



Guava
**Delights
are our
Specialty**

Gustar

www.gustar.com.co

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Guava Fillings



*Guava Pulp
& Nectar*



Guava Sweets



Guava Snacks

Our Product Category

At Gustar, we offer a delicious variety of guava-based products to tantalize your taste buds. From irresistible candies to nutritious snacks and refreshing pulps, we have something for everyone.

Our star products are Don José candies, made with carefully selected guavas and following traditional recipes that have been passed down from generation to generation. Each bite is an explosion of flavor that will transport you to the sweetest memories of your childhood.

Are you a company looking for guava-based product maquila? Gustar is your ideal solution! We have the experience and technology to create the highest quality products that meet the needs of our customers.

Our Manufacturing Capacity

Our robust production capacity of 230 tons per month ensures we can meet your demands swiftly, with a response time of just 2 weeks from order placement to product dispatch.

In addition to producing our Don José brand, and considering the ample production capacity of our plant, we offer contract manufacturing services to major national and international chains. This is a testament to the excellent quality and exquisiteness of our products.



National and International **Presence**





Our Mission

To produce the finest guava confection while meeting the needs and requirements of our customers, ensuring continuous and sustainable growth.

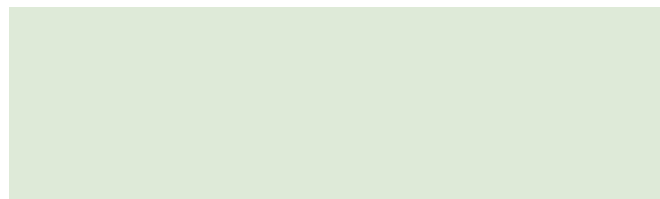


Our Vision

By 2025, GUSTAR S.A.S. will solidify its position as a leading company in the domestic market while expanding its presence significantly in the international arena. The company will diversify its portfolio of healthy food products and distribution channels, achieving profitable and sustainable growth for its stakeholders.

The Guava Flavor That Makes You Want More.

With over 50 years of experience, we provide high-quality products tailored to diverse consumption occasions, catering to both industrial and mass market needs.



Our History

The Beginning

A group of Antioquian entrepreneurs acquire Bocadillos Don Julio in Medellín, a traditional bocadillo company owned by Julio Zea since 1960.

1992

1994

Modernization

The company embarks on a modernization journey, acquiring new technology and expanding its workforce to meet the growing demand in both modern and traditional distribution channels.

New Headquarters

To accommodate its expanding production capacity, the company acquires a new facility in Sabaneta, Antioquia.

1995

1996

Strategic Acquisition

In a move to expand its market presence, the company acquires Bocadillos Don José, a well-established producer of bocadillos from Bogotá. Recognizing the strong brand recognition of Bocadillos Don José, the company decides to retain this brand for its products.

National and International Market Positioning

Solidifying its position as a leading brand in chain stores within the domestic market." This highlights the company's strong presence and brand recognition in Colombian retail outlets.

2002

2010

Expansion Goals

To accommodate its expanding production capacity, the company acquires a new facility in Sabaneta, Antioquia.

Sole Production Facility

Gustar S.A.S. operates its sole production facility in La Estrella, Antioquia. This state-of-the-art facility adheres to stringent quality standards to produce guava paste that meets the demands of a wide-ranging domestic and international clientele.

2020



Private Labels



While we excel in crafting our high-quality Don José brand, we also extend our expertise to manufacturing private label guava paste for both Colombian and international companies. Our extensive experience in this domain translates into premium products that are sold under various labels. This enables our partners to offer the authentic taste of guava with the guaranteed quality that our products are known for.



Dedicated **to the Countryside**

Our company, Gustar S.A.S., is currently a participant in the "Jesús Obrero Children's Farms" project. In collaboration with the Archdiocese of Medellín and Corporación Urrea Arbeláez, this project, located at the "La Sandalia" facilities, aims to train and empower young farmers in efficient, productive, and sustainable cultivation methods for Jaibana guava. By equipping them with these skills, we envision a future where these young individuals can generate self-sustaining employment opportunities and expand their access to the labor market. Ultimately, this project seeks to improve the quality of life for families in the region.

Making a Difference **for Earth's Future**

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At GUSTAR, we are proud to contribute to the sustainable development of the planet through our conscious cultivation of guavas. Our commitment is reflected in our use of environmentally friendly agricultural practices, minimizing the use of pesticides and chemical fertilizers. This helps preserve biodiversity and maintain soil quality. Additionally, we promote the conservation of local ecosystems.

In the realm of production, we embrace cutting-edge technology and provide ongoing training to our staff to optimize our processes and minimize input waste. Furthermore, we collaborate closely with local farmers, offering them support and training in sustainable guava cultivation practices. This aligns with Sustainable Development Goal 15 of the United Nations, which aims to preserve terrestrial ecosystems and restore humanity's connection with nature.

Certifications



The IFS Food Standard is a globally recognized certification program that evaluates the ability of food manufacturers to consistently produce safe, authentic, and high-quality products that meet legal requirements and customer specifications.



The Food and Drug Administration (FDA) is a pivotal agency in the United States, tasked with safeguarding public health by ensuring the safety, efficacy, and quality of a wide range of products that consumers rely on daily.



***FEEL FREE
TO CONTACT***

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Thanks