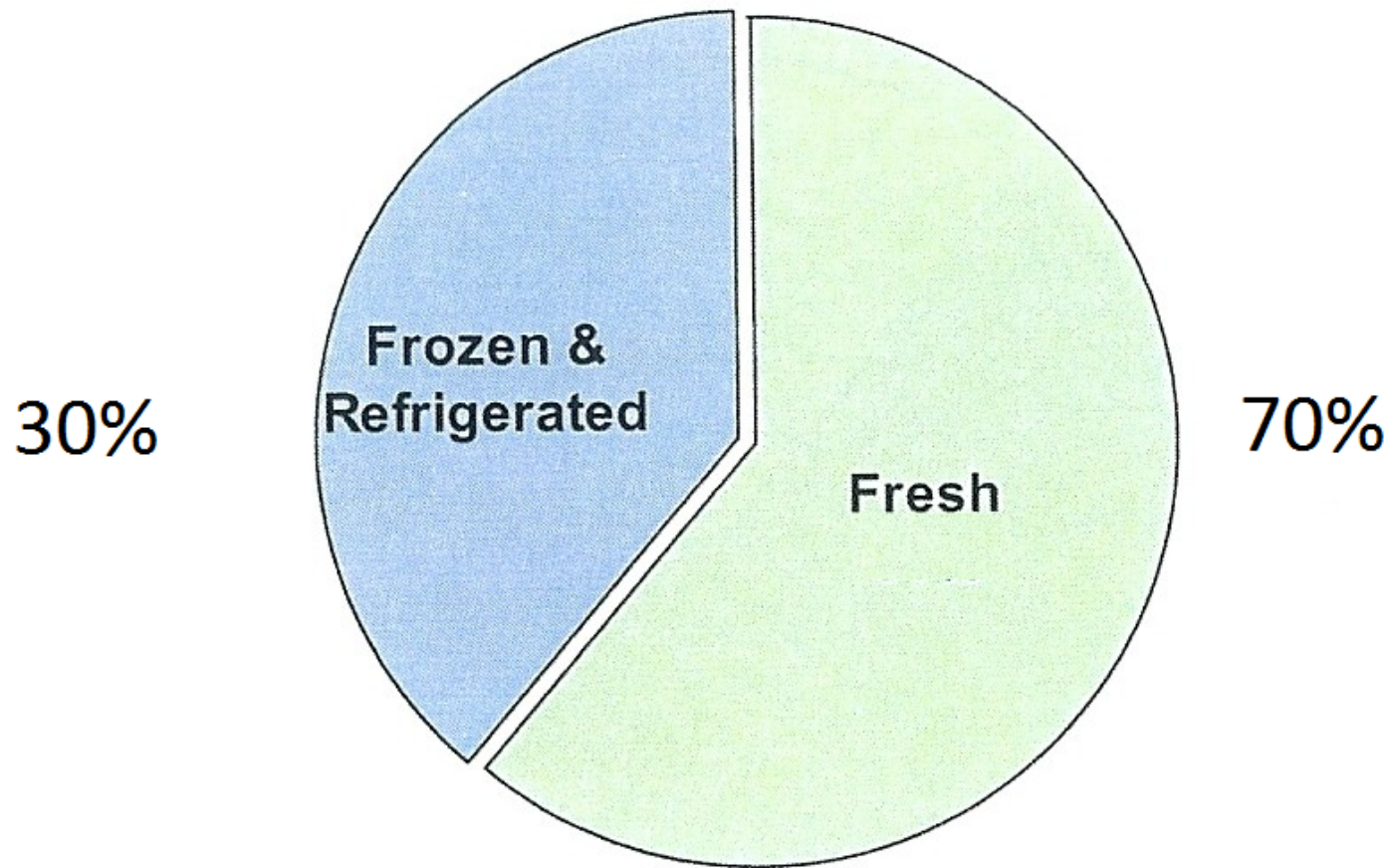


2015 Fresh Vs Frozen – Dollars

Fresh	70%	\$ 9,724,000,000
Frozen / Refrigerated	30%	\$ 4,167,000,000
	100%	

Fresh Vs. Frozen / Refrigerated

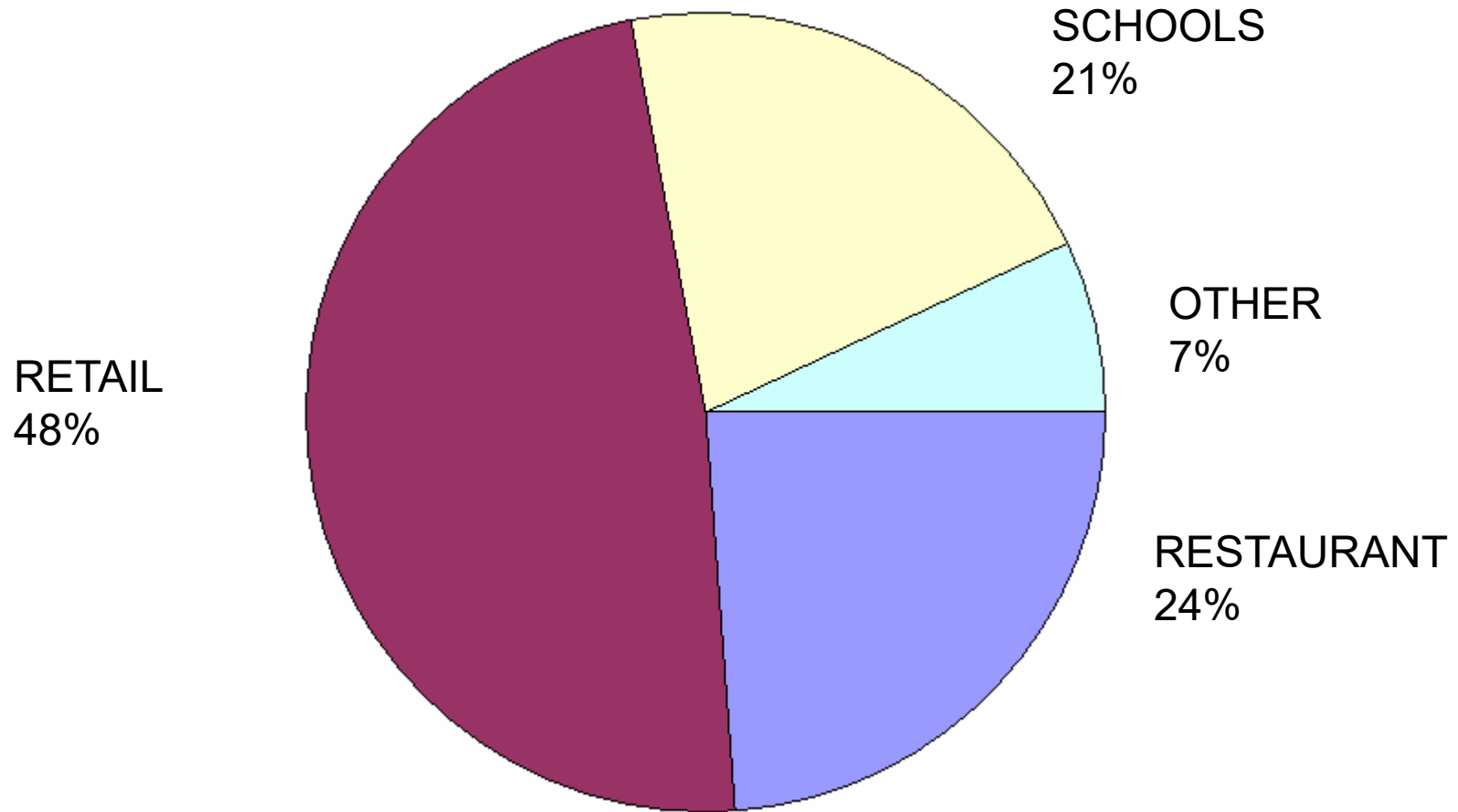
2015



2015 By Purchaser - In Dollars

Retail	48%	\$ 6,667,000,000
Restaurant	24%	\$ 3,334,000,000
Schools & Govt Institutions	21%	\$ 2,917,000,000
Other	7%	\$ 972,400,000
	100%	

