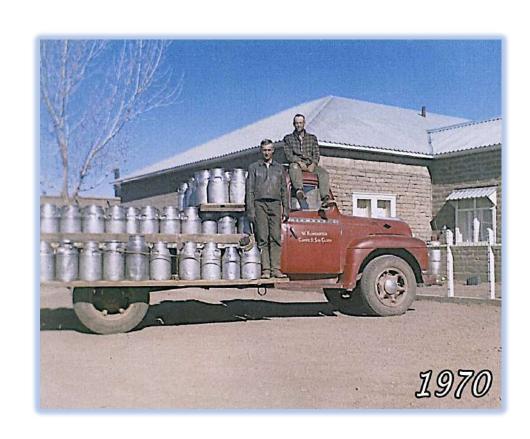
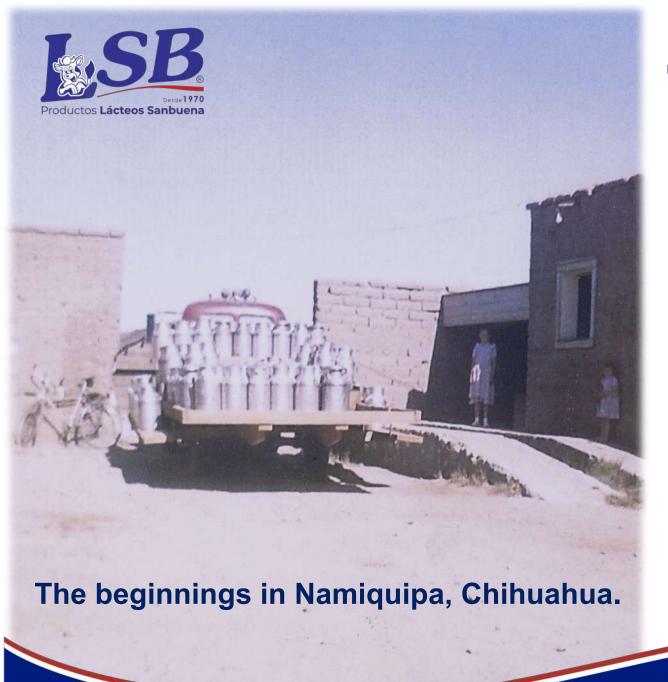
History of Productos Lácteos Sanbuena

A Trajectory of Tradition and Evolution.







1970

It all began in 1970 in the picturesque Campo 51 in Namiquipa, Chihuahua, when the Hiebert family decided to go on an exciting adventure.

In that place, they gave life to Quesería Santa Clara, where they focused on making the iconic

Chester Wheel Cheese 9 kg.

This carefully produced cheese was destined primarily for the Sinaloa market and was marketed by the Redecop family, thus establishing its roots in the heart of Mexico's dairy industry.



Over the years, Quesería Santa Clara changed hands several times, allowing its constant growth and evolution. During the 1980s, the Voth Martens family took over. In 1989, the cheese factory assumed the name "Quesos Finos Santa Clara" under the new management of the Doerksen Friesen family.



1997









The 1990s marked a significant milestone for the cheese factory since, in 1997, the **Doerksen Voth family** ook over the reins and transformed the company into: "Quesos Finos Santa Clara de Namiquipa." Under this direction, the company continued to grow and strengthen its presence in the national market.



2000 The 21st century: expansion and development.

With the beginning of the new millennium, Quesos Finos Santa Clara experienced a bold expansion phase. In 2000, they were established in various parts of Mexico. Although some expansions, such as those in the Cities of Chihuahua and Coahuila, turned out to be quite a challenge, in others, they were resoundingly successful. The case of Mérida, Yucatán, stands out, where the company successfully established itself and gained local consumers' trust.



The company continued its march towards success; in 2008, a warehouse opened in La Central de Abastos of Mexico City. This foray into the nation's capital allowed the variety of products to reach an even wider audience. The expansion did not stop there since, in 2015, a branch opened in Cancún, Quintana Roo.

In 2017, they changed their name to the current Productos **Lácteos Sanbuena**.

In 2019, growth followed the city of Toluca, State of Mexico, expanding its reach from the Caribbean shores to the northern border.

2008 - 2019





2020

Challenges and consolidation.

In 2020, Productos Lácteos Sanbuena is already firmly established in its markets, having overcome various challenges throughout its history. With the unwavering commitment to quality and innovation, the company invested substantially in modern equipment and new product development to diversify its offer and explore new markets; such is the case of Tijuana, Baja California.

























By 2023, Productos Lácteos Sanbuena has evolved exceptionally, becoming group of companies comprising seven entities inside and outside Mexico. With the **SQF** Food Code, KOSHER, and other Safety quality certifications, the company has become a leader in the national dairy industry and is actively involved in bringing Mexico's authentic exports, taste to everyone's palates.

2023

A Group of companies on the horizon.









The history of Productos Lácteos Sanbuena is a testimony of several generations' resilience, vision, and commitment. From its humble beginnings in the Namiquipa countryside to its current position as an industry-leading group of companies, the company challenges and capitalized has faced opportunities, always maintaining its passion for excellence in the quality and products it manufactures. In the future, the company is ready to face new horizons and continue to share its Mennonite tradition of authentic flavors with the world.



Thank you!

