

Advertorial for <http://www.casamartinez.com.mx/>

(To be advertised on a magazine. Client provided the raw data.)

Meal times need not be torturous and monotonous. Sitting through because mom's efforts cannot be simply looked down upon. Moms are great cooks. Taste buds are so used to mom's secrets recipes that they secretly desire something different. In a bid to bring some change to meal times, mom's surprise gift: salsas. A friend had mentioned something of the sort. Bad move. The expressions on everyone's faces are clear: the food tastes horrible. The problem: the source of the salsa. Someone's friend will be skinned soon. Saving face, the answer is Casa Martinez.

Casa Martinez saves the day

Casa Martinez Flavors is a family company that specializes in making salsas. What makes their salsas stand out is the fact that they are based on rich culinary traditions and ancient Mexican recipes. The company shares their Mexican heritage with their customers and their families at every meal. The Martinez are well versed with their history, with their ancestors settling in Mexico in the early 1900s and learning the art of Mexican cuisine.

8 years ago, their descendants founded Casa Martinez with an aim to provide high quality, natural and healthy salsas to customers in the world. For the last 5 years, families in the U.S. have enjoyed rich Mexican culinary traditions brought to them by Casa Martinez. The company plans to expand to Europe, Middle East, and Asia. They aim at moving systematically from continent to continent, starting with Europe (Germany, France, Italy and Spain), Middle East (Dubai and Kuwait), and Asia (Japan, Korea, and Taiwan) and their environs.

As Casa Martinez expands, their products are not left out. They offer 5 salsa flavors for their customers to choose from: traditional red salsa, cactus salsa, tatemada, traditional green salsa, and chipotle. They are all made from natural, fresh, flavorful and expertly crafted ingredients. They are harvested and processed the same day. Real ingredients. No artificial ingredients. No flavors. No powders. No concentration. The salsas are awash with nutrition. They foster a healthy diet and lifestyle. Appetizers, entrees, and side dishes will no longer taste the same. The salsas make it possible to enjoy food every day.

Casa Martinez aims at positioning themselves as the number one providers of salsas based on rich Mexican culinary tradition worldwide. This is the reason why they plan to go for trade fairs worldwide. They want to meet their customers and get to understand their specific tastes and needs. Better still, they are looking for distributors to sell to stores and retailers, as well as introduce the products into the different markets. All these efforts are aimed at making the salsas accessible and affordable to the end consumer, who gets to share a taste of Mexican cuisine with their family and friends.

Casa Martinez is driven by a simple philosophy: they believe in their products and grow with them. They further believe in taking small steps before taking leaps. They aim at meeting their customers in various trade fairs around the world.

Customers can get to have a taste of Mexican cuisine, passed on through generations. They can ask questions and get feedback from the manufacturers. They can get to know the difference between traditional red and green salsa (whether it is only based on color) or even that between tatemada and chipotle. They could get to know which of the flavors is most nutritious, and why a particular flavor best suits them. It is an opportunity to interact with the products, Mexican heritage and the people keeping it alive.

If they like the products, they will be advised on where they can purchase them – from a local store, distributor or retailer. If Martinez products have not started being exported to the specific country, then there will be an explanation or demonstration on how they can buy online.

Visit Casa Martinez at a trade fair and interact with the products and their manufacturers one-on-one. Even potential distributors and retailers can benefit from visiting the company in a trade fair. They will be able to give a personalized explanation to their customers. That means that the customers will make informed decisions. Customers can also visit their website and buy Martinez products. Contacting them is also easy. Just drop a message on their website's contacts page. Martinez aims at accessibility to their all their consumer base, through whatever means that is convenient for them. Visit them at a trade fair, visit their website, or contact them.