2015 Sales By Purchaser

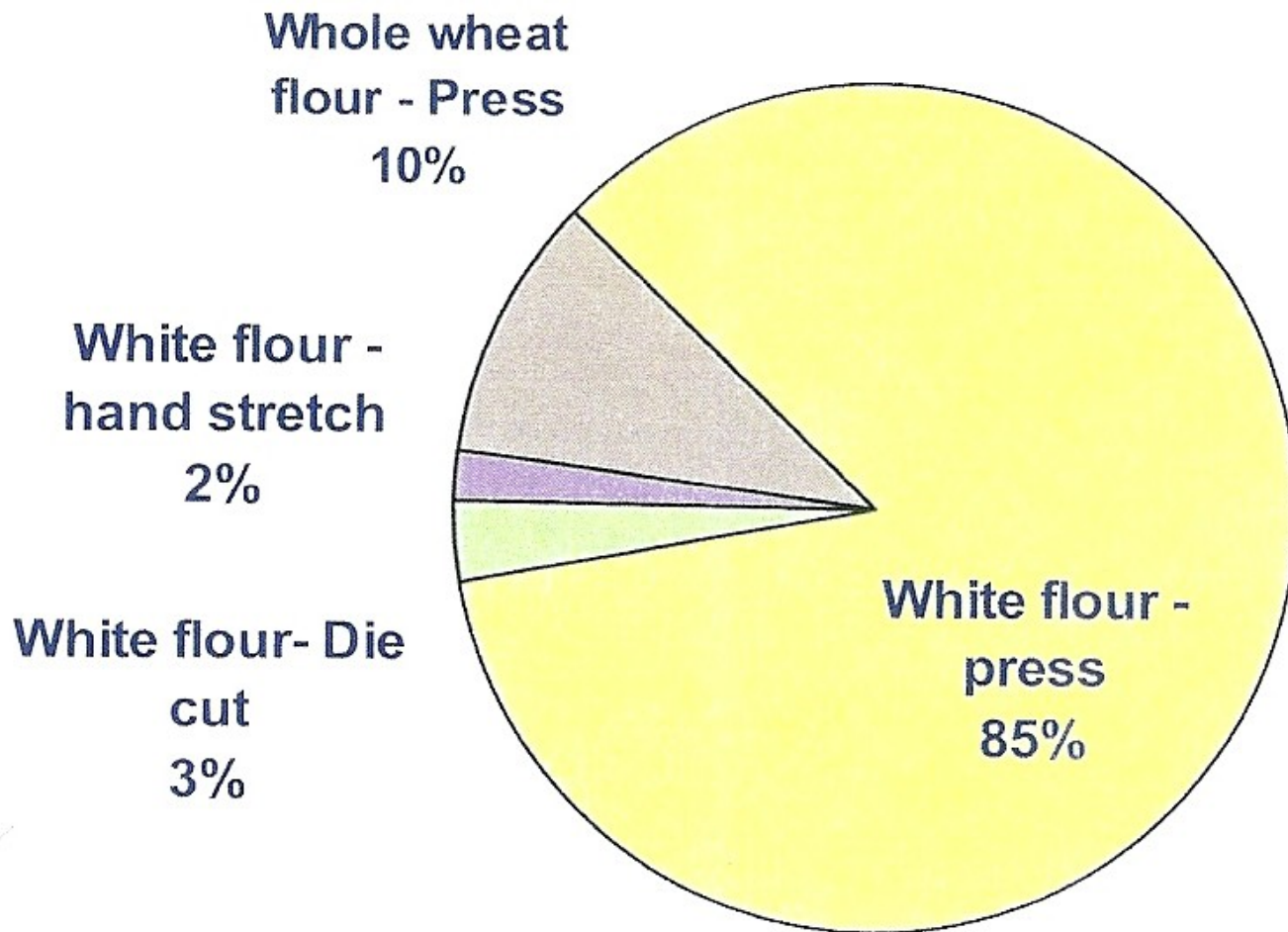


Includes IRI Data

2015 Flour Tortillas – In Dollars

White flour - Press	85%	\$ 11,807,775,000
White flour - Hand Stretch	2%	\$ 277,830,000
White flour - Die Cut	3%	\$ 416,745,000
Whole Wheat - Press	10%	\$ 1,389,150,000
	100%	

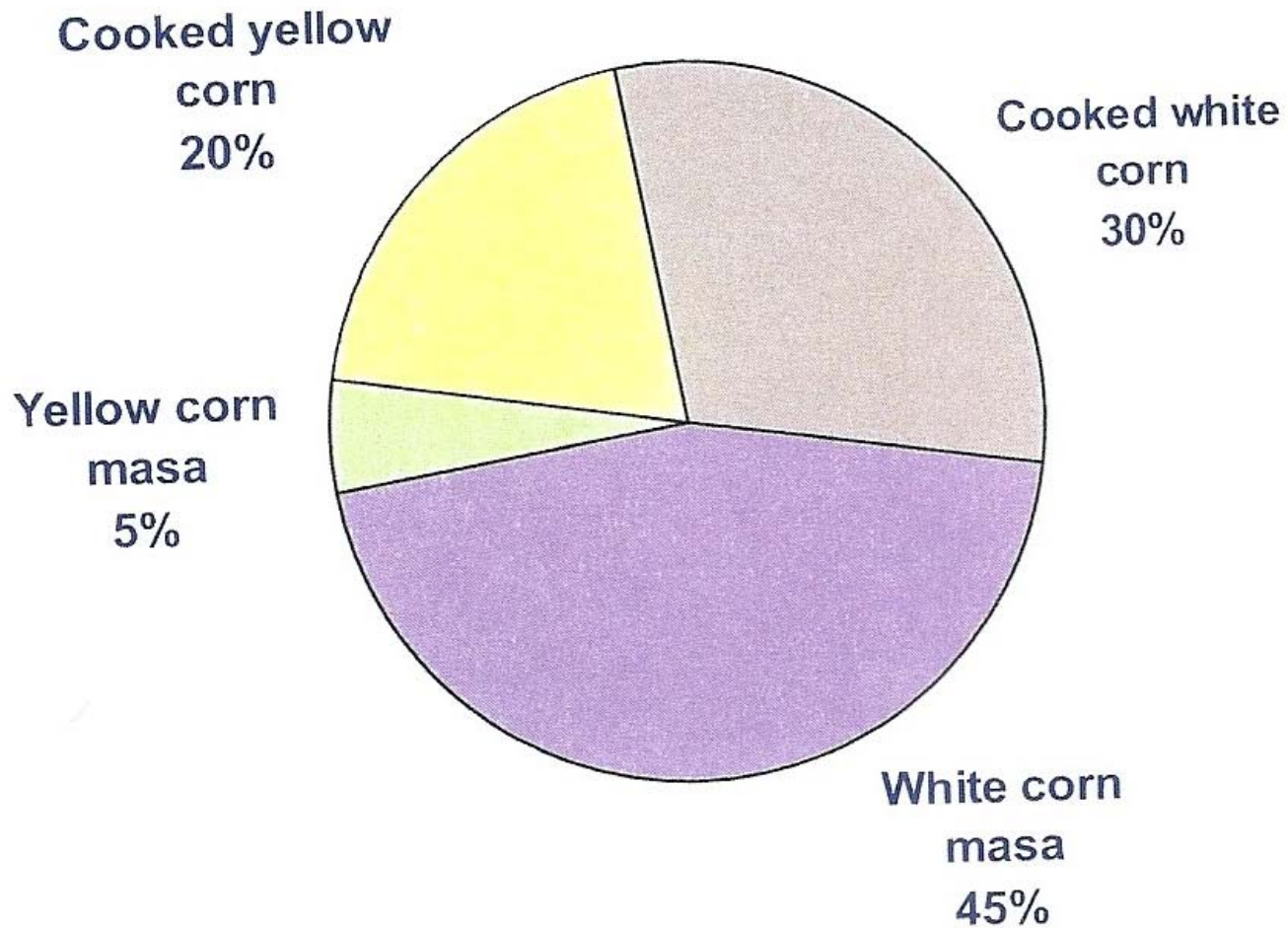
2015 Flour Tortillas



2015 Corn Tortillas – In Dollars

Masa - White Corn	45%	\$ 6,251,175,000
Masa - Yellow Corn	5%	\$ 694,575,000
Cooked - White Corn	30%	\$ 4,167,450,000
Cooked - Yellow Corn	20%	\$ 2,778,300,000
	100%	

