

MIJA TORTILLA FACTORY

Scalable Tortilla Manufacturing & National Hispanic Foods Platform

COMPANY OVERVIEW
CONFIDENTIAL

MIJA Tortilla Factory is a U.S.-based manufacturer of flour and corn tortillas serving retail, foodservice, private-label, and co-manufacturing customers. Currently operating at approximately 40% of production capacity, MIJA has the infrastructure to produce more than 67 million tortillas per month, providing significant scalability for high-volume regional and national programs.

APPROX. \$30M
ANNUAL SALES

67M+
TORTILLAS / MONTH

14+ YEARS
IN BUSINESS

SQF + KOSHER + KY Proud
CERTIFIED

COMPANY SNAPSHOT

- Louisville, Kentucky-based U.S. tortilla manufacturer.
- Flour and corn tortillas across multiple sizes, formulations, and packaging formats.
- Retail, foodservice, private-label, institutional, and co-manufacturing programs.
- Scalable production capabilities to support regional and national accounts.

CORE CAPABILITIES

- Scalable production and packaging infrastructure.
- Food safety, quality, traceability and commercialization systems.
- Customer-specific product, pack and channel solutions.
- Capacity to support regional expansion and larger national programs.

INNOVATION PIPELINE

- Whole grain and high-fiber tortillas.
- Reduced-sodium school and institutional solutions.
- Flavored wraps and premium retail formats.
- New branded and private-label extensions.

WHY MIJA

- **Scalable manufacturing platform:** Established infrastructure and available capacity support high-volume growth across regional and national programs.
- **Multi-channel capabilities:** MIJA supports branded retail, private label, foodservice, institutional, and co-manufacturing programs.
- **Authentic Hispanic brand proposition:** Strong Hispanic food heritage, restaurant-quality performance, and competitive value support both branded and customer-specific programs.
- **Commercial and operational execution:** Sales commitments are aligned with manufacturing capacity, quality, service levels, and customer requirements.

GROWTH OPPORTUNITY

- Launch focused regional or multi-market retail programs with a disciplined core assortment.
- Expand branded and private-label distribution through customer-specific assortment, pricing, and promotional strategies.
- Leverage MIJA's production capacity of 67M+ tortillas per month to support high-volume growth across retail, food-service, and distribution channels.
- Develop long-term strategic relationships with national and regional customers following successful commercial and operational validation.

STRATEGIC OBJECTIVE

Establish strategic discussions with leading U.S. retailers and distributors to evaluate MIJA's fit for high-volume regional and national programs across branded, private-label, foodservice, and co-manufacturing channels.

POTENTIAL PATH FORWARD

01 COMMERCIAL VALIDATION

Launch a focused regional multi-market retail prog. disciplined core assortment.

02 SCALE & OPTIMIZE

Expand distribution, improve product mix, and move beyond \$67.5M in annual revenue.

03 STRATEGIC ALIGNMENT

Evaluate a longer-term relationship after commercial and operational validation.



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