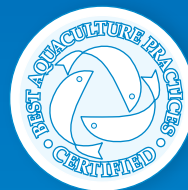




BROCHURE **2022**

**EXCLUSIVE DISTRIBUTOR
FOR USA MARKET
GLOBAL PRO INC.**

customerservice@globalproinc.com
www.globalproinc.com



Sierra Madre Seafood is Mexico's #1 value-added seafood brand. Since 1996, we've built our reputation on quality, freshness and innovative new products that bring traditional Mexican cuisine to the frozen seafood section.

Today, at a time when tortillas and taco kits outsell hamburgers and hot dog buns, and salsa boasts almost twice the dollar sales of ketchup, Sierra Madre Seafood is bringing our authentic Mexican flavors to a hungry market!

Sierra Madre Seafood produces 34 value-added SKUs with annual sales of \$250 million.

Sierra Madre Seafood becomes a national brand . Our identity rests on three elements:

- **Unique Flavor Profile**
- **Superior Value and Convenience**
- **Healthy, Sustainable Seafood**

Research and development is the key to our success. For years Sierra Madre Seafood has employed some of the world's leading specialists to ensure that our aquaculture is healthy, sustainable and top quality.

Consumers have come to understand that Mexican cuisine is always evolving, as familiar elements are blended in new and tasty ways. Sierra Madre's R&D team is constantly working to develop new products-like our seafood new mul-ti-grain tilapia – that meet changing consumer tastes and deliver superior value and convenience.

At Sierra Madre Seafood, we never stop innovating!

With wild fisheries crashing across the planet, it is more important than ever to promote socially and environmentally-sustainable aquaculture in order to meet global demand.

Sierra Madre is committed to healthy, sustainable seafood. Our supply chain is completely transparent, and our tilapia BAP certified by the Global Aquaculture Council.

Sierra Madre Seafood maintains the highest standard of quality you'll find anywhere in the world. Our state-of-the-art processing facilities are second to none, and we are the only Mexican seafood processor to earn an "A" rating from the British Retail Consortium (BRC).

Sierra Madre Seafood also carries the H.A.C.C.P. quality certificate, guaranteeing freshness and quality in every package.





Our Battered Tilapia of fish

Our battered tilapia consists of full fillets, not just the loins or pressed patties so usual in the frozen seafood section. These premium fillets cook unfrozen – from freezer to pan to plate in just minutes!



Multi-Grain Tilapia

Flaxseed, oats and soybeans are combined with a light dusting of corn and wheat flour to make this a delicious and nutritious fillet. Best of all, it cooks in the flaxseed oil released under heat, making it high in Omega 3.



Guajillo Style Tilapia

Guajillo is a mild chili that delivers a sweet and fruity Mexican flavor with very little heat. High in protein and virtually fat-free, our Guajillo Style fillets are a healthy and delicious addition to any dish: chopped in a salad, served over pasta, rolled into fish tacos or served by themselves!





Tilapia Fish Fillet With Lemon Pepper



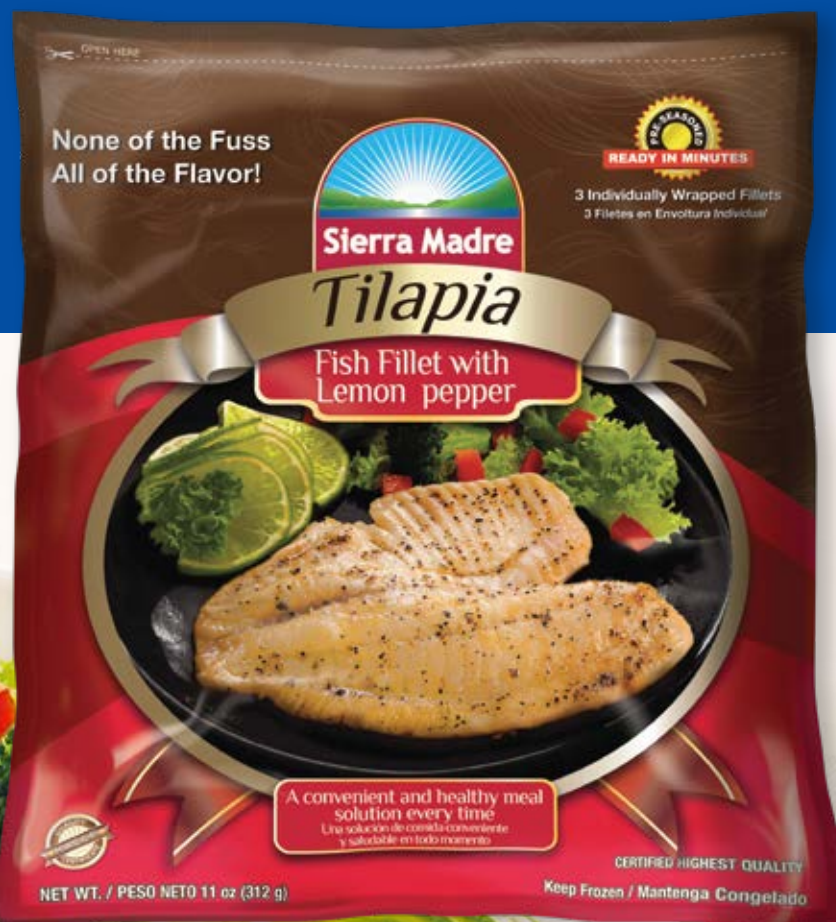
Sierra Madre's best seller in Mexico.

