

CONSERVAS LA COSTEÑA

IF YOU HAD TO DEFINE MEXICO WITH A SINGLE ADJECTIVE, IT WOULD UNDOUBTEDLY BE "COLOURFUL," BECAUSE COLOURS PREDOMINATE IN THE ART, CLOTHING, LANDSCAPES, AND DISHES.

MEXICAN CUISINE IS A VERITABLE EXPLOSION OF TASTES, FLAVOURS, AND AROMAS THAT INSTANTLY BRING JOY AND VITALITY, INSPIRING A FESTIVE MOOD. AMONG THE CULINARY STARS OF THIS GREAT CENTRAL AMERICAN COUNTRY, CHILI PEPPERS STAND OUT, AND THEY ARE ALSO THE FLAGSHIP PRODUCT OF CONSERVAS LA COSTEÑA, AN ICONIC BRAND OF MEXICAN GASTRONOMY.

WITH OVER 100 YEARS OF BUSINESS, EVERY DAY THIS IMPORTANT INDUSTRIAL ENTERPRISE SKILLFULLY COMBINES CUSTOMS, TRADITIONS; AND WHEN IT COMES TO INNOVATION, IT IS ESSENTIAL FOR LA COSTEÑA TO CONTINUOUSLY INVEST IN NEW SOLUTIONS SUCH AS THE BRAND NEW PRODUCTION PLANT FOR LARGE-CAPACITY HDPE BOTTLES FOR BOTTLING VINEGAR, A PRODUCT IN HIGH DEMAND ON THE MARKET MAKING IT NECESSARY TO INSTALL A HEVF 15-4-B HC S SERIES FILLING AND CAPPING MONOBLOCK SUPPLIED BY ENOBERG (A COMPANY WITHIN THE SMI GROUP).

- **SECTOR: VINEGAR**
CONSERVAS LA COSTEÑA
Ecatepec de Morelos (Mexico City), Mexico
www.lacostena.com.mx
- ENOBERG HEVF 15-4-B HC S
filling and capping monoblock



VIDEO



GEO LOCATION



AN EXPLOSION OF TASTES, FLAVOURS AND AROMAS

To maintain its market leadership, La Costeña relies on hard work, efficiency, and innovation.

In over 100 years of business, the Mexican company has never stopped innovating and looking to new, exciting future goals.

From this perspective, there is no company more Mexican than Conservas La Costeña, which places food quality first and foremost in its operations.

Everything it does is done well, with care, commitment, and always with the goal of offering consumers something special.

While chili peppers play a key role in the Mexican diet and in La Costeña's products, the other items in the company's extensive line are also the subject of ongoing attention and innovation to meet market demands.

Among the most recent investments by the Ecatepec de Morelos (Mexico City) company is its vinegar production plant, which required the installation of a new Enoberg HEVF series filling and capping monoblock.

Given the rapidly growing demand for vinegar in Mexico, the new plant was necessary to supplement the production capacity of the existing line for 1L vinegar bottles.



➤ RESPONSIBILITY AND SUSTAINABILITY

La Costeña is a cutting-edge company that, through continuous innovation, contributes to environmental protection.

To ensure the quality of its products, it not only grows and produces its own ingredients and foods, but also focuses on continuous innovation within its production departments and uses recyclable containers.

The Mexican company also has a water treatment plant and a biogas cogeneration plant, both equipped with self-sufficient energy systems that support supply and enable significant energy savings.



FROM LEFT: ZHAMARA HERNÁNDEZ LERMA, SALES MANAGER OF SMICENTROAMERICANA S.A. DE C.V. WITH SANTIAGO BERMUDEZ, ENGINEERING AND PROJECT MANAGER OF CONSERVAS LA COSTEÑA AND HÉCTOR ÁVILA, PROJECT MANAGER OF SMICENTROAMERICANA S.A. DE C.V.



ENOBERG SOLUTIONS FOR CONSERVAS LA COSTEÑA



To fill vinegar in large-capacity HDPE bottles (3.75 L and 7.6 L), the owners of Conservas La Costeña, Juan Carlos Lopez Abad and Santiago Bermudez, turned to ENOBERG, which, in collaboration with its subsidiary SMICENTROAMERICANA, assisted the customer during the design phase to identify the most suitable model of machine to meet growing market demands.

