



MÉXICO

on your palate



“ We believe that everyone is responsible for becoming better and contribute to the progress of our community, families, work, and environment. ”

WHO are we?



Sr. Juan Manuel
Arvizu Trijillo

We are a family business that has more than 15 years raising and producing the Mexican white shrimp. Founded under the guidance of Mr. Juan Manuel Arvizu Trujillo, a man with great principles and values; a man whose deep human sense is used to contribute to all worthy causes of our society.

Those are the honorable principles and values that our company keeps projecting in the company and also the way we make our business.

We believe that the success of a company not only rests on providing a great product. Nowadays to transcend, something else is required.

Here is where we engage the mission of contributing to the development of our local environment, paying attention to the ecological impact that our activity generates on our surroundings and also on the people that constitute our community.

A philosophy which is highly engaged with our society and with the environment itself, that is Kino, that's who we are, this is what we do...



“ Each day we work using our operating experience and our passion for our Enterprise with only one thing in mind: **Provide the finest shrimp to the world.** ”



WHAT DO WE DO?

Our goal is to become a provider that can always be trusted, by always delivering a product that meets and exceeds, the highest expectations and also that offers a value added to their edibles, besides its own profits.

This is the aspiration that throws us to keep improving and generating innovative ideas through different processes and leading-edge technologies, in order to deliver an international quality product with a superior taste.

When talking about our clients, we are guided by three strong principles: **Respect**, **Integrity**, and **Responsibility**.

RESPECT

We are committed to keeping our business in long terms, developing and creating a relationship with our costumers, creating a respectful bond where we listen and solve all their needs.

INTEGRITY

Honesty and transparency are for us the pillars of successful social and commercial cohesion.

RESPONSIBILITY

We always commit to fulfilling our compromises. The quality will always be our main goal. We Will satisfy the expectations with energy and determination.

This is our promise, **the Kino Guarantee**. This is what we do.



WHITE SHRIMP

100%

MEXICAN
SINALOENSE
KINO



SUPREME QUALITY FROM ITS INCEPTION

We know that the shrimp quality is not just part of its care process, but also in its origins. We believe, a big part of its flavor, color, and texture are provided by the environment where it grows and that's precisely what makes a difference.

Sinaloa is our shrimp's motherland, specifically Angostura, a small region by the Eastern part of the Pacific which, due to its special properties of soil, water and weather, enables these organisms not only with a beautiful texture and exceptional color but with an **exquisite** taste hard to emulate.

Aware of the many properties and special features on this zone, and with the objective of offering an extraordinary product in mind, we conclude that the only way to achieve those characteristics is that they were originated from its inception.

There, on this coastal belt, where our **shrimp farm** "Amanecer Acuícola" is located, a farm where we conduct synergies and join strengths. There is where our quality starts: **The Kino quality**.







OUR AQUACULTURE OPERATION FARM: **THE BEST ALLY**

Relying on our own production allow us to present a shrimp with international stature and premium quality, using innovative process, top technology and special attention to our crops.

Since the crawling stages, our nurse system provides the possibility to maintain full care and control of this little organisms; through specialized and continuous analysis of a rigorous diet. On their juvenile stage, they are introduced to our pre-growth system, where we continue giving them the finest attention on this critic stage of their development.

Once they are mature shrimps, they start the growth stage in the open sky with low density to reduce any stress and avoid any kind of illness. Their diet is fundamental for an optic development, which relies on highly innovative feeding systems with I.A., get only the precise and necessary dosage for their proper nutrition.

Productos Pesqueros Kino values the perfect cultivation techniques, a phase completely automatized to keep the product integrity where highly trained employees ensure that the cold chain keeps working during the whole process, so this way the premium qualities of our shrimps remain as needed.

These efforts allow us to present to our clients a product of excellence, where the traceability and quality of each shrimp's lot stay guaranteed by the process is provided and followed from the beginning to the end by **Amanecer Acuícola and Productos Pesqueros Kino together.**





KINO'S

QUALITY FEATURES

Hour growing process and conservation presents to our consumers a rich textured shrimp with great flavor and size. We know that each lot is unique and we treat it like that; we work and dedicáte so that anyone who tastes our **Kino Shrimps** can recognize them no matter where or how are they prepared.



Its **Texture**, firm and fleshy



Its **Color**, crystalline and uniform, that when cooked acquires

a bright red tone.



Its **Taste**, superior.

Taking care of the nutrition, temperature, localization, harvest, and conservation our farm and processing plant have developed and refined the process to control any factors that contribute to the highest quality and taste in our shrimps.



In **Kino**, all our sizes keep a superior range, these could get 40% bigger in proportion to other average shrimps.

By avoiding artificial hydration we can ensure that our measures will remain even after getting unfrozen. It's thanks to our rigorous conservation process that we can maintain the texture, color, and fleshiness of the shrimp, giving, as a result, a pack that exceeds up to 44 pounds (20 kg.) with a premium quality product.



PROCESS

1.

