



Primor



Delicia



CREMOSY



SALADA



Soya



Delicia



Primor



SALADA



CREMOSY



Ricca



PRODUCT
CATALOG **2023**
CONSUMPTION



Soya



SALADA



Delicia

MARGARINE CONSUMPTION CATEGORY

**MARGARINE HAS A
97,2%**
PRESENCE
IN BRAZILIAN
HOMES.¹



THE WEEKLY
FREQUENCY
OF MARGARINE
USE IN BRAZIL
IS 5.4X.²



MARGARINE SALES
IN BRAZIL IS GREATER
THAN BUTTER, SOFT
CHEESE, OLIVE OIL,
AND MAYONNAISE
TOGETHER.¹



PRICE LEVEL:
PREMIUM

MARKET
SHARE:
4%

PRICE LEVEL:
MAINSTREAM

MARKET
SHARE:
57%

PRICE LEVEL:
MAINSTREAM LOW

MARKET
SHARE:
26% **REGIONAL
MARGARINES**

PRICE LEVEL:
LOW

MARKET
SHARE:
13%

POSITIONING IN THE NATIONAL MARKET

MARKET DATA



VICE-LEADER IN THE MARKET, WITH PRESENCE
IN ALL STATES OF THE COUNTRY.¹

49 %
PRESENCE IN
BRAZILIAN HOMES.²

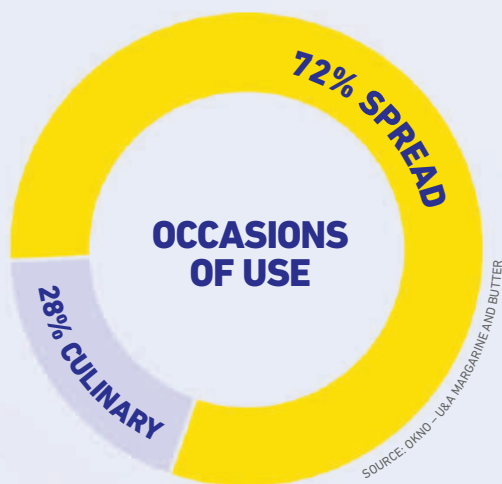
+4,2 MILLION NEW
HOMES
DELÍCIA IS THE CONSUMER GOODS
BRAND THAT CONQUERED MOST
NEW HOMES IN 2022.²

63 %
PREFERENCE
IN BLIND
TEST.³

SECOND CONSECUTIVE YEAR
AS ONE OF THE BRANDS
WITH THE **LARGEST MEDIA
INVESTMENT IN THE
CATEGORY.**⁴

88 %
BRAND CONSIDERATION,
MATCHING THE MAIN
COMPETITOR.⁵

OUT OF THE TOTAL OCCASIONS WHERE MARGARINE IS USED



Culinary use requires larger amounts of margarine in the preparation of recipes. Research shows that these situations account for 28% of use occasions, but they account for 43% of all volume. The characteristics of the product and tradition of Delícia in this territory open up a great opportunity to consolidate the brand as a reference in culinary use for the category.

Delícia

*The only margarine in
Brazil with milk cream*

Perfect for all recipes.

It is tasty, it is creamy to spread on bread, and it melts in your mouth.



CODE	DESCRIPTION	PACKAGE	EXP. DATE	EAN 13	DUN 14	NCM
997869	Delícia Marg. w/ Salt - 250g	24X250g	180 days	7894904271535	17894904271532	15171000
997871	Delícia Marg. w/ Salt - 500g	12X500g	180 days	7894904271528	17894904271525	15171000
997872	Delícia Marg. w/ Salt - 1kg	12X1kg	180 days	7894904271511	17894904271518	15171000
997868	Delícia Marg. Light w/ Salt - 500g	12X500g	180 days	7894904271559	17894904271556	15171000
997867	Salt-Free Delícia Marg. - 500g	12X500g	180 days	7894904271566	17894904271563	15171000
997865	Supreme Delícia Marg. w/ Salt - 250g	24X250g	180 days	7894904271580	17894904271587	15171000
997866	Supreme Delícia Marg. w/ Salt - 500g	12X500g	180 days	7894904271573	17894904271570	15171000



Delícia creamy margarine with salt - 250g, 500g, and 1kg
Salt-free Delícia creamy margarine - 500g

• versatile for cooking or spreading on bread



Delícia Light
Margarine - 500g

• 54% LESS CALORIES compared
to Delícia Creamy



Delícia Supreme
Margarine - 250g and 500g

• buttery flavor



LEARN MORE
ABOUT DELÍCIA AT:





Lots of flavor
with real bits

Tasty and creamy to spread on bread and toast. Ideal for several occasions: breakfast, lunch, snack, dinner, barbecue, and even happy hour.