After several meetings, the choice fell on a 15-4-B HC S HEVF series filling and capping system, which allowed the customer to optimise production plant space for an efficient, high-performance line and launch production of the new line for large-capacity bottles.

The machine supplied by ENOBERG also met Conservas La Costeña's requirement for an easily sanitised system and a highly precise filling system.



➤ ENOBERG HEVF 15-4-B HC S FILLING AND CAPPING MONOBLOCK

Product worked: vinegar

Formats worked: 3.75L square HDPE bottles at a rate of 4,800 bph and 7.6L rectangular HDPE bottles at a rate of 2,500 bph.

➤ COMPACT AND ERGONOMIC STRUCTURE

The monoblock installed at the Mexican company is a compact and flexible solution for filling and capping large-capacity vinegar containers.

The compact frame ensures less space on the production line, while also benefiting from reduced transportation and handling costs and the machine's excellent ergonomics.



➤ HIGH RELIABILITY OF THE FILLING SYSTEM

The HEVF series features a volumetric filling system with an electronic flow meter, ensuring maximum filling precision and accuracy while minimising waste.

The filling chamber is completely isolated from the transmissions, which never come into contact with any liquid.

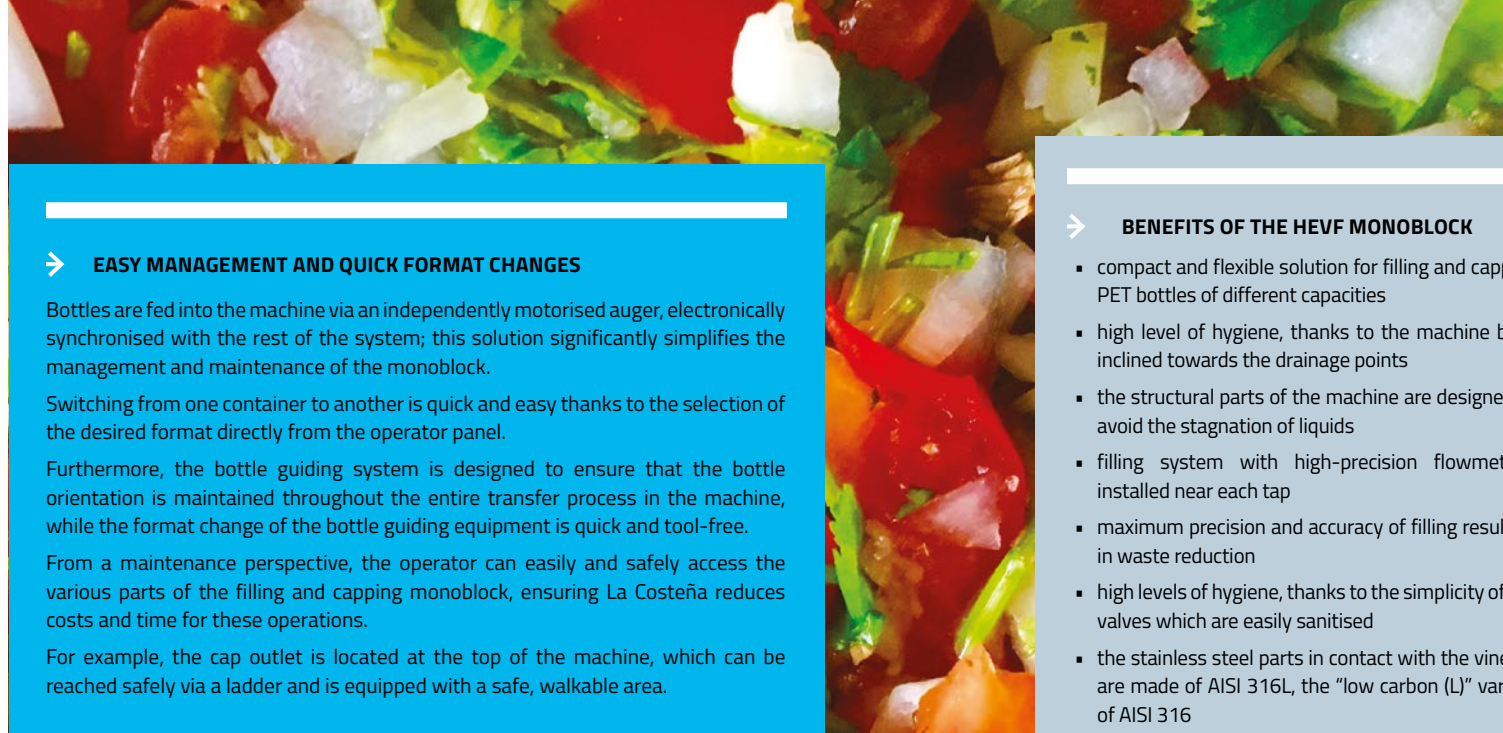
The system also features dual-speed filling valves for fast and efficient bottling of large bottles.