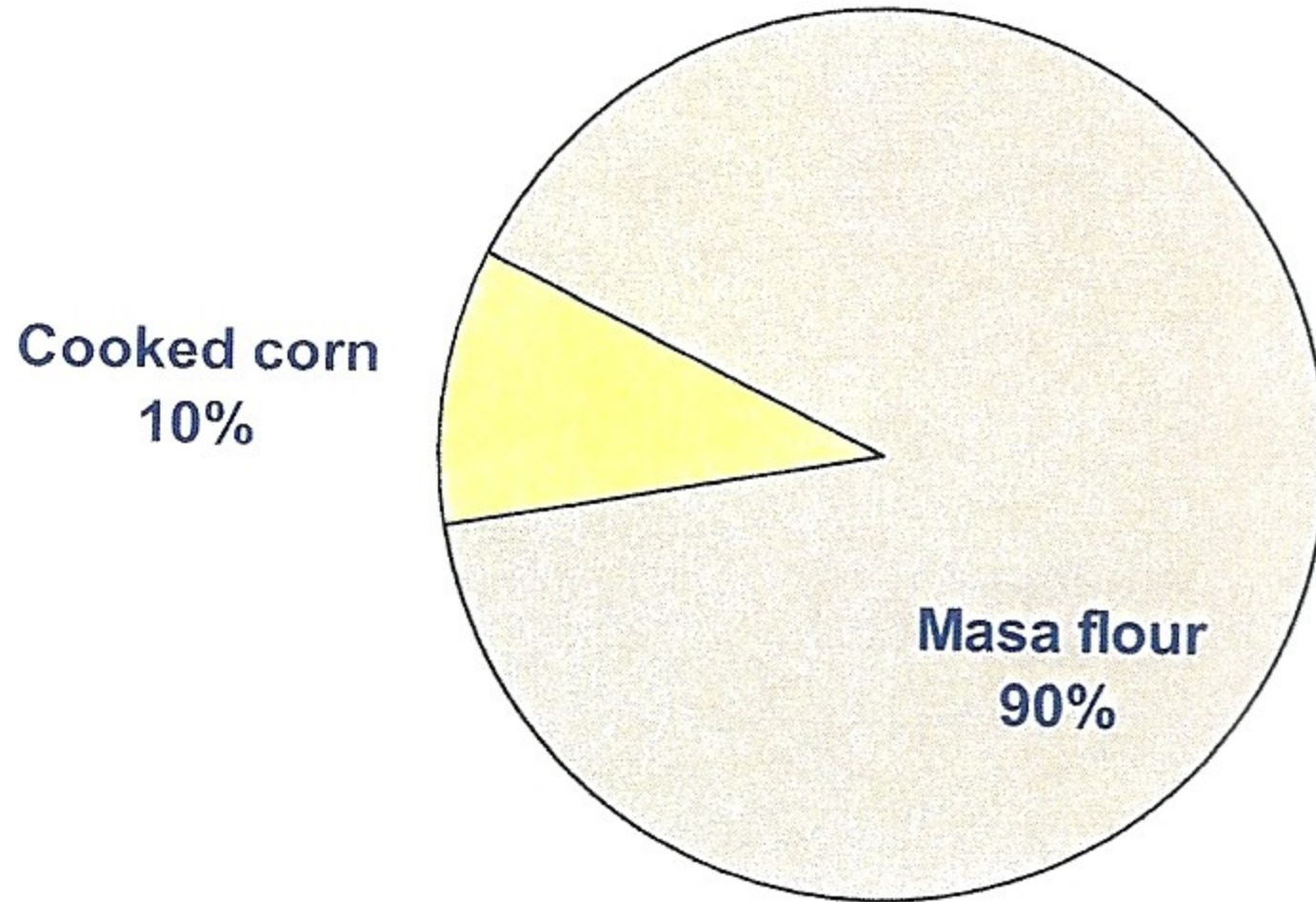
2015 Corn Tortillas



2015 Tortilla Chips – In Dollars

Masa Flour	90%	\$ 12,502,350,000
Cooked Corn	10%	\$ 1,389,150,000
	100%	

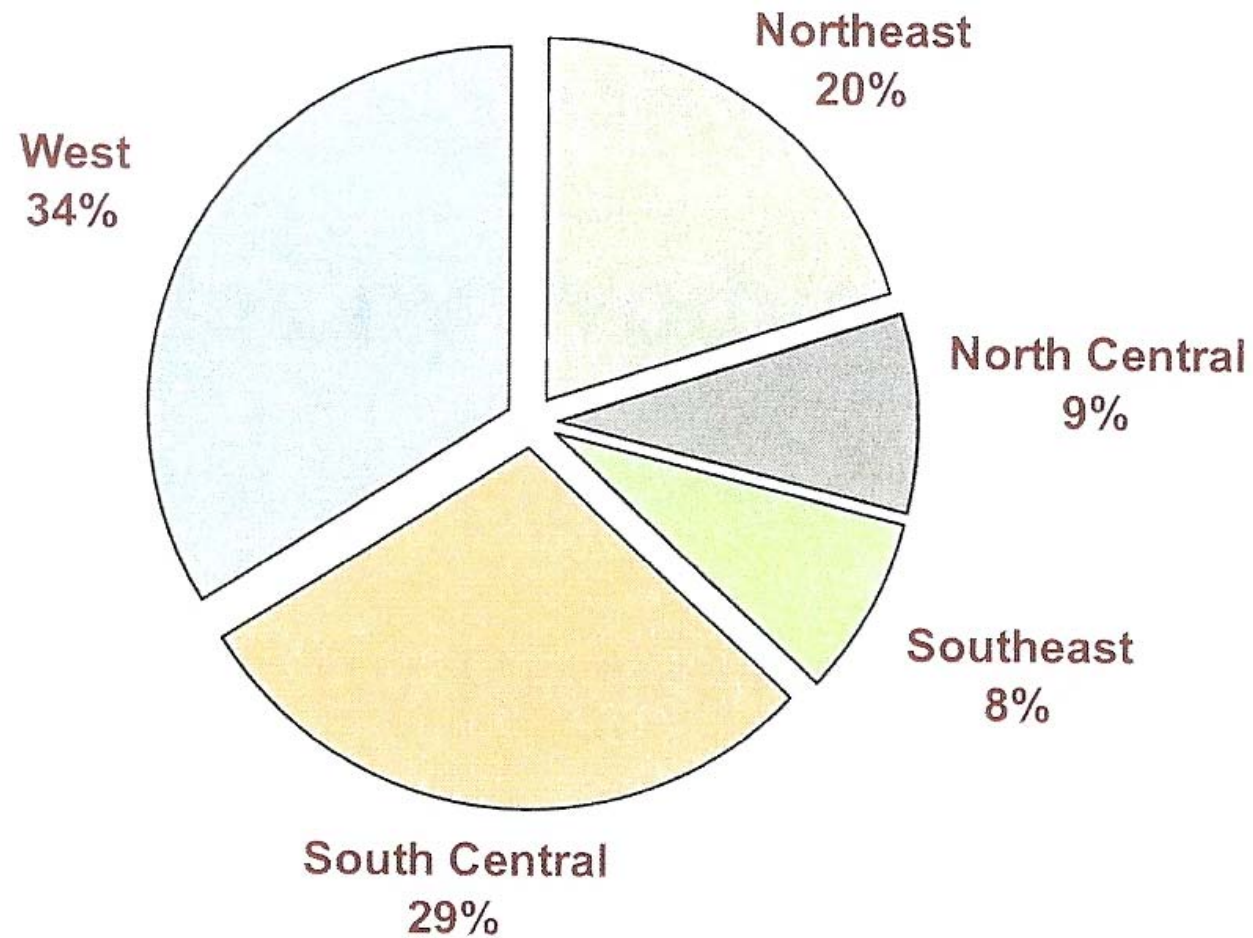
2015 Tortilla Chips



2015 US Region – In Dollars

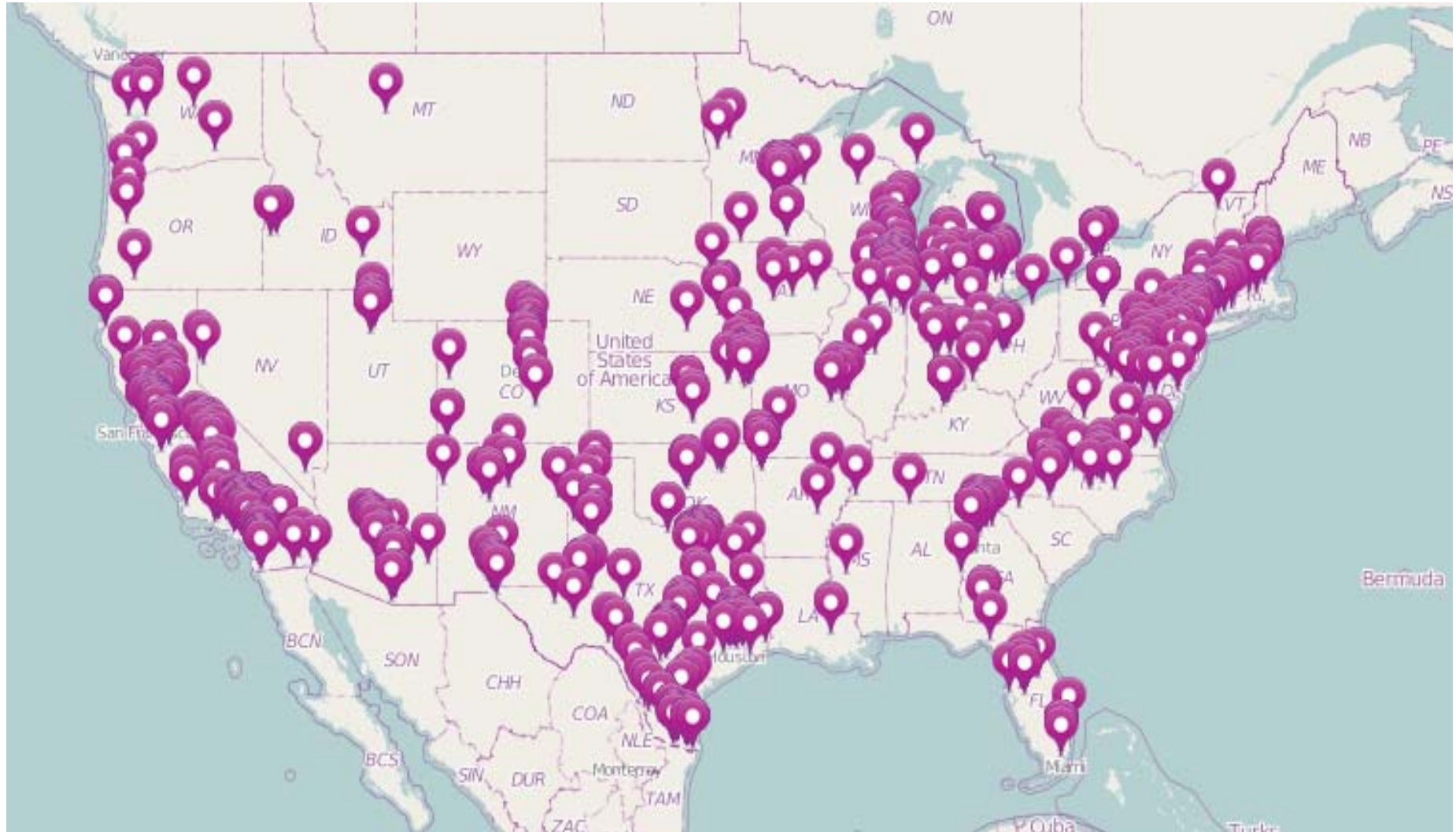
West	34%	\$ 4,723,110,000
South Central	29%	\$ 4,028,535,000
NorthEast	20%	\$ 2,778,300,000
North Central	9%	\$ 1,250,335,000
South East	8%	\$ 1,111,320,000
	100%	

