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**Post:** Lima

### **FAS Lima Creates “Spicy” Opportunities during 2015 Florida Trade Mission**

**Report Categories:**

Market Development Reports

Agriculture in the News

Export Accomplishments - Marketing, Trade Events  
and Shows

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**Report Highlights:**

FAS Lima and the Foreign Commercial Service (FCS) joined forces to support the Enterprise Trade Florida Mission, which took place during April 24 to 25, 2015. FAS Lima organized appointments with the participating spice company, Badia Spices, Inc., and Peruvian importers and distributors. The company forecasts, as a result of the trade mission and six meetings FAS structured, an export sale increase of 20 percent over the next 24 months.

**General Information:**

Based in El Doral, Miami, Badia Spices, Inc. is an American manufacturer of condiments, sauces and flavorings. The company has been exporting to 58 countries for almost 50 years, with annual sales exceeding \$100 million. Imports of spices by Peru are well established. The importer of Badia Spices', Inc. has a wide range of spice products registered under the Peruvian standards overseen by SENASA.

FAS Lima partnered with the Foreign Commercial Service (FCS) to support the Enterprise Trade Florida Mission, which took place from April 24 to 25, 2015. During these two days, FAS Lima structured business appointments for the company targeting their needs. The company expects to raise its sales in the Peruvian market with a tailored strategy. As a result of the six importer/distributor meetings, Badia Spices Inc. forecasts an increase of 20 percent over the 2014 sales for the next 24 months.

This company's products are perceived by Peruvian consumers as high-end. Badia Spices, Inc. also sells a certified organic line, capturing the growing demand for quality spices. Badia Spices Inc. learned that Peruvian consumers' habits are changing. Incomes are rising and driving quality conscious and health awareness.



**Picture 1&2.** Badia Spices products shelf display in the modern channel, Lima-Peru.

**Results of the trade mission**

**Badia Spices, Inc.** is introducing their certified organic line in supermarket chains this year. The company forecasts an increase of almost 20 percent over the 2014 sales for the next 24 months as a result of this trade mission. The company discovered during their mission that additional, untapped marketing channels exist in the Peruvian market.

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