

BUSINESS SHOWCASE

A Recipe for Success:

Showcasing the Juanita's Foods
And DSJ Global partnership

MENUDO
Menudito®





About Juanita's Foods:

Juanita's Foods is a 75 year old, family-owned CPG company that remains dedicated to producing authentic, high-quality Mexican food through its two flagship brands: Juanita's and Pico Pica.

Through the years, the company has become the leader of authentic Menudo, Hominy, and Nacho Cheese sauce in the US.

Across three generations of its history, Juanita's Foods has created a strong culture and history that resonates throughout the business today.



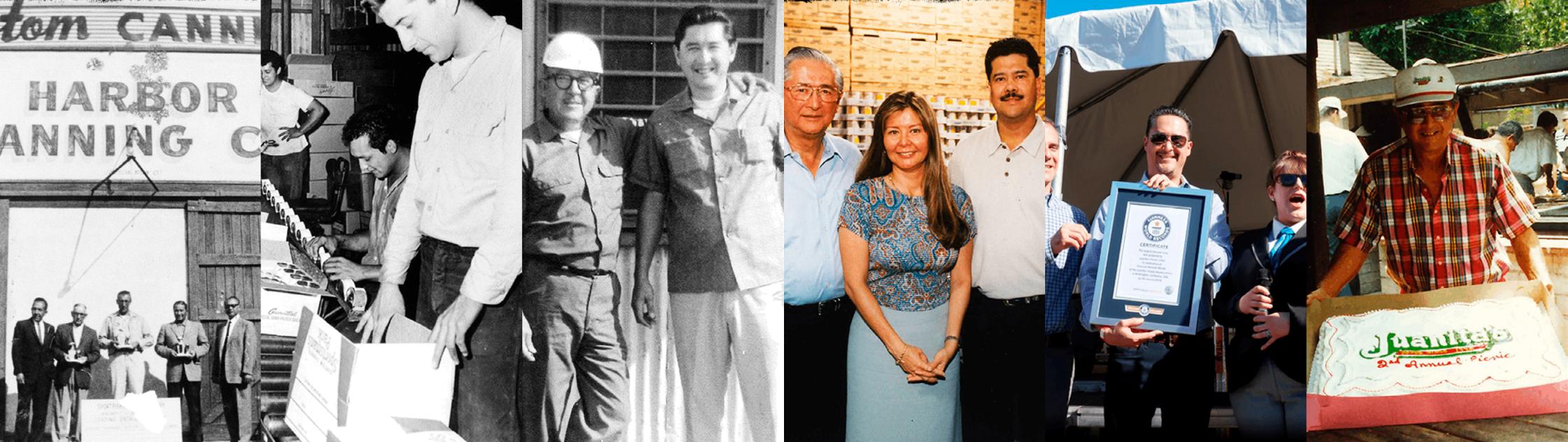
The History

An Idea Ahead of Its Time

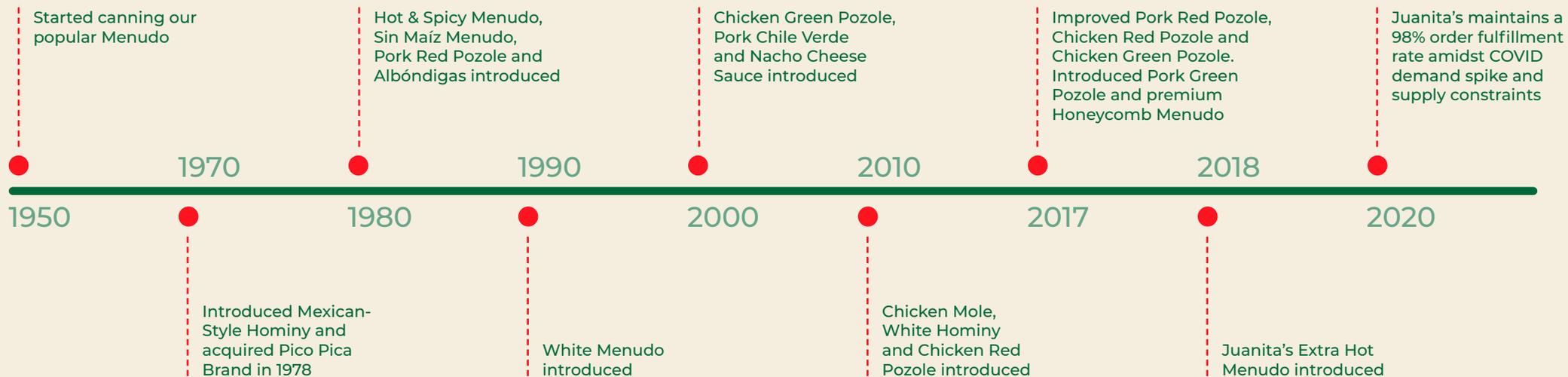
In the 1950s, the De La Torre family was ahead of its time. They created a recipe for menudo that Mexicans and Mexican-Americans in California celebrated for its homemade taste and convenience. Enjoying delicious, home-style menudo for everyday meals and special occasions became easier than ever!