2015 By US Region





Continental U.S. Tortilla Plants





What We Learned

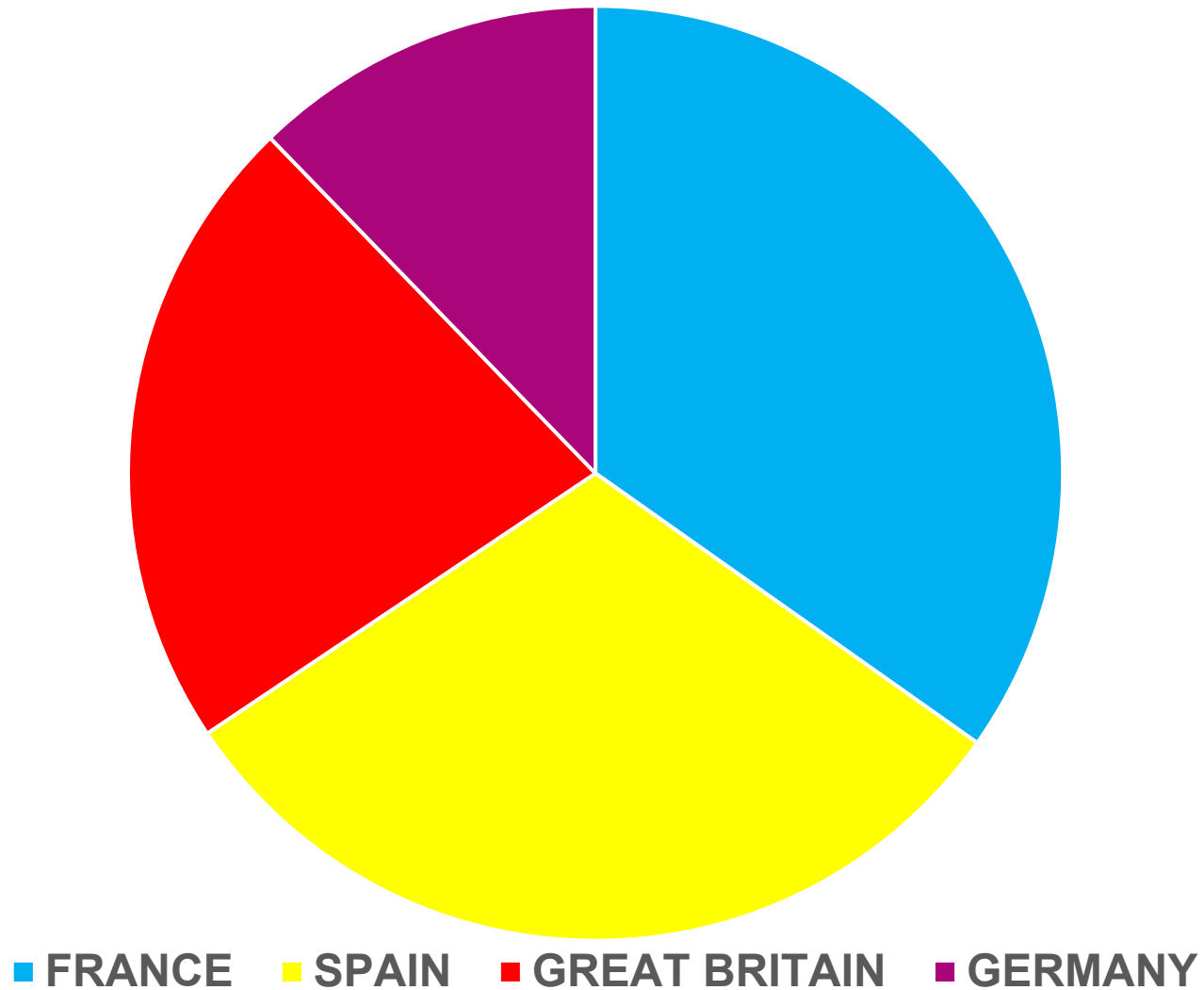
EUROPE MARKET DATA

Sources: AC Nielsen, IRI, EuroMonitor

Europe – Top 4 Tortilla Sales

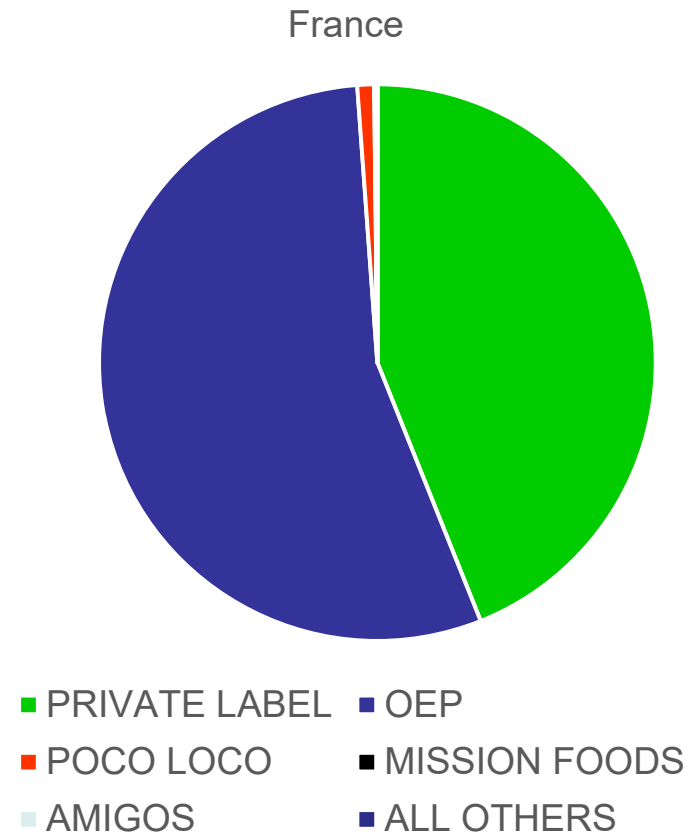
FRANCE	\$ 45,708,000
SPAIN	\$ 40,503,000
GREAT BRITAIN	\$ 29,093,000
GERMANY	\$ 16,106,000
Total	\$ 131,409,000

Europe – Top 4 Tortilla



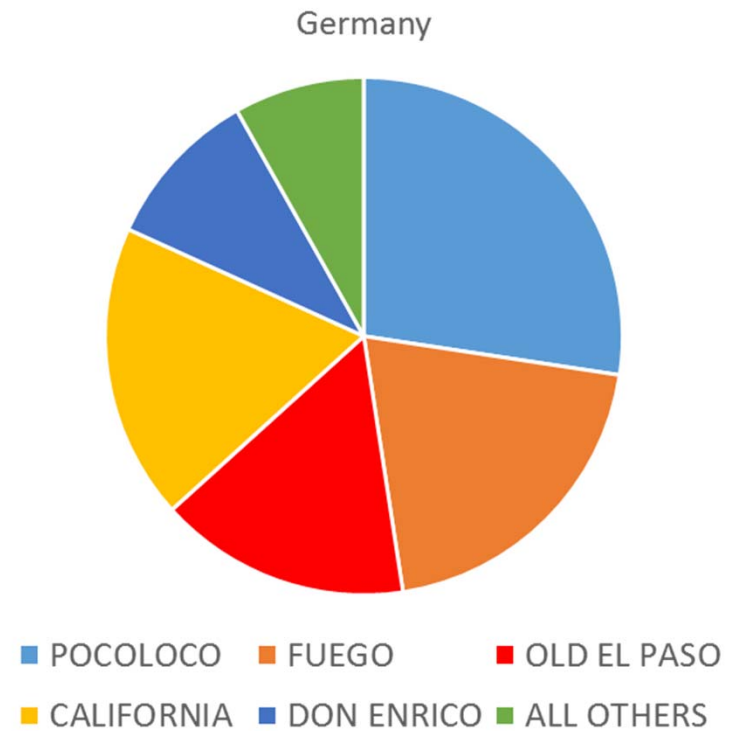
FRANCE Tortillas – By Brand

PRIVATE LABEL	\$20,087,000
OEP	\$25,090,000
POCO LOCO	\$447,000
MISSION FOODS	\$14,000
AMIGOS	\$69,000
Total	\$45,708,000



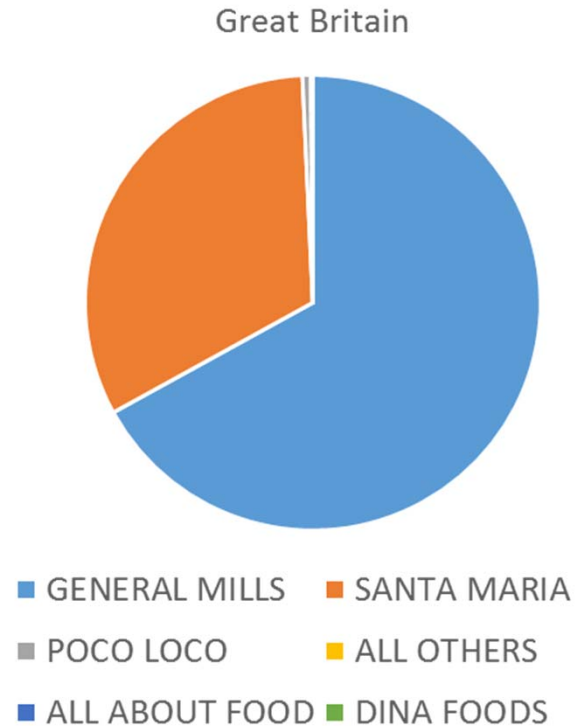
GERMANY Tortillas – By Brand

POCOLOCO	\$4,413,000
FUEGO	\$3,250,000
OLD EL PASO	\$2,533,000
CALIFORNIA	\$2,976,000
DON ENRICO	\$1,620,000
ALL OTHERS	\$1,315,000
Total	\$16,106,000



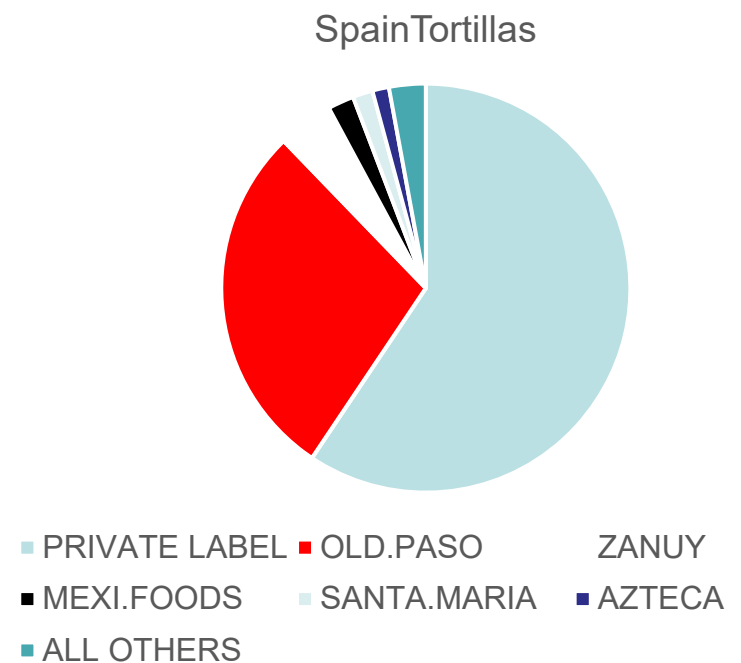
GREAT BRITAIN Tortillas By Brand

GENERAL MILLS	\$ 16,308,000
SANTA MARIA	\$ 7,857,000
POCO LOCO	\$ 144,000
ALL OTHERS	\$ 19,000
ALL ABOUT FOOD	\$ 10,000
DINA FOODS	\$ 6,000
Total	\$ 24,343,000



