



**PINATI**  
MORDIDA GOSTOSA QUE FAZ BEM



**PINATI**  
**SNACKS**

## COMPANY



Restless and nonconformist, Waldemiro has always sought to make a difference in the world. In 2013, he founded Pinati, a healthy snack company. At the time, Waldemiro had few resources. He bought healthy bars handmade by a couple and resold them to grocery stores in Curitiba. With personalized stickers and plastic displays, he was able to attract consumers' attention. After learning more about the market, Waldemiro sought specialization and structured a business plan. In January 2015, he opened his small food industry.

Since then, Pinati has been growing and consolidating its position in the healthy snack market. The company offers a complete range of tasty, healthy and innovative products. Pinati believes that food is one of the main tools for improving people's lives. We work to make Pinati a benchmark in healthy eating in Brazil. The company's goal for 2030 is to reach a volume of 1 snack for every 2 Brazilians (115 million units), which is possible because the healthy snack market is growing.

Pinati makes a difference in people's lives. It offers healthy, tasty and innovative products.

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## PRODUCTS



Among the best-selling products is the Double Bar line, a snack designed to bring candy consumers into a universe that is just as

tasty, healthier and offers shopkeepers the best margins. The Sweet line, high-turnover sweets, remains consistent in terms of checkout sales, low-calorie portions and low outlay.

We also have the protein line, with Double Whey, a product that delivers two delicious layers of filling with 15g of protein, and the Protein Cups, a chocolate tart with a creamy filling that delivers 10g of protein and lots of flavor.



### DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



We are located in a 1,400 m<sup>2</sup> industrial plant in Campo Largo, Paraná.



**PINATI SNACKS**  
City: Campo largo  
State: Paraná  
Brazil