➤ HYGIENE IN THE FOREGROUND

During the bottling process, there is no contact between the bottle and the valve. The system supplied by ENOBERG ensures high levels of hygiene thanks in part to the simplicity of the valves, which are easily sanitised; their simple design, in fact, simplifies cleaning operations, a fundamental aspect when handling food products. Furthermore, the stainless steel parts in contact with the vinegar are made of AISI 316L, the "low carbon" (L) variant of AISI 316, which represents the optimal and most versatile solution for machines intended for the food industry thanks to its resistance to corrosion from acidic foods and beverages, ease of cleaning, malleability, and durability. Furthermore, the filler's inclined surface facilitates liquid drainage. This results in a cleaner work surface, reducing the risk of contamination and ensuring high levels of hygiene.





➤ **EASY MANAGEMENT AND QUICK FORMAT CHANGES**

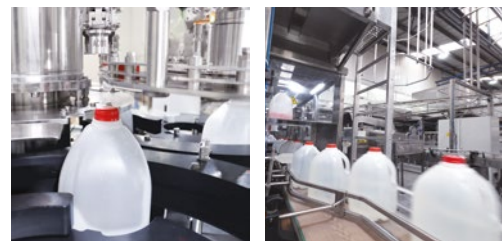
Bottles are fed into the machine via an independently motorised auger, electronically synchronised with the rest of the system; this solution significantly simplifies the management and maintenance of the monoblock.

Switching from one container to another is quick and easy thanks to the selection of the desired format directly from the operator panel.

Furthermore, the bottle guiding system is designed to ensure that the bottle orientation is maintained throughout the entire transfer process in the machine, while the format change of the bottle guiding equipment is quick and tool-free.

From a maintenance perspective, the operator can easily and safely access the various parts of the filling and capping monoblock, ensuring La Costeña reduces costs and time for these operations.

For example, the cap outlet is located at the top of the machine, which can be reached safely via a ladder and is equipped with a safe, walkable area.



➤ **BENEFITS OF THE HEVF MONOBLOCK**

- compact and flexible solution for filling and capping PET bottles of different capacities
- high level of hygiene, thanks to the machine base inclined towards the drainage points
- the structural parts of the machine are designed to avoid the stagnation of liquids
- filling system with high-precision flowmeters, installed near each tap
- maximum precision and accuracy of filling resulting in waste reduction
- high levels of hygiene, thanks to the simplicity of the valves which are easily sanitised
- the stainless steel parts in contact with the vinegar are made of AISI 316L, the "low carbon (L)" variant of AISI 316
- frame made entirely of AISI 304 stainless steel
- fully isolated and protected transmission to ensure easy cleaning of the floor, without risk of damaging the machine's electronic components
- high accessibility, in extreme safety, to the various parts of the system by the operator, with consequent reduction in maintenance times and costs
- quick format change of bottle guiding equipment
- lower transport costs thanks to the compact structure
- reduced energy consumption



THE FLAVOUR OF MEXICO ON TABLES AROUND THE WORLD SINCE 1923

Conservas La Costeña was founded in 1923 by Don Vicente López Resines, who purchased a small grocery store in Mexico City, aptly named "La Costeña," and began packing pickled jalapeño peppers in 20-kg cans. His idea immediately met with public acclaim, and thanks to the success of the venture, in 1937, Don Vicente López Resines founded the Conservas La Costeña company.