SPAIN Tortillas – By Brand

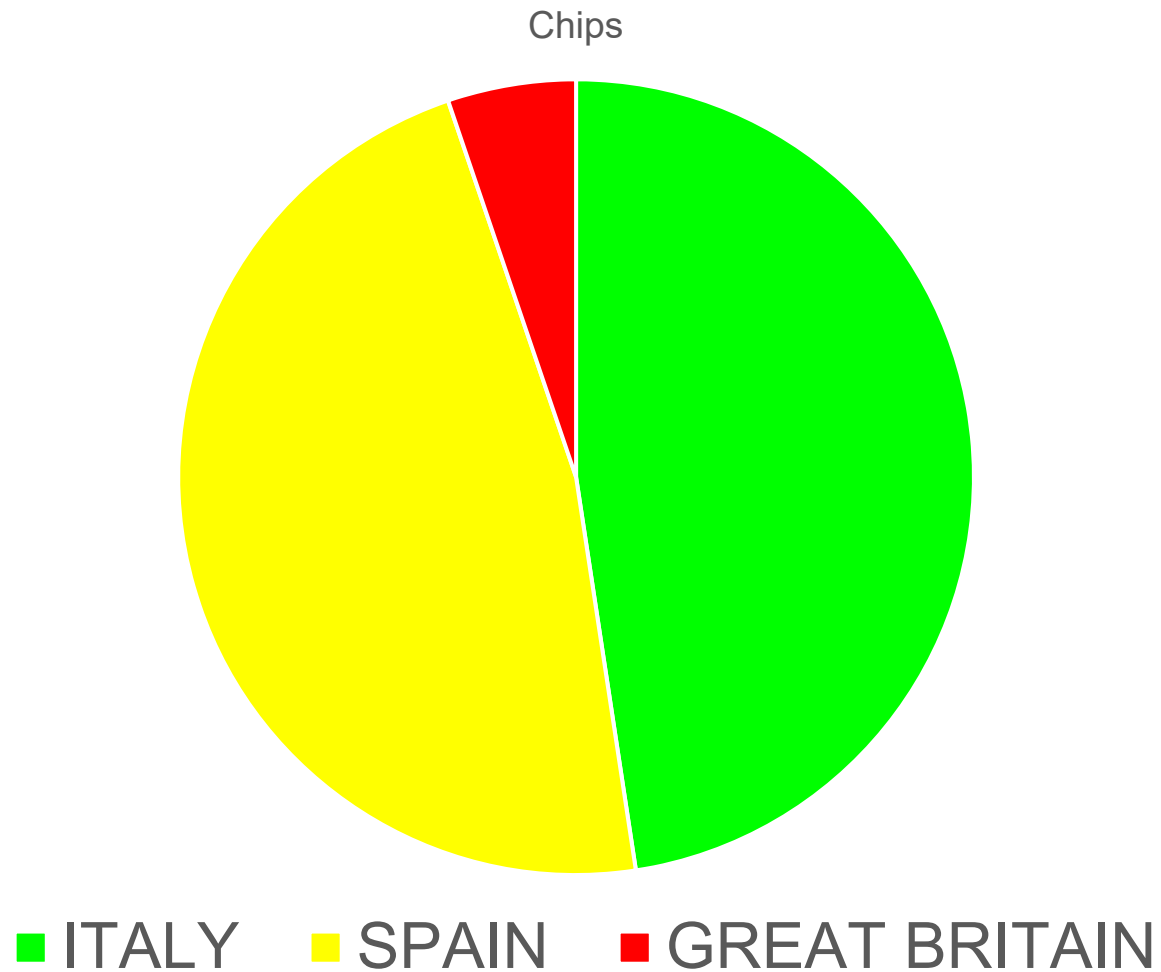
PRIVATE LABEL	24,056,000
OLD.PASO	11,496,000
ZANUY	1,767,000
MEXI.FOODS	839,000
SANTA.MARIA	641,000
AZTECA	531,000
ALL OTHERS	1,173,000
Total	\$40,503,000



Europe – Top 3 - Chips

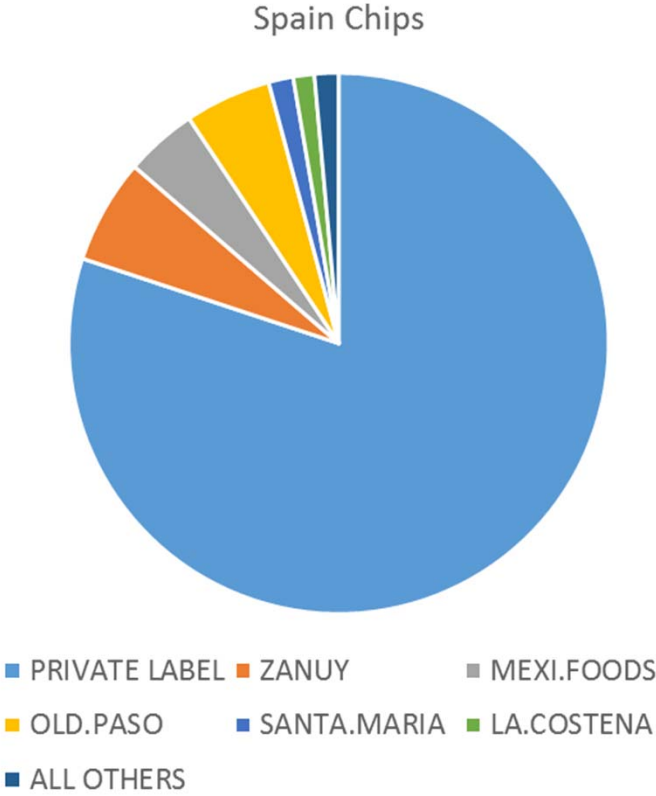
ITALY	\$25,553,000
SPAIN	\$25,331,000
GREAT BRITAIN	\$2,800,000

Europe – Top 3 - Chips



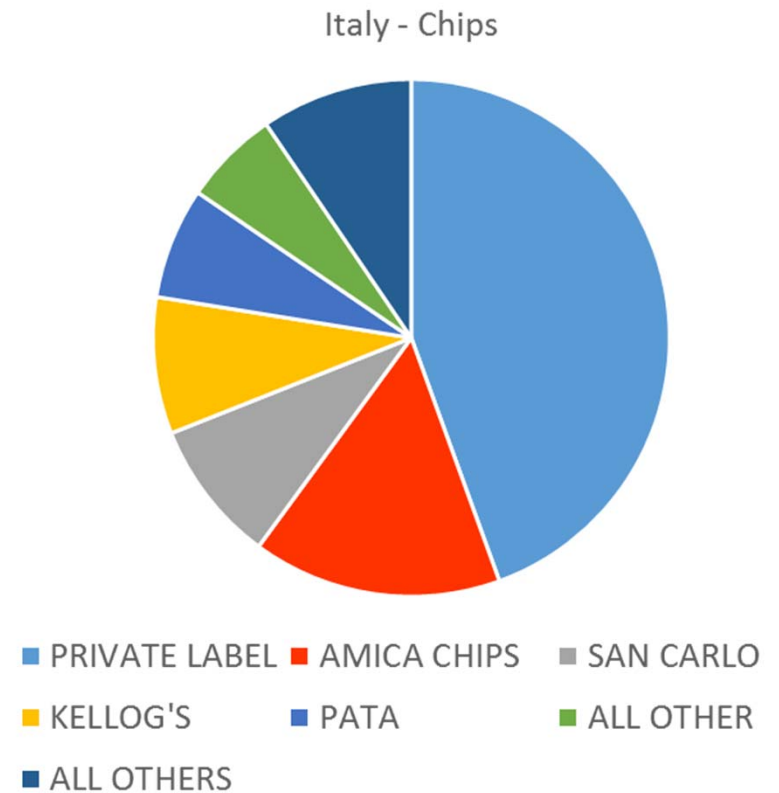
SPAIN – Chips

PRIVATE LABEL	\$ 20,285,000
ZANUY	\$ 1,585,000
MEXI.FOODS	\$ 1,092,000
OLD.PASO	\$ 1,310,000
SANTA.MARIA	\$ 374,000
LA.COSTENA	\$ 319,000
ALL OTHERS	\$ 366,000
Total	\$ 25,331,00



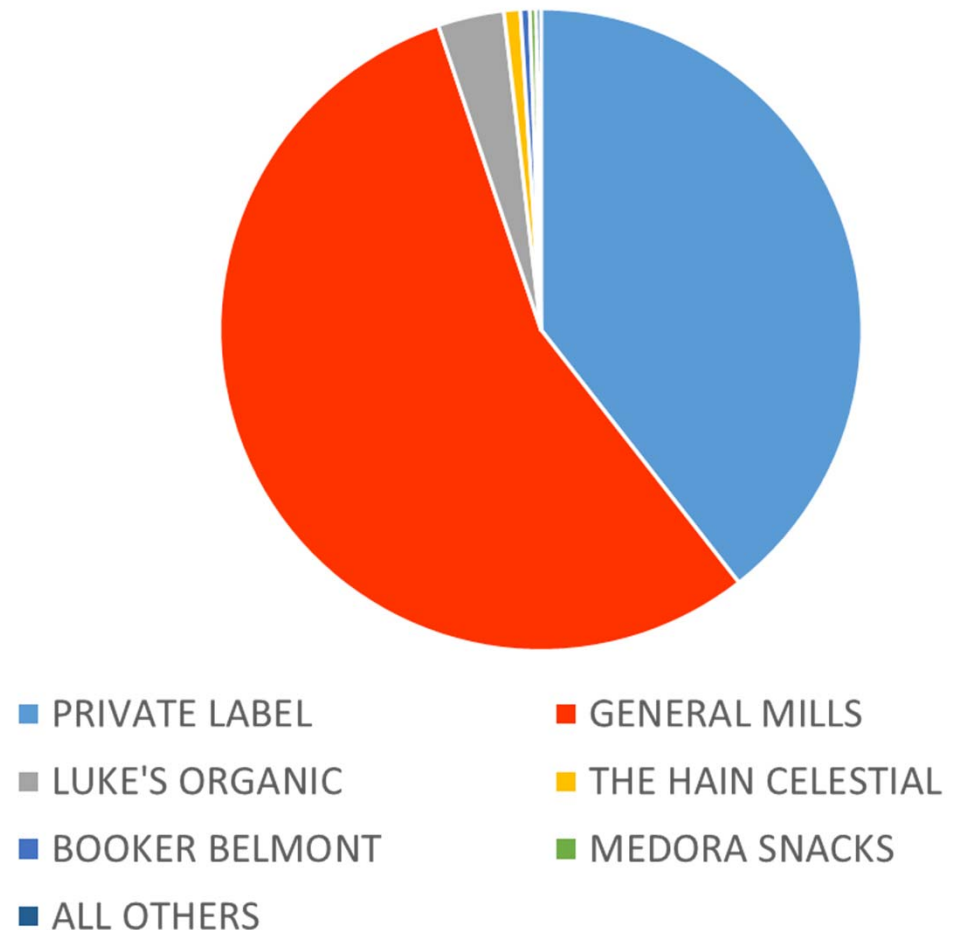
ITALY – Chips

PRIVATE LABEL	\$13,448,000
AMICA CHIPS	\$ 4,719,000
SAN CARLO	\$ 2,699,000
KELLOG'S	\$ 2,586,000
PATA	\$ 2,106,000
ALL OTHER	\$ 1,812,000
ALL OTHERS	\$ 2,876,000
Total	\$ 30,245,000



