

da Rosa
produtos regionais



**PREPARED
FOODS**

COMPANY



Da Rosa Produtos Regionais is a food industry located in Natal, in the Northeast of Brazil. Founded by Rosângela Machado de Melo, the company was born with the purpose of producing high-quality biscuits inspired by traditional recipes from the region. Over the years, the company has grown while maintaining its commitment to flavor, tradition, and quality.



Da Rosa specializes in the production of regional biscuits and snacks, serving supermarkets, distributors, and retailers. Their products highlight the rich culinary culture of Northeast Brazil, combining tradition, production standardization, and reliability in food supply.



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PRODUCTS

NCM 1905.90.90



The biscuits produced follow traditional recipes that emphasize flavor, quality, and regional authenticity. Among the products, the Casadinho Biscuit stands out, a traditional sweet biscuit with a light and delicate dough, held together by a creamy filling that provides a balanced flavor and soft texture. Raivinha, a typical biscuit from Northeastern Brazilian cuisine, is crunchy and slightly sweet, made with coconut and cornstarch, ingredients that guarantee lightness, a delicate texture, and highlight the regional flavor.

The portfolio also includes Wheat Snacks, made with a light and crispy dough. The Traditional version has a mild flavor and pleasant texture, ideal for consumption at any time of day. The Pepper Flavored Wheat Snack has a slightly spicy touch, offering a more pronounced flavor, while the Barbecue Flavored Wheat Snack features a characteristic seasoning, with a smoky aroma and flavor that appeals to a variety of palates. Another highlight is the Sequilho da Rosa, a light and crunchy buttery biscuit, made from a traditional recipe with ingredients such as coconut and gum, which guarantee a distinctive aroma, a mild flavor, and a texture that melts in your mouth.

The production preserves regional tradition and authenticity, valuing typical Northeastern biscuits such as raivinha, tareco, and polvilho, maintaining traditional recipes that strengthen cultural identity and generate identification with consumers. The entire production process follows good manufacturing practices, ensuring quality, standardization, freshness, flavor, and food safety. Furthermore, the portfolio features a diverse mix of sweet and savory biscuits, including traditional and specialty products, allowing it to cater to different consumer profiles and expand the options available at points of sale.

DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Monthly production capacity of up to 250,000 units of regional biscuits and snacks, ensuring regular supply, product standardization, and efficient fulfillment of market demands.



DA ROSA PRODUTOS REGIONAIS

City: Natal
State: Rio Grande do Norte
Brazil

Realization:

agrobr
O sabor de ir mais longe

Promoted by:

apexBrasil

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DESENVOLVIMENTO,
INDÚSTRIA, COMÉRCIO
E SERVIÇOS

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