This family recipe has been passed down through three generations of the De La Torres, each dedicated to the family's mission of sharing the best culinary traditions of Mexico. Over the years, Juanita's has grown and flourished, creating authentic Mexican soups and dishes. Juanita's menudo and hominy are now the #1 brands in the United States.





Milestones in Our History



Company Statistics

- 100 + Employees
- 10% Employee Growth Rate
- 10 Year Employee Tenure
- \$100 + Million in Annual Revenue
- 30 million Cans Produced Annually
- 12 Acre Campus HQ
- 120,000 Ft Plant/Warehouse
- Certified Minority Owned Business
- Largest and First Manufacturer of Canned Menudo
- First Company to Market Canned Mexican Style Hominy
- Certified in Food Safety & Manufacturing
- Certified 'Great Place to Work' 2021



Vision

Create the best Mexican-inspired flavors conveniently available for everyday enjoyment



Mission

Build upon Juanita's heritage through sustainable growth and innovation for our families and yours.



Values

- Integrity
- Collaboration
- Ownership
- Respect



Being Part of the Tradition

Juanita's Foods feels more like a family than a leading manufacturer of authentic canned Mexican food. Their commitment to quality, authenticity and innovation has paved the way for their success, and continues to attract individuals from all over the country to be part of their growth. As a company, they invest in their people, their family, to develop, nurture and groom the future generations of leaders.

“Since 1979, it has been a satisfaction and privilege to work to produce all of Juanita’s products. It is a pride to have employers who treat us like family,” tells **Bertha**, one of **Juanita’s Foods** longest-serving employees. “They gave me the opportunity to raise my daughters. I invite all of you to come and work at Juanita’s and see the benefits that there are here.”

Juanita’s Foods gave me the opportunity to begin my career upon graduation. I enjoy working with all departments and learning from those around me.” says **Eddie**





Career Opportunities

The De La Torre family has cultivated an environment that encourages camaraderie, loyalty, and professional growth. **Juanita's Foods** is looking for talented individuals to join our strong and growing brand in a variety of positions and disciplines:

- Production/Manufacturing
- Innovation/R&D
- Logistics (Shipping)
- Procurement & Planning
- Maintenance
- Finance
- Sales
- Marketing
- Customer Service
- Information Technology
- Human Resources
- Quality, Food Safety & Sanitation



Together We Can

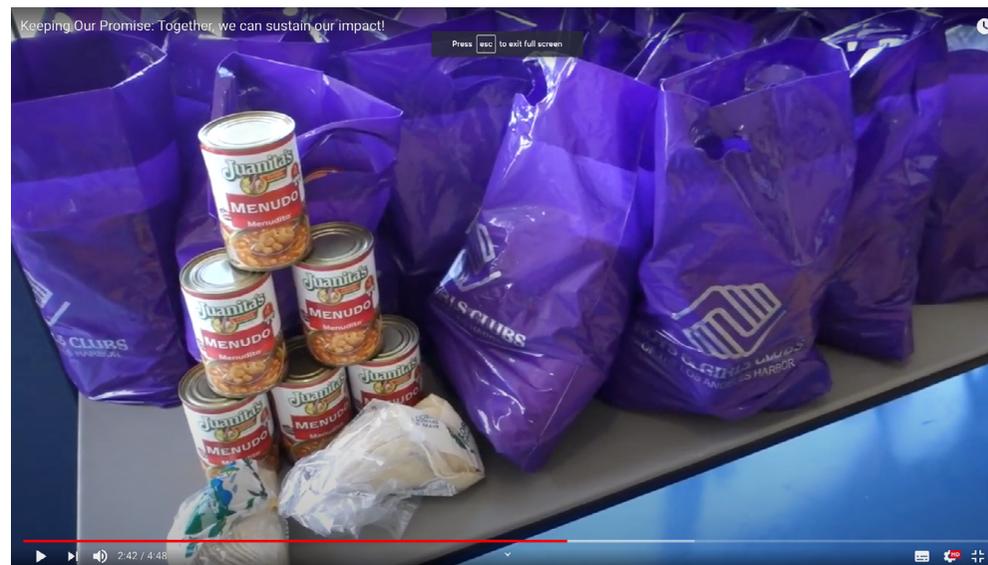
During the pandemic, **Juanita's Foods** has proved a life saver to the communities it serves. As unemployment soars, many people have lost their jobs and their food security. **Juanita's Foods** is supporting the Long Beach Food Bank and the **Boys & Girls Club of LA Harbor (BGCLAH)** to feed children and their families throughout this difficult time.

The **Boys & Girls Club** alone is providing 25,000 meals a day to children and their families thanks to the generous donations of companies like **Juanita's Foods**. "We're all members of the same community and food security is real and especially over weekends we want to make sure that kids and families have enough meals to get through," says **Jen Prindle**, Board of Directors at **BGCLAH**. "Thanks to **Juanita's Foods**, we've been able to provide hundreds of hot meals every week."