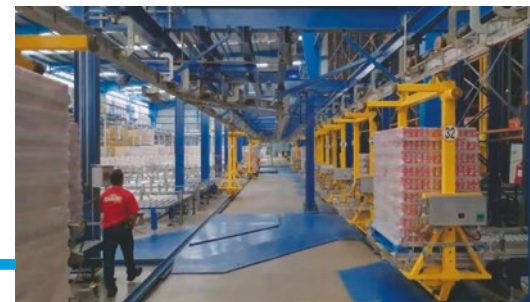
In 1948, the company took another step forward by opening a new production facility in Mexico City, which in 1951 added the first automatic production line for 3-kg cans.

In 1971, the production facility moved to Ecatepec de Morelos, occupying a 180,000-square-metre plant.

Four years later, La Costeña expanded again to meet the demands of the U.S. market, opening three new manufacturing facilities and more than 30 distribution centres.



➔ **FROM LEFT:** SANTIAGO BERMUDEZ, ENGINEERING AND PROJECT MANAGER OF CONSERVAS LA COSTEÑA WITH PABLO MANUEL GARCÍA GONZÁLEZ, DIRECTOR OF SMICENTROAMERICANA S.A. DE C.V.



➔ AWARDS, CERTIFICATIONS AND CHARITABLE INITIATIVES

The Ecatepec de Morelos-based company has won numerous important national and international awards, including the National Logistics Award in 2007 and 2010.

La Costeña also received the National Public Image Award for 90 years of operation in the domestic market and for having sold its products in over 50 countries, and in 2014, the "Famous Brand" Award from the Mexican Institute of Industrial Property.

The company has also obtained numerous key certifications, such as ISO-9002, which certifies quality management system standards.

Conservas La Costeña also supports various charitable initiatives and aid for populations affected by natural disasters in Mexico and abroad.



Over time, the importance and market share of this Mexican company have spread throughout the world, to the point that today, according to the industry magazine Entrepreneur México, La Costeña controls over 60% of the global market for chili pepper and is considered one of the leading brands both in Mexico and abroad. Everything the company does is rooted in its Mexican identity, and this is its greatest strength.

In recent years, its business has shifted from a production primarily based on chili peppers to a diversified offering of a wide variety of foods, such as vinegar, ketchup, beans, vegetables, and more. Production facilities have also been modified to adapt to new market demands, and factories



have received recognition for technological and process improvements. In the early 2000's, a state-of-the-art Automated Distribution Center was inaugurated, considered one of the largest in Latin America in terms of capacity, size, and number of operations.



VINEGAR MARKET SIZE AND TRENDS

CONSERVAS LA COSTEÑA IS A LEADER IN THE PRODUCTION OF CHILI PEPPERS AND VINEGAR, BUT ALSO HOLDS PROMINENT POSITIONS IN SAUCES, BEANS, TOMATO PUREE, KETCHUP, MAYONNAISE, VEGETABLES, AS WELL AS FRUIT, JAMS, SINGLE-SERVING PACKS, ETC. AMONG THE MOST SUCCESSFUL PRODUCTS IS LA COSTEÑA WHITE VINEGAR, IDEAL FOR DRESSING FRESH SALADS, MARINATING MEATS, OR PREPARING TASTY SAUCES. MADE FROM SUGAR CANE ALCOHOL, IT STANDS OUT FOR ITS TART, REFRESHING FLAVOR.



Vinegar, a versatile product made through the fermentation of ethanol by acidic acetic acid bacteria, is widely used as a condiment and in food preparation and preservation.

The vinegar industry is experiencing a period of steady growth driven by rising consumer demand, which is increasingly focused on wellbeing and seeking natural remedies, such as the inclusion of apple cider vinegar in diets to aid digestion.

According to data reported in Global Market Insight 2024, global market growth is estimated at around 4.4% annually from 2025 to 2034.

Among the various factors contributing to the development of this sector is the growing trend toward ethnic and gourmet cuisine, which uses organic, flavored, apple, rice, and balsamic vinegars.