Reception

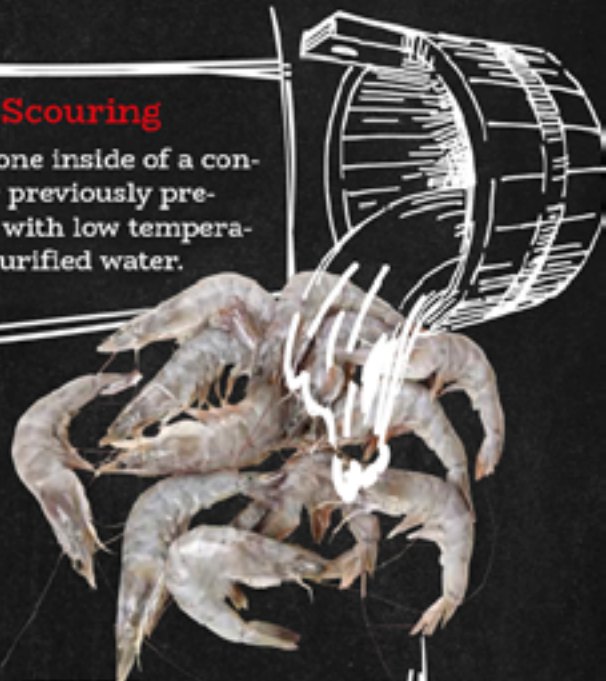
The cold chain is preserved from its careful cultivation until its reception in the plant.



2.

Scouring

It is done inside of a container previously prepared with low temperature purified water.



3.

Heading off

This process is done by our staff following the highest standards of sanitation inside of a refrigerated room.



4.

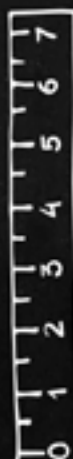
Second Scouring

it is done with purified water at low temperatures on previously prepared containers.

5.

Classification

This process is done automatically by specialized equipment.



6.

Freezing

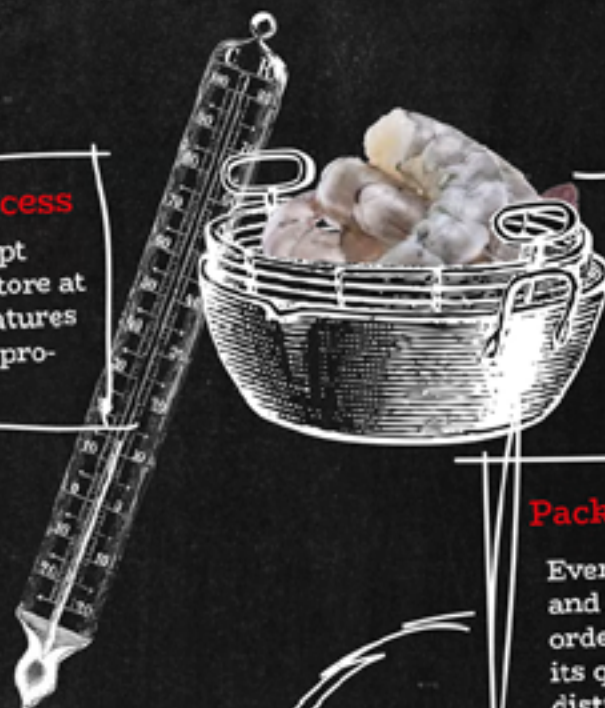
Done by high technology equipment which ensures the ideal temperature for the process.



7.

Ripping Process

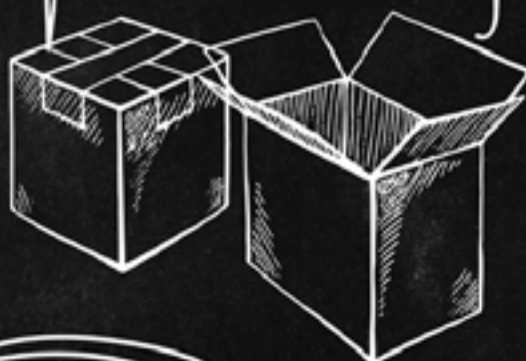
The shrimp is kept inside a special store at very low temperatures to guarantee the process quality



8.

Packaging and labeling

Every shrimp is packaged and labeled carefully in order to allow tracking of its quality throughout the distribution chain.



9.

Preservation

It is done inside special designed and monitored storage cages for ideal conservation.



10.

Distribution

The transportation of the "Kino shrimp" is done without intermediaries from the warehouse to the distribution points.



“In our company, we are committed with the breed of our shrimp by taking care of its natural environment in a safe and sustainable way with the local environment. ”



PROUDLY FROM **ANGOSTURA, SINALOA**

In our farm and aquaculture operation farm, we feel a strong responsibility and love for our región, this is why we are highly involved with its development.

We offer Jobs to native citizens and take part directly on the economic growth from the región trough our policy of deployment.

We are truly engaged with sports activities and education in our communities, so this way, each day we feel proud of each and everyone involved in those efforts.