CODE	DESCRIPTION	EMP.	EXP. DATE	EAN 13	DUN 14	NCM
997639	Delícia Chef Herbs Marg. - 250g	24X250g	180 days	7894904272945	17894904272942	15171000
997638	Delícia Chef Herbs Marg. - 500g	12X500g	180 days	7894904272952	17894904272959	15171000
997642	Delícia Chef Garlic & Onion Marg. - 250g	24X250g	180 days	7894904272921	17894904272928	15171000
997640	Delícia Chef Garlic & Onion Marg. - 500g	12X500g	180 days	7894904272938	17894904272935	15171000



Delícia Toque de Chef Herbs
Margarine - 250g and 500g
• Parsley, basil, chives, thyme, and sage.



Delícia Toque de Chef Garlic &
Onion Margarine - 250g and 500g

LEARN MORE
ABOUT DELÍCIA AT:



MARKET DATA



**1ST PLACE IN CONSUMER PREFERENCE
AMONG REGIONAL BRANDS.¹**

18 YEARS
AS MARKET LEADER
IN THE NORTHEAST
REGION.²

98 %
OF BRAND KNOWLEDGE IN
THE NORTHEAST REGION
AND 97% IN BRAZIL.¹

12 TIMES
ELECTED THE MOST
REMEMBERED BRAND IN
THE NORTHEAST REGION.³



**LARGEST REGIONAL BRAND INVESTMENT IN
THE NORTHEAST REGION, WITH PRESENCE
IN THE LARGEST CULTURAL EVENTS.⁴**

**SENSORY
EQUIVALENCE**
VS. MAIN COMPETITOR
IN BLIND TEST.⁵





Primor is the best choice for cooking, spreading on bread, or on top of a warm couscous.

margarine

- Formulation with more thermal resistance and more adapted to the high temperatures of the North and Northeast regions.

vegetable fat

- Great culinary performance.
- Practical packaging and just the right size for recipes.
- Neutral flavor that does not interfere with culinary uses.
- No refrigeration required.

oven and stove

- Great culinary performance.
- Tablets with cut marks that facilitate measurement.
- Flavor and aroma that do not interfere with culinary uses.

CODE	DESCRIPTION	PACKAGE	EXP. DATE	EAN 13	DUN 14	NCM
997848	Primor Todo Dia Marg. w/ Salt - 250g	24X250g	180 days	7894904271733	17894904271730	15171000
997849	Primor Todo Dia Marg. w/ Salt - 500g	12X500g	180 days	7894904271726	17894904271723	15171000
997850	Primor Todo Dia Marg. w/ Salt - 1kg	12X1kg	180 days	7894904271719	17894904271716	15171000
997852	Primor Oven & Stove Marg. w/ Salt - 400g	20X400g	240 days	7894904271702	17894904271709	15171000
997904	Primor Vegetable Fat - 500g	24X500g	270 days	7894904271191	17894904271198	15162000



Primor Margarine - 250g, 500g and 1kg

- More flavor for dishes.



Vegetable fat - 500g

- Versatile and suitable for fillings, pasta, cookies, and fried food in general.



Oven and Stove - 400g (4 100g-tablets)

- Perfect for pies, cakes, cookies, and sweet and savory doughs.

LEARN MORE ABOUT PRIMOR AT:



MARKET DATA

CREMOSY



VERSATILE FOR SPREADING
AND CULINARY USE.¹



VICE-LEADER OF THE LOW-COST
SEGMENT AND THE BRAND
THAT GROWS THE MOST IN THE
CATEGORY IN BRAZIL.²



BEST COST-
BENEFIT RATIO IN
THE LOW-COST
SEGMENT.

80%

OF BRAND KNOWLEDGE
IN BRAZIL.³



SENSORY
EQUIVALENCE VS.
MAIN COMPETITOR
IN BLIND TEST.⁴



CREMOSY

**JUST THE RIGHT AMOUNT OF
FLAVOR AND CREAMINESS.**

Versatile product for spreading
on bread and cooking.

**BEST COST-
BENEFIT RATIO
IN THE CATEGORY**

CODE	DESCRIPTION	PACKAGE	EXP. DATE	EAN 13	DUN 14	NCM
997873	Cremosy Marg. w/ Salt 50% - 250g	24X250g	180 days	7894904271504	17894904271501	15171000
997874	Cremosy Marg. w/ Salt 50% - 500g	12X500g	180 days	7894904271498	17894904271495	15171000
997875	Cremosy Marg. w/ Salt 50% - 1kg	12X1kg	180 days	7894904271481	17894904271488	15171000



