



## WE VISUALIZE PRODUCTS PASSIONATELY

Prime Imports aims to import and distribute products in the Costa Rican market as healthy food solution, based on the search for competitive and Premium products at the international level to be marketed in the most prestigious chains of supermarkets in the country. Be a leader and exclusive company in the import of brands with the highest standards of quality and at the same time position as number one in the national distribution.



## HISTORY

We established in the Costa Rican market and operate as importer and distributor specializing in competitive and Premium products.

We have achieved a portfolio of world-renowned brands of excellence which we complement with our expertise in imports, logistics and distribution.

Throughout our history, we have chosen excellence worldwide brands and also they have chosen us.

Our performance allows us to grow aggressively and earn a leader position within the categories in which we participate since we are moving forward at a strong and constant pace.



## **MISSION**

Keep a stable company, responsible and committed to the growth and consolidation of its products through excellence and innovation and thus be able to satisfy the needs of our customers.

## **VISION**

Be a leader of imported products carefully selected and make distribution in the domestic market efficiently.

## **VALUES**

Honesty - Respect - Loyalty - Order - Teamwork

## **WE OFFER SPECIALIZED AND PROFESSIONAL SERVICE**

We offer constant and persistent hard work to introduce and keep our products in the main supermarket chains.

We support innovative products as well as constant new alternatives and trends provided by the market.

We have experience to carry out projects and special events in order to increase the presence our brands like tastings, display headers, discounts, media campaigns, etc.

We comply with all rules and regulations established by the Government of Costa Rica.

We have extensive experience in the management of dry goods as well as deep knowledge of the logistics management of the cold chain, for which we have our own warehouse, trucks and refrigeration.

We make direct deliveries to stores and cover both metropolitan and rural areas.

We maintain a constant communication with our partners and we have the technology to ensure the best operation and performance of our sales force.

We maintain a proper rotation of inventory as well as an ideal frequency of deliveries.

We have strictly supervised and trained marketers that are available every day to ensure the correct presence of our products and maximize sales.



## **OUR SERVICES**

Extensive experience in imports, distribution, logistics, customs clearance and product registration.

## **OTHER SERVICES**

Brand and product registration.

Advice to your needs and private consultancy.