GREAT BRITAIN – Chips

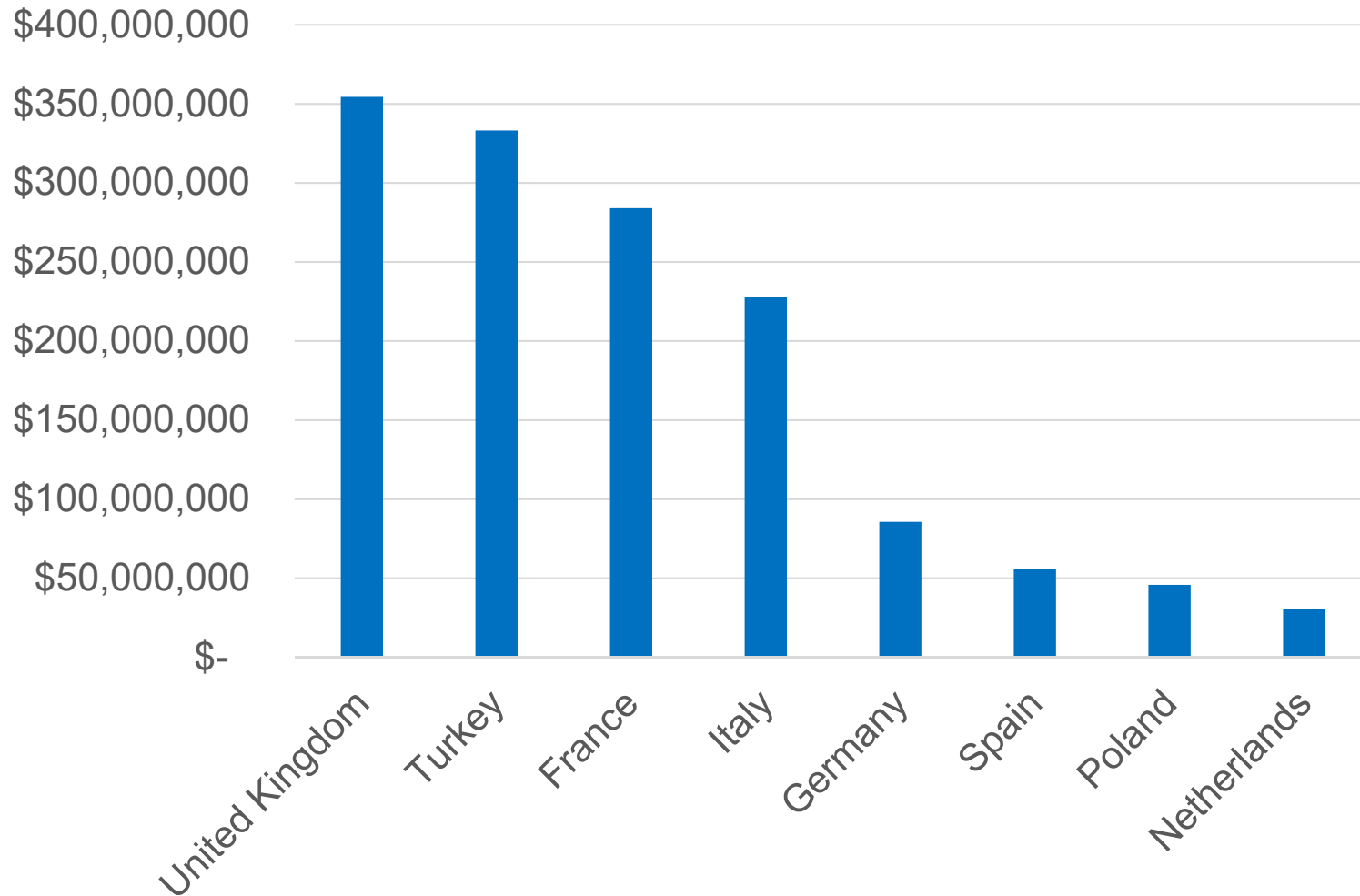
PRIVATE LABEL	\$ 1,381,000
GENERAL MILLS	\$ 1,940,000
LUKE'S ORGANIC	\$ 117,000
HAIN CELESTIAL	\$ 29,000
BOOKER BELMONT	\$ 16,000
MEDORA SNACKS	\$ 11,000
ALL OTHERS	\$ 8,000
Total	\$ 3,502,000



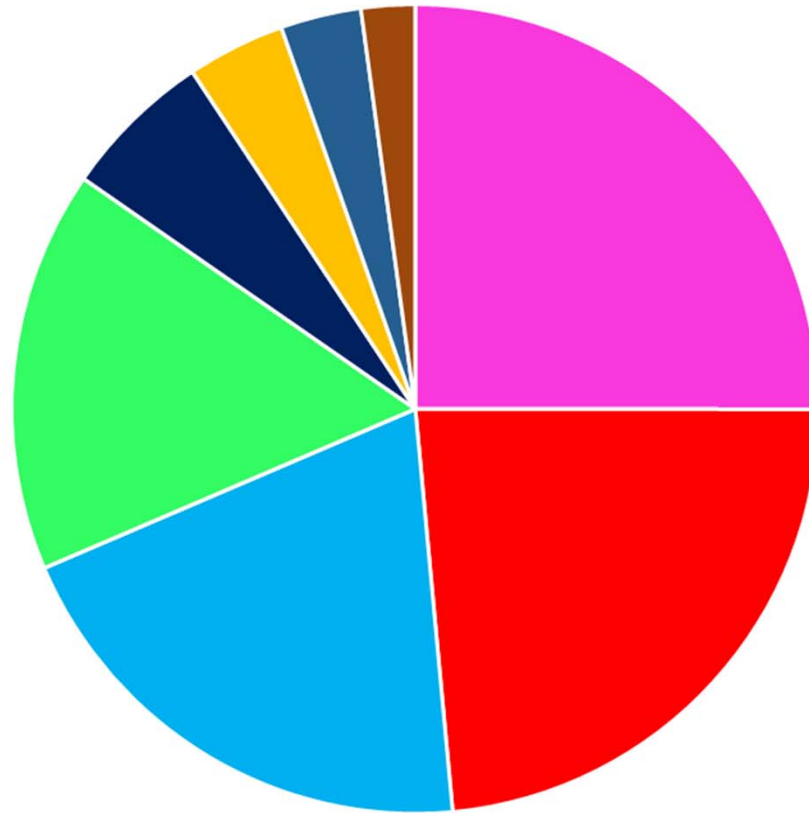
All Flat-Breads – EUROPE top 8

United Kingdom	\$	354,400,000
Turkey	\$	333,100,000
France	\$	284,000,000
Italy	\$	227,700,000
Germany	\$	85,600,000
Spain	\$	55,600,000
Poland	\$	45,800,000
Netherlands	\$	30,600,000
TOTAL	\$	1,416,800,000

All Flat-Breads – EUROPE top 8



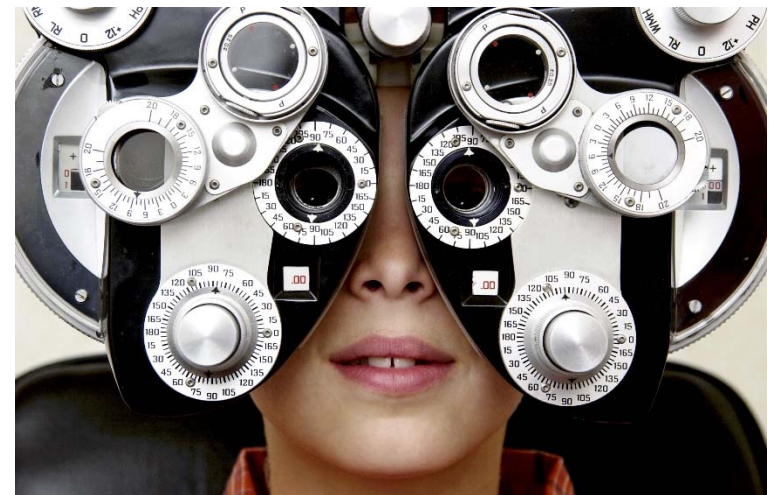
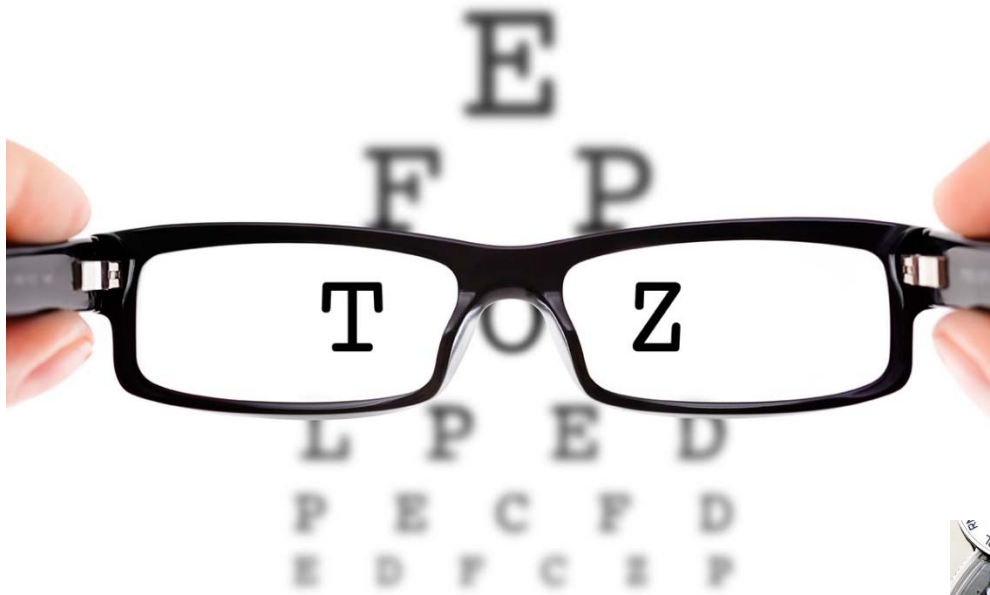
All Flat-Breads – EUROPE top 8



- United Kingdom
- Turkey
- France
- Italy
- Germany
- Spain
- Poland
- Netherlands

Flatbread Notes by Country

(Also known as the “TIA Vision Test” !)



Country Notes for Flatbreads

UK: Most of these figures derived from sale of Asian flat breads such as Naan and Chapati due to over 3M people of Indo-Pakistani decent and these cuisines very popular in foodservice. Pita another very popular flat bread, which though Arabic in origin is eaten by many Ethnicities in the UK Although the Mexican/Latino community in the UK is very small, Mexican foodservice outlets becoming increasingly popular. Hence, tortilla sales rapidly rising. Estimated tortilla sales 10-20% of total flat bread in the UK.

TURKEY: Packaged Flat Bread, around 90% share comes from tortilla bread which we call "lavash". Unpackaged Flat Bread, around 95% share comes from what's called "pide", basically round pita breads

FRANCE: tortillas often sold within a meal product, with a much smaller proportion being sold alone. We estimate tortillas account for 40% of flat bread market volume and 60% other flat breads mainly pita

ITALY has real tortillas made of corn, sold in ethnic section of grocery retailers, but presence is small and is usually within quick-serve ethnic food. Instead is large presence of a flatbread called "Piadina", usually made with flour, lard or olive oil, salt and water, ingredients questioned by consumers now, preferring lighter and healthier products. As a result there's growing presence of Piadina made with olive oil instead. Piadina is widely sold through retail and foodservice. Estimated that Piadina is 94% of flat bread market (packaged and unpackaged), while remaining 6% is of tortillas and other ethnic flat breads.

Country Notes - Continued

GERMANY Flat bread is very small compared to leavened bread, and within flat bread tortillas are only one of many variations. People wanting to eat Mexican cuisine are more likely to go to foodservice (e.g. Enchilada, Sausalitos etc.). definitely growing. Estimate tortillas are 5-10% of flat bread market

SPAIN: around 80% of this category is formed by tortillas as it is a product which indeed is gaining popularity in the country. As I guess in many other markets, the trend started to grow from foodservice but nowadays, is a common product on the grocery retailers' shelves. Old el paso would be the most important branded product within this market although private label also has an important presence in this market. These comments just refer to Packaged Flat Bread, as Unpackaged Flat Bread is negligible through retailing.

POLAND: Tortillas account for 80% of total flat bread in Poland. Tortillas are the most popular type of flat bread and account for the majority of flat bread in Poland. Pita ranks 2nd

NETHERLANDS does not have a domestic type of flatbread in its traditional eating culture. Tortillas are the most common type of flatbread as Mexican food is relatively popular and tortillas are also often used to create wraps. Share of tortillas is declining as other types of Middle Eastern flatbreads becoming more popular in recent years. Estimate that tortillas comprise 70% of the flat bread market in Netherlands.



TIA's Role

TIA's Role In This Market

- Expanding Your Business
 - Increased Exposure Between You & Market
- Growing Your Profits
 - Increased Knowledge Of Best Practices
- Increasing Your Success
 - Supporting, Informing & Advocating Our Members

TIA Events



TIA Convention 2018

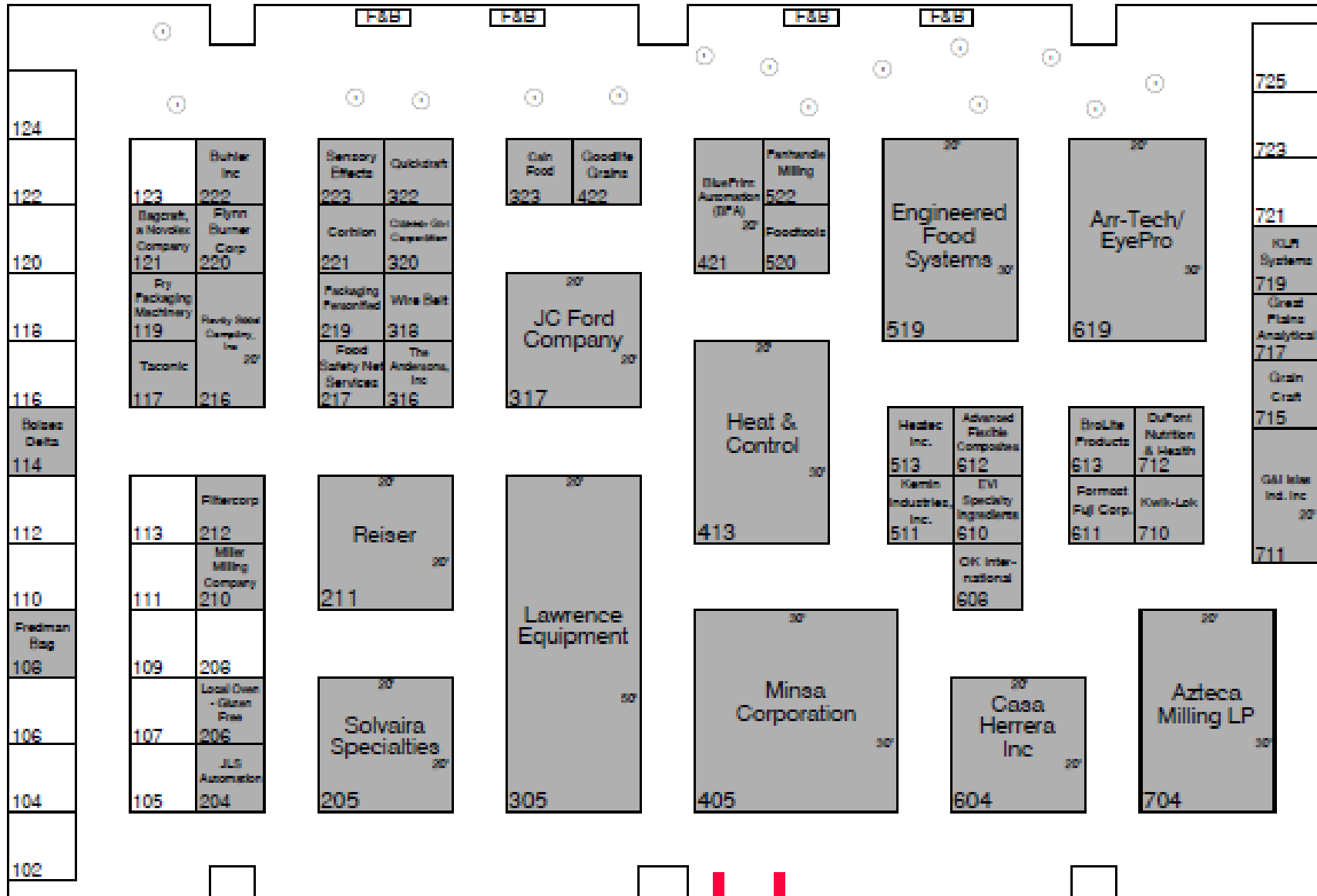


JW Marriott Resort
Palm Springs, CA

- **TIA Convention** = Primary Marketplace Of Industry
- Trade Show + Education Sessions + Banquet
- Next: **June 1st – 2nd 2018** at **JW Marriott Palm Desert Resort, Palm Springs CA**
- Great Exposure, Networking and Business Opportunities
- 75 Exhibits, 600 Attendees
- **Rooms Only \$159 a Night!**