**CREMOSY MARGARINE
250G, 500G, AND 1KG**



MAYONNAISE CONSUMPTION CATEGORY

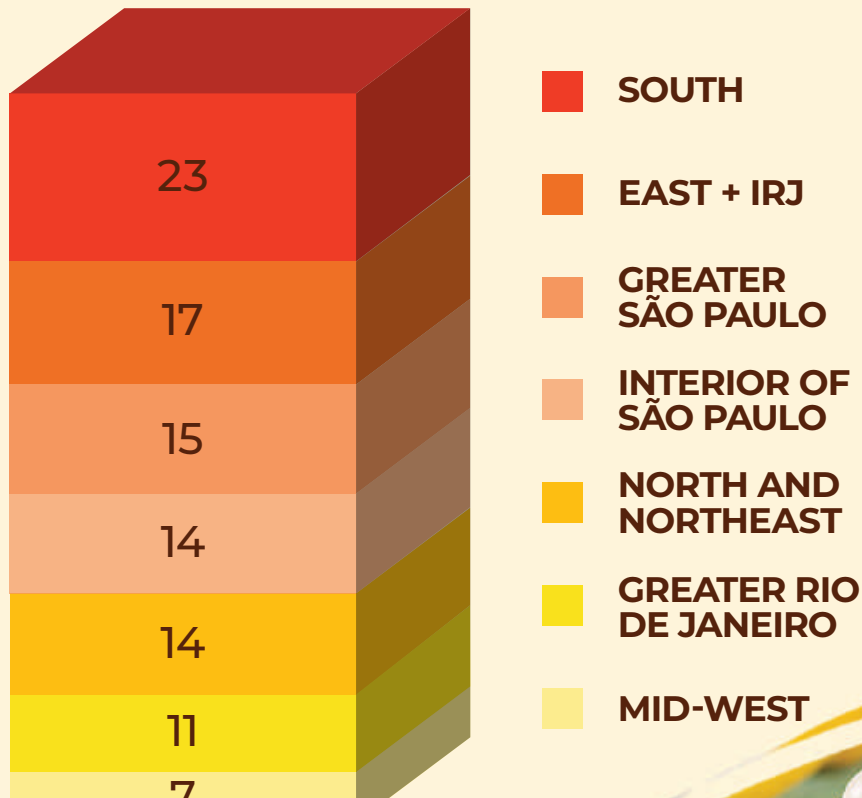


MAYONNAISE IS
PRESENT IN 88% OF
BRAZILIAN HOMES.¹



MAYONNAISE CONSUMPTION IN
BRAZIL IS VERY GRANULAR*, WHICH
SHOWS THAT THERE IS ROOM
FOR GROWTH IN THE CATEGORY
THROUGHOUT THE COUNTRY.¹

CONSUMPTION OF MAYONNAISE IN BRAZIL



¹ KANTAR CONSUMER BOOK 2022
*GRANULARITY: WHEN THE TOTAL IS DIVIDED INTO SMALL PARTS, WITH NO HIGHLIGHTS IN THE DATA.

SALADA

The taste of living well!

Creamy, light, and versatile. Ideal for culinary use.



CODE	DESCRIPTION	PACKAGE	EXP. DATE	EAN 13	DUN 14	NCM
997896	Salada Mayo Regular PET - 500g	12X500g	240 days	7894904271269	17894904271266	21039011
997894	Salada Mayo Regular Packet - 500g	12X500g	240 days	7894904271283	17894904271280	21039011
997893	Salada Mayo Regular Packet - 200g	24X200g	240 days	7894904271290	17894904271297	21039011
997892	Salada Mayo Regular Packet - 1kg	6X1kg	240 days	7894904271306	17894904271303	21039011



**SALADA MAYO
PET - 500G**



**SALADA MAYO
PACKET - 200G, 500G, AND 1KG**



EVERYBODY ASKS FOR SOYA!

Homemade recipe.
Ideal for salads, sauces, and dishes.



CODE	DESCRIPTION	PACKAGE	EXP. DATE	EAN 13	DUN 14	NCM
997887	Soya Mayo Regular PET - 500g	12X500g	240 days	7894904271368	17894904271365	21039011
997826	Soya Mayo Regular Packet - 500g	12X500g	240 days	7894904271931	17894904271938	21039011
997885	Soya Mayo Regular Packet - 200g	24X200g	240 days	7894904271382	17894904271389	21039011
997884	Soya Mayo Regular Packet - 1kg	6X1kg	240 days	7894904271399	17894904271396	21039011



SOYA MAYO - 500G



**SOYA MAYO PACKET -
200G, 500G, AND 1KG**



Ricca

A escolha que sempre dá certo.



CODE	DESCRIPTION	PACKAGE	EXP. DATE	EAN 13	DUN 14	NCM
998616	Ricca Chantilly Cream - 1L	12X1,055kg	270 days	7894904268238	17894904268235	21069090
998308	Ricca Chantilly Cream - 200ml	27X211g	270 days	7894904270040	17894904270047	21069090



22%
FAT

Ricca Chantilly Cream 1L and 200ml

- Mild taste
- Doesn't dry out and doesn't bubble
- Can be frozen and thawed after assembly



LEARN MORE
ABOUT RICCA AT:

