



gusto[®]
KITCHENWARE



REASON FOR BEING

OUR HISTORY

GUSTO KITCHENWARE WAS CREATED TO FULFILL THE NEED OF *YOUNG FOOD ENTHUSIASTS* THAT ARE INTERESTED IN COOKING AND EXPLORING RECIPES TO SHARE WITH LOVED ONES.

WE ENGAGED IN EXTENSIVE MARKET RESEARCH TO DEVELOP THE IDEAL BRAND AND PRODUCT FOR YOUNG FOOD ENTHUSIASTS.

IN SHORT – THESE ENTHUSIASTS ARE LOOKING FOR QUALITY, COLOR AND AFFORDABILITY – AND WE DELIVER ON ALL THREE!



REASON FOR BEING

WHO ARE WE?

- GUSTO IS A BRAND CREATED BY CINSA TO DELIVER THE PERFECT PRODUCT MIX TO FOOD ENTHUSIASTS IN THE US MARKET.
- CINSA WAS FOUNDED IN 1929 BY ISIDRO LÓPEZ WITH 90+ YEARS IN THE MARKET
- **#1** COOKWARE BRAND IN MEXICO
- 4 PRODUCTION FACILITIES LOCATED IN SALTILLO, MX
(ENAMELWARE, STONEWARE & NON-STICK ALUMINUM)
- MONTHLY CAPACITY OF 1.8M COOKWARE & DINNERWARE PIECES
- CORPORATE OFFICE IN MEXICO CITY
- WAREHOUSE IN LAREDO, TX. & OFFICES IN SAN ANTONIO



(THE SARAPE CAPITAL)





REASON FOR BEING

MARKET RESEARCH

- AFTER AN EXTENSIVE RESEARCH OF THE MARKET BEHAVIOR AND POTENTIAL OPPORTUNITY, WE CHOOSE OUR TARGET AUDIENCE.
- WE CONDUCTED 12 FOCUS GROUPS IN THE FOLLOWING CITIES:
HOUSTON (6), DALLAS (2), LOS ANGELES (2) AND SACRAMENTO (2)
- DURING OUR FIRST ROUND WE LEARNED THEIR SHOPPING JOURNEY, PRODUCT PREFERENCES & DETERMINED THE PRINCIPAL INSIGHTS.

WITH ALL THE LEARNINGS WE DEVELOPED:

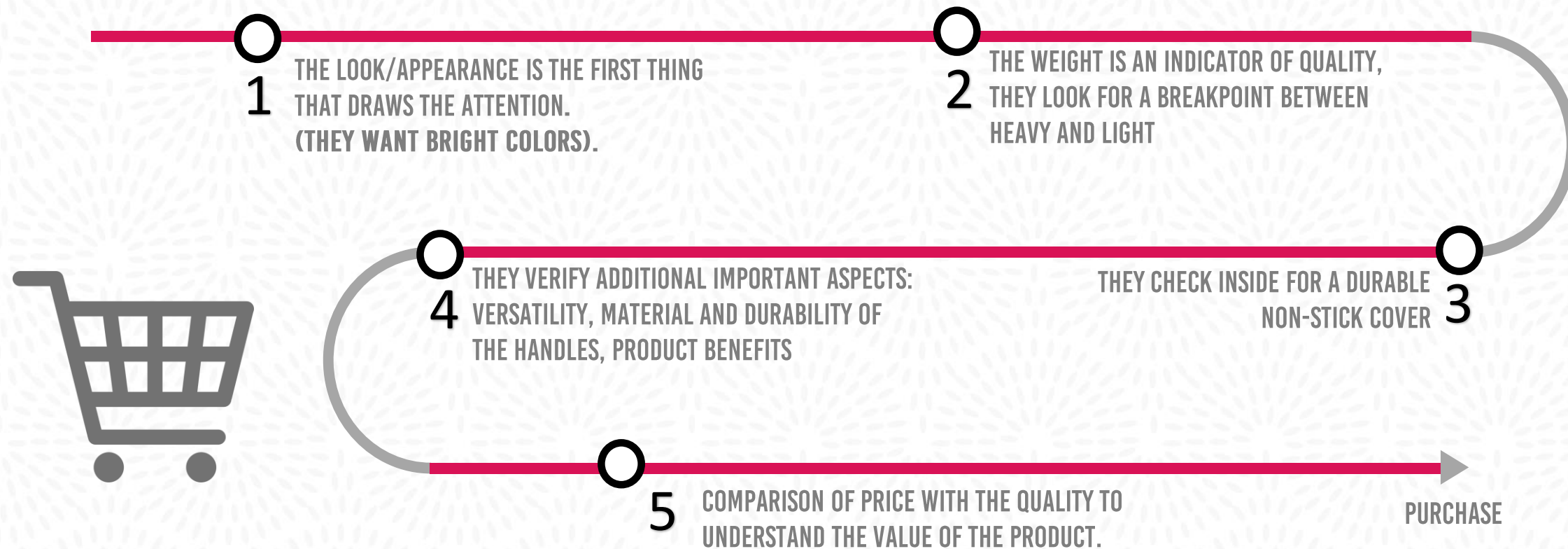
PRODUCT PROTOTYPE, BRAND NAME & BRAND PROPOSITION.

- DURING OUR SECOND EVALUATION WE VALIDATED PURCHASE INTENT, BRAND NAME AND SELLING PROPOSITION

AFTER THIS ROUND WE MADE FEW ADJUSTMENTS

AND VOILÀ! **GUSTO!**

OUR RESEARCH VALIDATED THE SHOPPING JOURNEY CONSUMERS TAKE:





COMPETITIVE ADVANTAGE

OUR BRAND COMMUNICATION STRATEGY IS FOCUSED ON THE EMOTIONAL BENEFIT OF CONNECTING WITH LOVED ONES THROUGH COOKING FOOD. WE ARE AN ALLY TO OUR CONSUMER IN ORDER TO ACHIEVE THEIR FOOD CREATIONS.

GUSTO IS A DOWN-TO-EARTH BRAND THAT PROVIDES VERSATILE, FUNCTIONAL AND COLORFUL KITCHENWARE

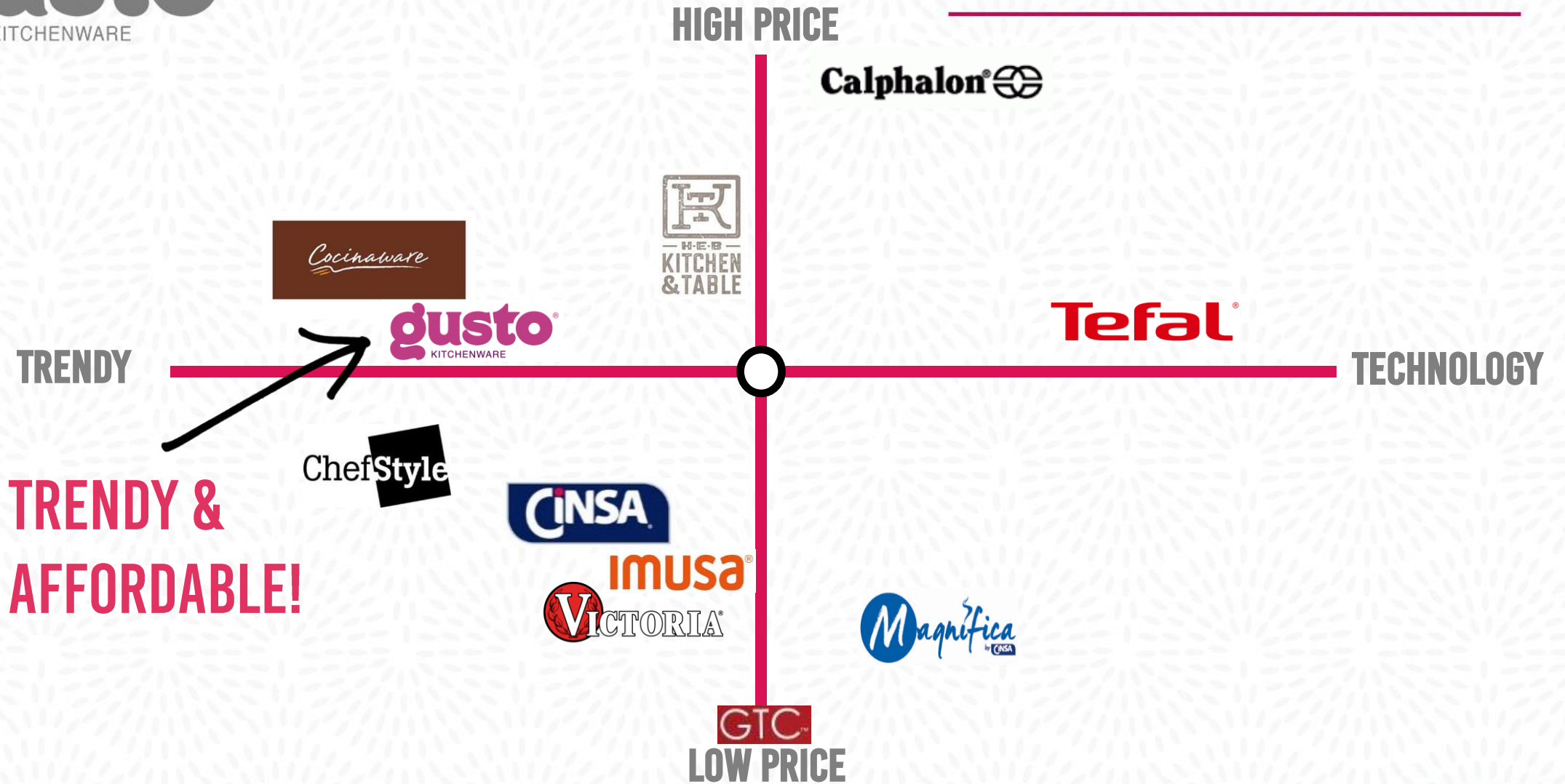
EXCELLENT QUALITY AND HIGH RESISTANT PRODUCT
ATTRIBUTES ALIGNED TO SPECIFIC CONSUMER NEEDS
VERSATILE AND COMPLETE PORTFOLIO OPTIONS
COMPETITIVE PRICING FOR HIGHER RETAIL MARGINS



BY OUR END CONSUMER



EXAMPLE POSITIONING IN SOUTH TEXAS MARKET





RETAIL PRICING EXAMPLE

PRODUCT	gusto KITCHENWARE	Tefal	FARBERWARE	rachael ray every day
2PC FRY PAN SET	\$34.99	\$39.99	\$49.99	\$69.99
8QT STOCK POT	\$29.99	\$59.99	\$49.99	
JUMBO COOKER	\$29.99	\$39.99	\$49.99	\$49.99
12QT STOCK POT	\$34.99	\$59.99	\$59.99	\$49.99
8QT DUTCH OVEN	\$29.99		\$49.99	\$119.99

SOURCE: KOHLS WEBSITE. WE CONSIDER SIMILAR QUALITY ITEMS AND SIMILAR OR EQUAL CAPACITIES. NON-STICK ALUMINUM & PORCELAIN ENAMEL PRODUCTS.



PORTFOLIO

OUR PRODUCT PORTFOLIO RANGES ACCORDING TO THE USE AND # OF SERVINGS THE CONSUMER NEEDS

WE HAVE:

- COUPLE/SINGLE SIZE
- FAMILY SIZE
- PARTY SIZE



PRODUCT ATTRIBUTES

OVEN-SAFE BAKELITE
HANDLE UP TO 350F

VERSATILE & EASY TO
SAVE LIDS

PORCELAIN ENAMEL EXTERIOR

EASY TO CLEAN

DISHWASHER SAFE

INTERCHANGEABLE LIDS

OVEN TO TABLE

SUITABLE FOR
INDUCTION STOVES

HIGH PERFORMANCE
ROCK EFFECT NON-STICK





PORTFOLIO

gusto[®]
KITCHENWARE



FRY PAN SET

9 & 11 IN MULTIUSE SIZE FRY PAN SET

PRODUCT ATTRIBUTES:

VERSATILE FRY PAN SIZES

HIGH PERFORMANCE ROCK
EFFECT NON-STICK

BAKELITE HANDLE 350F
OVEN SAFE

DISHWASHER SAFE

SUITABLE FOR INDUCTION
STOVES



Its
**non-stick
coating**
makes cooking
easier

Available in both colors



FRY PAN

9.5IN COUPLE SIZE FRY PAN

PRODUCT ATTRIBUTES:

IDEAL FOR 2 SERVINGS

HIGH PERFORMANCE ROCK
EFFECT NON-STICK

BAKELITE HANDLE 350F
OVEN SAFE

DISHWASHER SAFE

SUITABLE FOR INDUCTION
STOVES



Available in both colors



DEEP SAUTEÉ PAN

9.5IN FAMILY SAUTEÉ PAN WITH GLASS LID

PRODUCT ATTRIBUTES:

FAMILY SIZE SERVINGS

HIGH PERFORMANCE ROCK
EFFECT NON-STICK

BAKELITE HANDLE 350F
OVEN SAFE

DISHWASHER SAFE

SUITABLE FOR INDUCTION
STOVES

OVEN-SAFE EASY TO SAVE
GLASS LID



Its
**non-stick
coating**
makes cooking
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Available in both colors



CASSEROLE

9.5IN FAMILY SIZE CASSEROLE WITH GLASS LID

PRODUCT ATTRIBUTES:

FAMILY SIZE SERVINGS

FROM OVEN TO TABLE

DISHWASHER SAFE

SUITABLE FOR INDUCTION
STOVES

OVEN-SAFE EASY TO SAVE
GLASS LID



Available in both colors



STOCK POT

8QT FAMILY SIZE STOCK POT WITH GLASS LID

PRODUCT ATTRIBUTES:

FAMILY SIZE SERVINGS

FROM OVEN TO TABLE

DISHWASHER SAFE

SUITABLE FOR INDUCTION
STOVES

OVEN-SAFE EASY TO SAVE
GLASS LID



Available in both colors



STOCK POT

12QT PARTY SIZE STOCK POT WITH LID

PRODUCT ATTRIBUTES:

PARTY SIZE SERVINGS

FROM OVEN TO TABLE

DISHWASHER SAFE

SUITABLE FOR INDUCTION
STOVES

OVEN-SAFE LID



Available in both colors



DUTCH OVEN

11IN PARTY SIZE DUTCH OVEN WITH LID

PRODUCT ATTRIBUTES:

PARTY SIZE SERVINGS

FROM OVEN TO TABLE

DISHWASHER SAFE

SUITABLE FOR INDUCTION
STOVES

OVEN-SAFE LID



Available in both colors



COOKING SET

5PC FAMILY SIZE COOKING SET

PRODUCT ATTRIBUTES:

FAMILY SIZE SERVINGS

FROM OVEN TO TABLE

DISHWASHER SAFE

SUITABLE FOR INDUCTION
STOVES

INTERCHANGEABLE OVEN
SAFE LIDS

INCLUDES:

8QT STOCK POT

4.5QT DUTCH OVEN

9.5IN FRY PAN

9.5 IN OVEN SAFE LID

9.5IN GLASS LID



From
**oven to
table**
makes cooking
easier

It's unique
**easy-to-clean
coating**
makes cooking
easier

Its
**non-stick
coating**
makes cooking
easier



Available in both colors



THANK YOU

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