Juanita's Foods also partners on a number of programs including:

- George De La Torre Jr. Elementary School Arts Program
- The Long Beach Food Bank
- The Wilmington Chamber of Commerce

In 2020, to honor the legacy of the late owner, the City of Los Angeles renamed a portion of a current Eubank to "George De La Torre Jr Avenue".



 **bgclaharbor**
96 subscribers

Thank you to Chuck Ursini, Councilman Joe Buscaino, Supervisor Janice Hahn, Assemblyman Patrick O'Donnell and Juanita's Foods for their support of our COVID-19 Emergency Response Efforts! If you would like to join their efforts and support our Club, please go to [SHOW MORE](#)



Leading with a Vision for Growth

“When you join our company, you become part of the Juanita’s family. A great place to work with people that care for one another, care for our consumers, care for our customers and care for our communities. As we celebrate our 75th anniversary, people often hear me say that we are like a 75-year-old start-up. With great brands and great people, we have the foundation for continued sustainable growth and innovation. Our team members do this via a focus on collaboration, learning agility, problem solving, and delivering results. Of course, we could not achieve this without having conversations around the table with our great food.

During these unique times, I am honored and humbled to lead this company as we continue to make it a great place to work and share in our successes across the Juanita’s family.”

Tim Snyder, CEO

Tim Snyder
CEO

Margarito Rodriguez
VP of Finance

Ruben Morales
VP of Sales

Shawn Beach
VP of Operations

Yolanda Mata
Director of Marketing

Monica Madrid
Director of Human Resources

Famer Bezares
Director of Information Technology



Juanita's Foods and DSJ Global: A Recipe for Success

Juanita's Foods has a first-class talent acquisition team. They have to handle hundreds of job applications a week for the teams across the country. When it came time to select a specialist recruitment partner, they choose DSJ Global to support hiring for end-to-end supply chain talent.

To date, DSJ Global has helped the **Juanita's Foods** team to source several key leadership roles who play an important part in driving the organization forward, and upscaling operations.

"I have worked with DSJ Global for almost 5 years. For the last 18 months, DSJ Global has been instrumental in providing industry perspective, feedback and sourcing for the leadership team as well as many functions at **Juanita's Foods**. Always collaborating with me or my team, the DSJ Global team has operated as an extension of **Juanita's Foods**; they're part of the extended Juanita's family." Tim Snyder, CEO

The team at DSJ Global is excited to continue our partnership as we help these new leaders, and others within the **Juanita's Foods** organization, build out their teams and drive strategic growth.

Over 100 Employees
More than 75 years in Business
7 product categories and growing
Certified 'Great Place To Work' 2021
Over \$100 Million in Annual Revenue



Finding the Right Talent Quickly



Situation

Juanita's Foods was originally founded in 1946 and has always family owned and operated. In October 2019, they made the decision to bring new Professional Leadership under CEO Tim Snyder to help upscale operations, increase market presence and continue to drive strategic growth.



Task

DSJ Global was tasked to help secure senior level Supply Chain and Operations leaders to help execute the operational vision and strategy and maximize performance, quality and customer experience. These tasks consisted of both single specific searches for top talent, as well as a Multi-Hire Search which included a recruitment strategy to ensure multiple, talented professionals were recruited into critical regional positions, with tight deadlines.



Action

For both the Single Searches and Multi-Hire Search, DSJ Global met with key members of the Juanita's teams to define a clear strategy and requirements for the processes. DSJ Global structured a quick, but thorough sourcing process, allowing Juanita's to interview, screen and onboard candidates, whilst ensuring new hires meet the high standards and traits of a top Juanita's employee who embody the company values and mission.



Result

In the 12 months since originally executing the project, Juanita's Foods has been able to grow their teams with DSJ Global's support to hire multiple business leaders including the VP of Operations, Director of Quality, Director of Engineering, Maintenance Manager and Director of IT. We look forward to continue working with these new leaders to build out their teams with top talent in the future.

Key facts



5 hires



98 interviews



100 CVs sent



203 Candidates screened

How We Can Help Your Business

The **DSJ Global** team can help solve your talent challenges, from analyzing your acquisition strategy and identifying current, near term and future needs to sourcing permanent or contract workers to fill business-critical roles.

DSJ Global is part of the Phaidon International group, which consists of five specialist recruitment agencies, including **Glocomms** who specialize in tech recruitment and **Selby Jennings** who specializes in financial services recruitment.

Please **get in touch** with your general enquiry or your local contact below.



Christine Corson

Director – End-to-End Supply Chain Recruitment
at DSJ Global
christine.corson@dsjglobal.com



Jack Trudeau

Executive Director of the Preferred Partnership
Program at Phaidon International
jack.trudeau@phaidoninternational.com



Emily Prendergast

Director – End-to-End Supply Chain Recruitment
at DSJ Global
emily.prendergast@dsjglobal.com



Ross Williams

Senior Vice President – Head of Logistics &
Operations Recruitment at DSJ Global
ross.williams@dsjglobal.com





DSJ
GLOBAL