



NORDESTE SRL.
COMERCIALIZACIÓN GLOBAL



WE PACKAGE THE VERY BEST OF OURSELVES.

Like all stories, ours also has a beginning. For over 20 years we've been selling foodstuffs in the province of Entre Ríos. With time and hard work, year after year, we have managed to increase our presence in the provinces of the North of Argentina. Thanks to that growth and constant demand, we built our own plant in the city of Concordia to produce canned vegetables, jams and other products. Thus, with the highest technology in machinery and great human capital, we can safely say that the quality we produce can be compared with the best in market. We are determined to continue giving our best, and the starting point is still selecting and working with the best raw materials. Doña Pupa is a brand that was conceived by our founder, and his vision was to provide excellent products for everyone. Dedication, care and perseverance in our work are also a way of packaging the very best of ourselves. Today, we can state that Doña Pupa is the result of years of commitment and permanence. Everything is perfectly preserved so that all families can enjoy it.

BUT WHO IS DOÑA PUPA?

Concordia welcomed us with fertile soil to establish plantations, but it also welcomed us with the wisdom of someone who had many recipes to pass on. Doña Pupa came from Spain and settled in Concordia, she became part of the history of the city and its inhabitants. A cook with a soul, Doña Pupa was like a grandmother to all who knew her, and she also saw the arrival of the founders of this company. So, as a tribute to her, we wanted all the products that we make and that provide nourishment and shelter to bear her name. Doña Pupa was already there when we arrived. She was the grandmother everyone has who's always there for us. Doña Pupa embraces us with a piece of crunchy toast and jam and cooks something for us at any time of the day. Because, as Doña Pupa used to say, "love feeds you". Today, Doña Pupa lives on in all of us, in each of our products and on the table of every home.



PASSION

We work with continuous improvement processes and innovation to optimize costs without affecting quality. We always find ways to improve production. There is always room for improvement.

VISION

To be the leading company in sauces and legumes in Argentina to create moments that become unique experiences.

MISSION

To be the preferred choice of top-quality products with accessibility, by constantly innovating and optimizing processes to become the preferred option.



THE COMPANY IN NUMBERS

24_{ha.}

own

30_{MIL}

square meters
covered

8 silos

588m³ capacity

1 TBA

of Tetra Pak
6.000 packages per hour

2 TRC

of Tetra Pak
12.000 packages per hour

1 TBA8

of Tetra Pak
6.000 packages per hour

18_{MIL}

packages
per hour

120

employees

7

trucks

30%

growth
2021/2022

40%

growth
2020/2021

70

articles including
legumes, vegetables,
tomatoes,
sauces and jams

CONSTANT IMPROVEMENT IN PRODUCTIVITY

2010

850,000 boxes
64 employees
13,300 boxes per employee

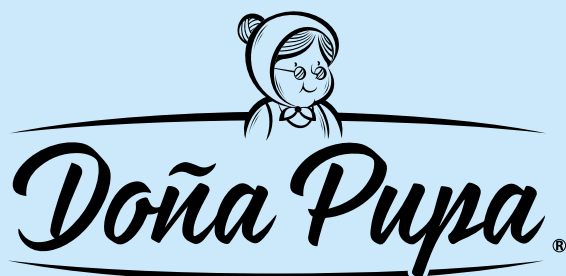
2021

1,5 million boxes
25 empleados
58,000 boxes per employee

ARGENTINA / CHILE / URUGUAY / PARAGUAY / BOLIVIA



OUR BRANDS





Doña Pupa®





Doña Pupa®





Doña Pupa®





PAPETTI


TRADICIÓN SOBRE SU MESA







Colonia Gral Roca calle s/n
Concordia - Entre Ríos
Argentina

©  @alimentos_donapupa
www.nordestesrl.com