The lemon pepper style fillet taste that stands apart from other value-added tilapia on the market today.

The perfect basis for the fish taco.

These individually wrapped fillet can easily be served as an entrée by themselves.

They crisp well in the broiler and sautéed quickly on the stovetop for a healthy convenient meal solution every time.





Chipotle Style Tilapia Fillet



Tilapia Fillet are a soft flavored kind of white fish, dressed with a special sauce by renowned Cheff Patricia Quintana.

This flavor will take you back in time to the ancient Mexican traditional cousins.

This fillets are guaranteed to be everyone's favourites.

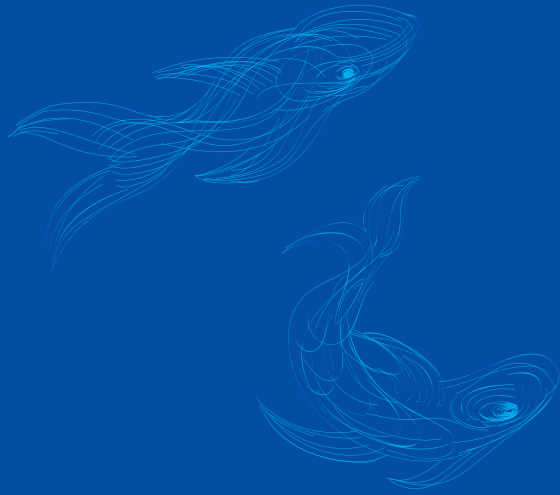




Tilapia Fillet in Mustard- Pepper Sauce



This unique sauce combines two wonderful flavours that will surely become a favourite at the dinner table.





Yellow Fin Tuna Carpaccio



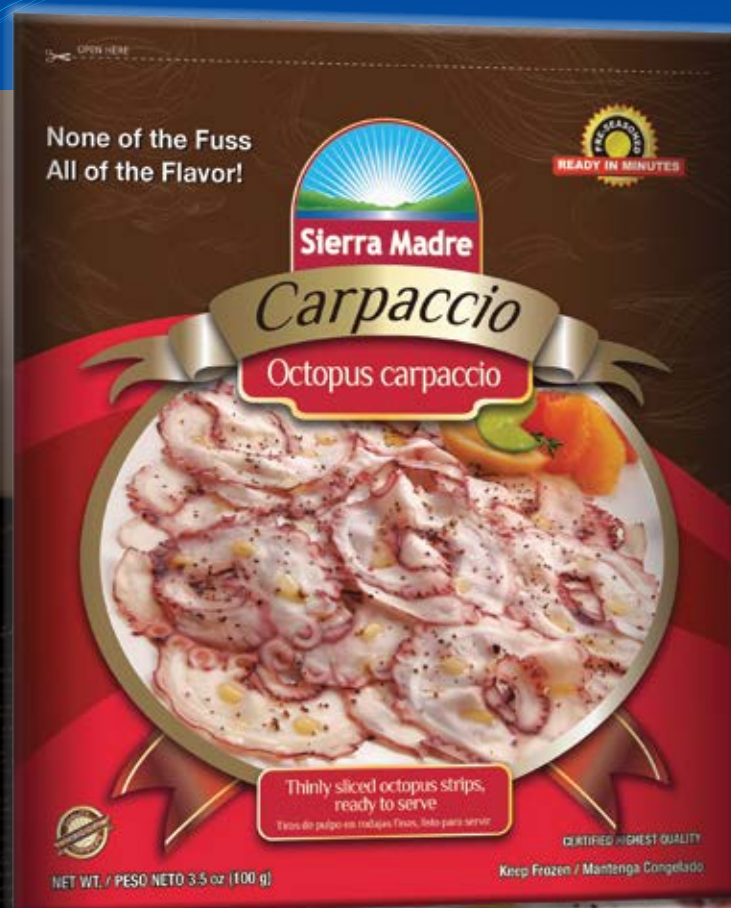
Thinly sliced tuna, gourmet style, ready to serve.

They can be accompanied by your favourite dressing, will make this, a very special entrée at your table. Let it thaw and it's ready to serve.



Octopus carpaccio

Thinly sliced octopus strips, ready to serve.
A special dish ideal for special occasions, surely
will delight the most refined taste.





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