SUSTAINABLE and safe



The sustainability of shrimp farm production lies in its low impact to the environment as it does not affect other ecosystems. By generating our own production, we contribute to the reduction of the poaching of wild shrimp and its accompanying species. We benefit the conservation of endangered species and reduce fuel consumption to a minimum. We operate under strict regulations that guarantee the sustainability of the natural ecosystem and the preservation of Natural Protected Areas.



By having strict regulations we do not contribute to the poaching and fishing of endangered species such as the vaquita.



Unlike traditional fishing, our process uses a smaller amount of fuel, which reduces environmental and marine pollution.



We do not harm natural shrimp's predators or depletion of natural areas.



Solar and automatic feeding systems. We are pioneers in the use of this technology so this way we eliminate the use of fossil fuel to feed our shrimps and use solar energy instead.

Also, these advanced systems allow us to avoid the waste of food due to its automatic and exact feed ration feature that provides only what is necessary for our fattening organisms.



Our compromise with the preservation of natural ecosystems has to lead us to adopt technologies such as our wildlife-excluder devices. Devices that return to the sea the accompanying fauna that enters naturally to our production systems.

The farm shrimp is extended to any kind of exposition to pollution such as garbage, toxic wastes or poor nutrition. Control, optimal hygiene conditions, conservation, and transportation guarantee our shrimp's quality.

16/20



21/25



26/30



How to evaluate the quality of the frozen shrimp?

- The shrimps must have and **uniform size**.
- The container **must not have ice** in it.
- The **weight of the box** must be complete.
- Counting each unit by punt complies the uniformity of the sizes.
- The shrimp must not lose any weight while frozen.

SIZE

31/35



36/40



41/50



51/60



61/70

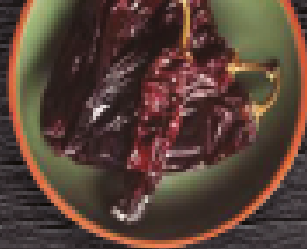


71/90



91/100





Tamaulipas

Guajillo chili (Huatape*)

El chile guajillo es el más popular de los chiles desecados en la cocina mexicana, se le considera indispensable como base de numerosas salsas y platillos.

KINO

• A TASTE OF •

MEXICO

This is our way, what about yours?

Coahuila

Pipian (Shrimp pancakes with pipian)



Pipian is an antique sauce which is elaborated since the prehispanic period with squash seeds and different type of chilies. There could be a different kind of colors but it is traditional that the sauce is red or green.

Veracruz

Chipotle pepper (Aguachile)



The word Chipotle derives from a word in the Nahuatl language chipotle o xipochtli, which means smoked chili, and this chili is dried with smoke instead of being air dried like other varieties of jalapeños, after that, is sauced with tomatoes and hard brown sugar.

Yucatán

Axote (Chilmole shrimps**)



The axote is a sauce or dry pasta which is prepared with a mix of seeds from the plant with the same name.

It provides Mexican dishes with a complex and smokey flavor.



Oaxaca

Zorrapa (Shrimp tamales)

Zorrapa is a word for tiny pieces of meat with fat, that has a golden color which remains at the end after the pork skin is fried.

* Huatape: In general, it is a soup thickened with corn dough and a base of fresh or salted shrimp, seasoned with ajiaco, bread chili, tomato, onion, and garlic. Information is taken from Vivian Kihliwicz, (2018). Huatape. 07/29/2018. de-lacuisine Cocina S.r.l web: <https://lacuinecocina.mx/palabra/huatape/>

**Derives from the Nahuatl language chili, chile, and molli or molli, stew, mix or sauce. Poultry stew, whose dark black sauce includes burnt ingredients which gives flavor and color to the preparation.



Baja California

Mayonnaise (Tacos Gobernador)

The mayonnaise origin is located in the Spanish aioli, this emulsified sauce is absolutely necessary to cook Tacos Gobernador.



Sinaloa

Cucumber (Aguachile)

The cucumber is an Arabic gastronomical heritage brought to us during the Colonial period as a reminder of the Muslim presence in the Iberian Peninsula.

Jalisco

Tequila (Camarones al tequila)

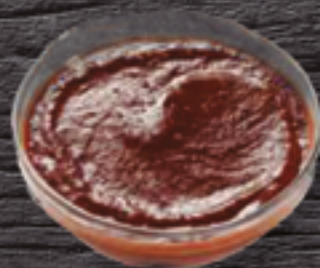
Tequila is a fermented and distilled beverage which is extracted from the juice of the blue agave. It is by far, the most representative beverage of the country.



Mexico City

Ketchup (Shrimp cocktail)

This sweetened tomato sauce is usually mixed with orange soda in order to make it taste sweeter and runny. In other areas of the country, is more likely to be prepared with tomato juice or diced tomatoes.



Puebla

Red Mole (Romeritos with mole sauce)

Nowadays, this sauce, which can hold up to 100 ingredients has become one of the most representative dishes of the Mexican cuisine.

THE BEST

SHRIMP



From the world
to your plate



Angostura, Sinaloa