The consumption of vinegar in the restaurant industry, to enhance culinary preparations, is also contributing to the increased demand worldwide.



VINEGAR: A VERSATILE PRODUCT

There are various types of vinegar, which can be classified based on flavour, distribution channel, and application. Based on product type, the vinegar market is segmented into white vinegar, apple cider vinegar, balsamic vinegar, red wine vinegar, rice vinegar, and others.

The white vinegar segment dominates the market due to its versatility and convenience; it is widely used in cooking and for non-food purposes such as cleaning and household maintenance.

In terms of flavour, consumers favour flavoured vinegar, thanks to the growing popularity of gourmet and ethnic cuisines that use fruit-infused vinegars, such as apple, raspberry, or fig.

Based on distribution channels, online retail dominates, offering faster and more convenient shopping.

Thanks to this trend, consumers around the world can conveniently purchase the wide range of products marketed by Conservas La Costeña from home.

A BIG CELEBRATION TO KEEP CUSTOMS AND TRADITIONS ALIVE

One of the pillars of corporate strategy at La Costeña's is its commitment to maintaining coherence between its roots, understood as the brand's DNA, and Mexican culture, with the aim of spreading the latter throughout the world.

To mark its centennial in 2023, the Mexican company launched an advertising campaign and organised several events centred around Mexican chili peppers.

This was a way to celebrate its roots and key local customs, because no one in Mexico would give up their culinary traditions, especially their star: the chili pepper.

The advertising campaign focused on creating a sensory space open to the public, where attendees could explore themed rooms where the intensity, color, and versatility of chili peppers were present in every detail.

The event aimed to bring Mexican culture to the world in a modern context, engaging even younger consumers and simultaneously stimulating creativity, demonstrating that chili peppers aren't just an ingredient in traditional dishes, but can also be used in drinks, desserts, or unexpected experiences.



MEXICAN CUISINE CONQUERS THE WORLD

All over the world, food is part of local customs and traditions, which few are willing to change; this is especially true in a nation like Mexico, where its cuisine has been a UNESCO World Heritage Site since 2010.

In this vast Central American country, every dish makes you want to celebrate.

With its flavours and spices, Mexican cuisine is decidedly rich, despite using simple, everyday ingredients like corn, peppers, and legumes; it's no surprise that it has conquered the world.

The customs and traditions of Mexican cuisine reached Europe thanks to Spanish soldiers who, returning to Europe after their presence in the country between the 15th and 17th centuries, spread the staple dishes of the indigenous populations.

From then on, dishes based on tomatoes, sweet potatoes, and corn began to be appreciated throughout the world, along with dishes featuring unique fruits such as avocado and papaya, and the use of vanilla and cocoa.

Today, Mexican cuisine is undoubtedly world-famous for its variety of strong

flavors and the richness of the spices used. Corn, a key ingredient in Mexican cuisine, is the basis of most local recipes.

Corn flour, known as "masa," is used to make tortillas and tacos, which serve as a side dish to various dishes.

Equally important is the use of chili peppers, often in the "Habanero" and "Jalapeño" varieties, although the over 40 existing varieties with distinct and particular flavours allow chefs and housewives to enrich dishes in a thousand different ways.



THE JALAPEÑO IS ONE OF THE WORLD'S BEST-KNOWN CHILI PEPPERS, A SYMBOL OF MEXICAN CUISINE, LOVED FOR ITS SPICY FLAVOR AND HERBACEOUS AROMA. THESE PEPPERS ARE ABOUT 6-8 CM LONG AND RANGE IN COLOUR FROM BRIGHT GREEN TO DEEP RED.

IN THE KITCHEN, IT'S AN EXTREMELY VERSATILE INGREDIENT: IT CAN BE USED FRESH, PICKLED, GRILLED, DRIED, OR GROUND; IT'S PERFECT FOR SALSAS, TACOS, SALADS, SANDWICHES, AND MEAT DISHES, BUT ALSO FOR CREATIVE RECIPES LIKE STUFFED JALAPEÑOS, SPICY CHEESES, OR GOURMET PIZZAS.