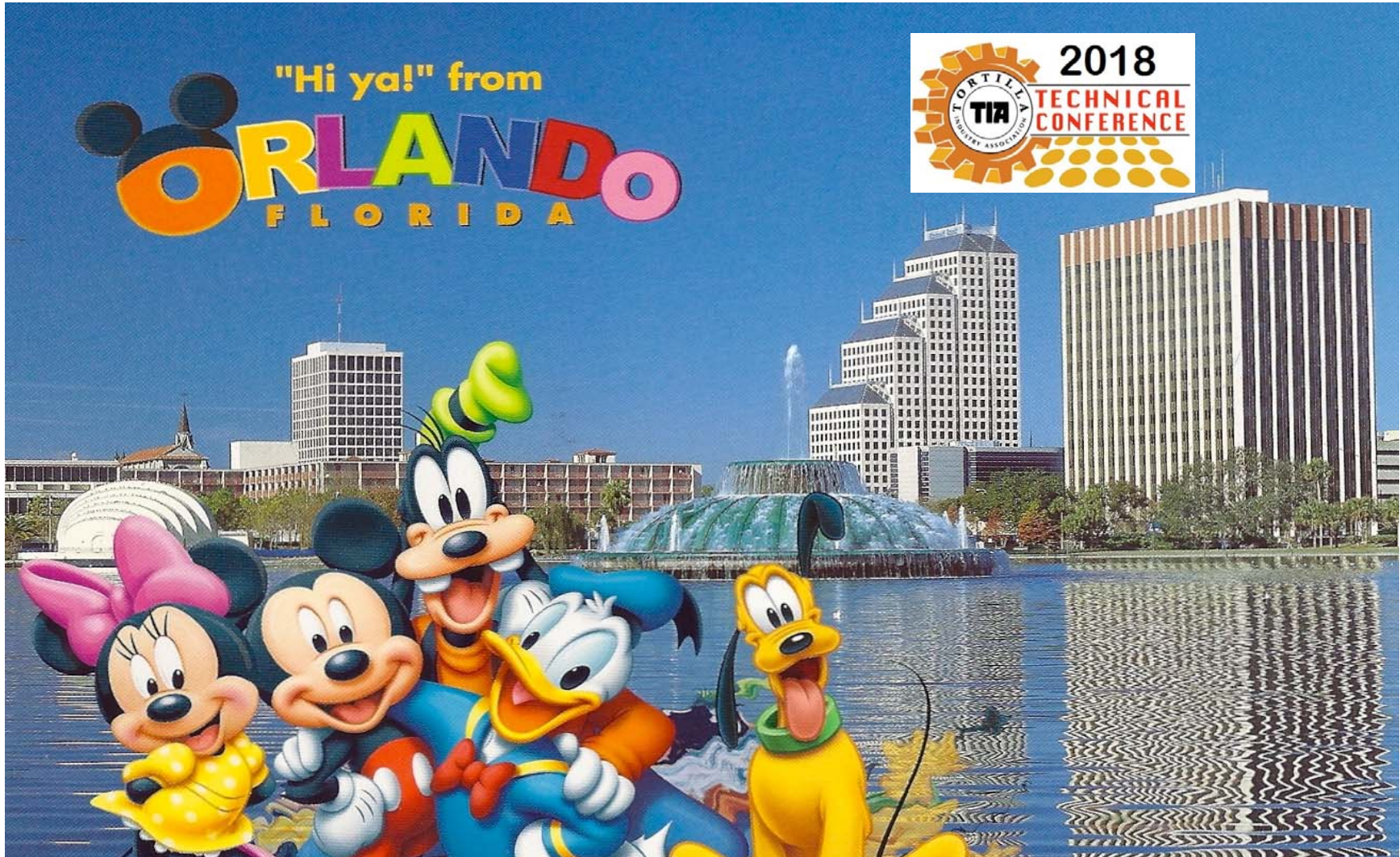


2018 Exhibit Hall



MAIN ENTRANCE

TIA Tech 2018



Mexico's Biggest Food Show

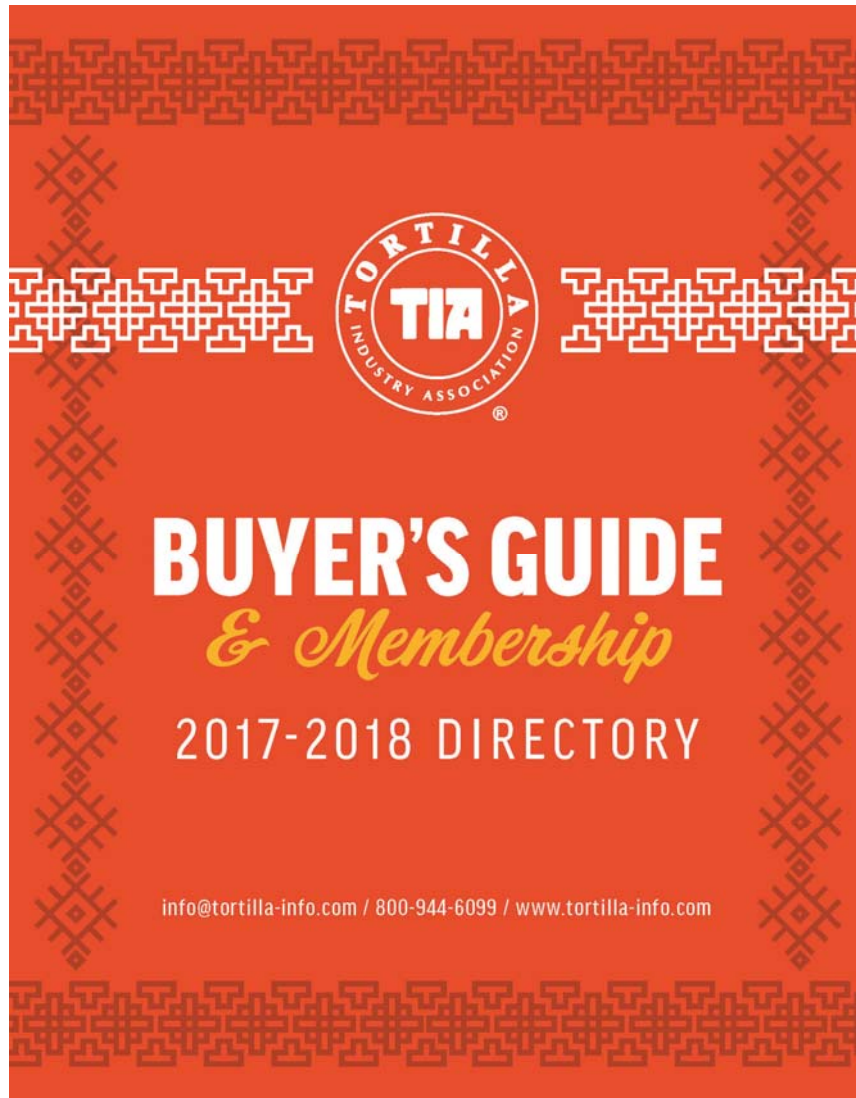


TIA Gave Educational Sessions, Had Booth

Sessions Tailored to EU Regulations



Increasing Business Opportunities



- Buyer's Guide & Membership Directory
- "Opportunity Alert" Notification E-Mails
- Promoting Our Industry Through No-Cost Mass Media Exposure

Member Communications



WWW.TORTILLA-INFO.COM

TIA News

TORTILLA INDUSTRY ASSOCIATION

Inside

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- Students Win \$1,000 From TIA ... 6
- Meet The Laminators Who Impact Our Industry ... 7

Technical Seminar Coming Soon: MAY 22nd – 23rd "REGISTER NOW!"

Upgraded Location in Anaheim CA, With Sessions Plus Field trips to 3 Facilities

After shifting our Technical Conference last fall to co-locate with the triennial International Baking Industry Exposition 2010 in Las Vegas, NV, TIA is returning this event to its usual spring date. This year it will come to Southern California, at Disney's beautiful Grand Californian hotel.

day of factory tours and training sessions.

The first session runs from 9:15 to 11:15 a.m. and will be presented by Casa Herrera, Pomona, CA. Next, the group will visit a factory hosted by Lawrence Equipment from Noon to 2pm, where they will also be served lunch. The third tour with demos and training sessions of the afternoon runs from 2:45 to 4:45 and will be hosted by J.C. Ford Co., La Habra, CA where beer, snacks and refreshments will be offered.

TIA's Technical Conference focuses on the critical operational issues associated with tortilla and flatbread production and kicks off on Mon May 22nd with a full day of education sessions.

Topics to be presented that day include safe handling of ingredients, preparing for a third-party audits, commodity and ingredient pricing and cost trends, latest formulation, and improving supervisory skills. A working lunch will feature an "ask the experts" open panel, and at the conclusion of the educational sessions, a cocktail reception, featuring tabletop displays from suppliers to the industry, will be held from 5 to 7 p.m.

Then on Tuesday, May 23, conference attendees will board buses beginning at 8 a.m. for a full

day of factory tours and training sessions.

The first session runs from 9:15 to 11:15 a.m. and will be presented by Casa Herrera, Pomona, CA. Next, the group will visit a factory hosted by Lawrence Equipment from Noon to 2pm, where they will also be served lunch. The third tour with demos and training sessions of the afternoon runs from 2:45 to 4:45 and will be hosted by J.C. Ford Co., La Habra, CA where beer, snacks and refreshments will be offered.

TIA always gives attendees ample opportunities to meet and talk with others in the industry. "We want our members to have time to learn from each other's experiences through networking," said Jim Kabbani, TIA's Executive Director. "We also provide an opportunity to learn first-hand the best practices by going on field trips to several facilities."

Disney's Grand Californian Hotel

2011 Spring

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Phone: 1-800-944-6099 - Fax: 1-800-944-6177 E-mail: info@tortilla-info.com

- Electronic Newsletter
 - Every Wednesday
- “Ask The Experts” (Members Only, **Except** Today At Lunch – Fill Out Your Form!)

TIA Website

TORTILLA INDUSTRY ASSOCIATION

Logo: TORTILLA TIA INDUSTRY ASSOCIATION

Navigation: About Us | TIA Membership | Resources | TIA Media Room | TIA Company Directory

Additional Links: Español, Members Only, Contact TIA

ROVEY SEED CO.
QUALITY, CONSISTENCY, AND PEACE OF MIND

Links

*** WINNERS SELECTED ***
See Tech Seminar Program

Search For Better Tortilla Tech

\$1,000 Prize + Speaking Slot

Like us on Facebook

* NOTE *

TIA's NEW ADDRESS & PHONE NUMBERS

1600 Wilson Blvd, Suite 650
Arlington, VA 22209

Join

HOW to become a Member of TIA? [Click here](#)

WHO are TIA's Members? [Click here](#)

Member Benefits info [Click here](#)

"GET LISTED & BE FOUND"
TIA Buyer's Guide & Membership Directory
2014 Edition

Directory Advertising Info [Click Here](#)

Events

2013 TIA Tech Seminar
OCTOBER 5th-6th

TECHNICAL CONFERENCE

Co-Located with IBIE, Las Vegas Convention Ctr

IBIE
INTERNATIONAL BUSINESS EXHIBITION

REGISTRATION NOW OPEN!

MAY 2013 OCTOBER

www.tortilla-info.com



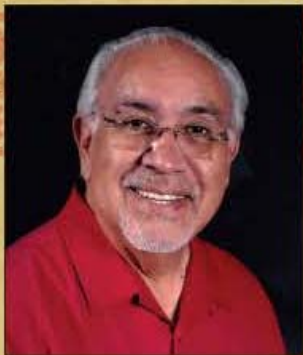
Hall Of Fame

3 Honorees for 2017

Hall of Fame 2017



**Roberto González
Barrera**
GRUMA



John Ponce
JC Ford Company



Gus Gutierrez
Tortillas, Inc.

Scholarships



Increasing Education Opportunities For Our Children

- TIA Scholarship Program
- \$1,000 per Student to Help Your Family
- 3-4 Winners a Year
- 25 Winners So Far
- Children of “Members Only” Employees Can Qualify

Caden Christiansen
Brigham Young University, Provo UT
Parent: Kyle Christiansen AB Mauri



David Contreras
Texas A&M
Uncle: Rafael Perez, La Mexicana



Maria De Leon
Master's of Science in Nursing
Spouse: Jose De Leon, Azteca Milling



Christian Fauser
Rhodes College, Memphis TN
Parent: Chris Fauser, Azteca Foods Chicago



“Day In DC”
Legislative Action Fly-In
JULY 12TH 2017 – WASHINGTON, DC

- Legislative Fly-In Day
- Arrange Meetings for TIA Members with 14 Members of Congress & Senior Staff
- Got Tortillas Added to WIC Program (8M More Consumers a Month)
- “Food Before Fuel” is Countering Ethanol Subsidy
- They Know That 500,000 New Latino Voters Are Added Yearly

Increased Savings

- Business Insurance
 - Savings of \$10,000 to \$125,000 Straight To Bottom Line!
 - At 10% Margin, \$1 Savings = \$10 In Sales
- Shipping & Freight
- Vehicle & Truck Rental
- Office Supplies
- Computers & Laptops
- NEW Programs:
 - Surprise Announcement at TIA Convention!

TIA Assisted Charities

- “Navidad En El Barrio”
With Allen Lund Co.
(Shipping)
- Serves Neediest
Families in Southern CA
With Christmas Dinners
- Over 75,000 People Fed
Last Year

**NAVIDAD
EN EL
BARRIO
2016**

JOIN THE TEAM!

Join us!
Do you have a product/produce
that would make the dinner
basket even better?

Since 2006, ALC has been working with growers/producers and carriers in support of Navidad En El Barrio. Navidad was established almost 30 years ago with the mission of providing a healthy Christmas dinner to thousands of the most needy Southern California families. Over 75,000 people are served annually through the efforts of Navidad En El Barrio and their team. We are proud to be part of this important effort. Donations will be accepted the week of December 5th.

Perishables are delivered via ALC to a warehouse location and then delivered to agencies throughout So Cal for distribution to families.

800.475.5863

ALC
ALLEN LUND COMPANY
Transportation Brokers
www.allenlund.com

TORTILLA
TIA
INDUSTRY ASSOCIATION





Supports & Operates Orphanages for
Special Needs Children in Mexico

Join TIA Today!

- Dues Are Tax Deductible - Would You Rather write “TIA” or “IRS” on your Check..?
- Support The Industry That Feeds You
- Be Supported By YOUR Association
- Make Valuable New Business Connections
- Have Fun!
- Help Guide TIA As A Board Member or Committee Member

TIA Board of Directors 2016-17



TIA WOULD LIKE TO SAY

Thank You!

Jim Kabbani
(703) 819-9550
jkabbani@tortilla-info.com