



METHOD
GROUPE

WHO WE ARE

ABOUT METHODGROUPE



- We are **a full-service advertising** and advanced **digital technology solutions** company
- We are **strategic thinkers** leveraging technology to provide solutions for our clients' business and marketing challenges
- We are **agile and adaptable**, with principals actively involved in your business
- We are a **diverse, highly experienced team** who specialize in digital and traditional advertising across the U.S. General Market, U.S. Hispanic & Latin America
- We strive to grow everyday, to be **specialists within our core competencies** and provide value to our partners



OUR LEADERS



**Keric Smotrilla, Principal
Lead on Operations,
Production and Creative**

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**Valerie Pusceddu, Principal
Lead on Strategy, Media
and Analytics**

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“We are thought leaders with decades of combined experience across many industries, ethnicities and competencies, leading to strategic, results-oriented, high-level execution for our clients.”

SOME OF OUR CLIENT PARTNERS



WHAT WE DO

A FULL SERVICE AGENCY

Services We Offer at MethodGroupe

Web Development & Programming

Direct Marketing

Strategic Planning

Social Media

Digital Media Planning & Buying

Traditional Media Planning & Buying

Campaign Trafficking, Tagging, Q&A

Campaign Reporting & Analytics

Events & Community Marketing

Creative Development & Production

Promotions

Research

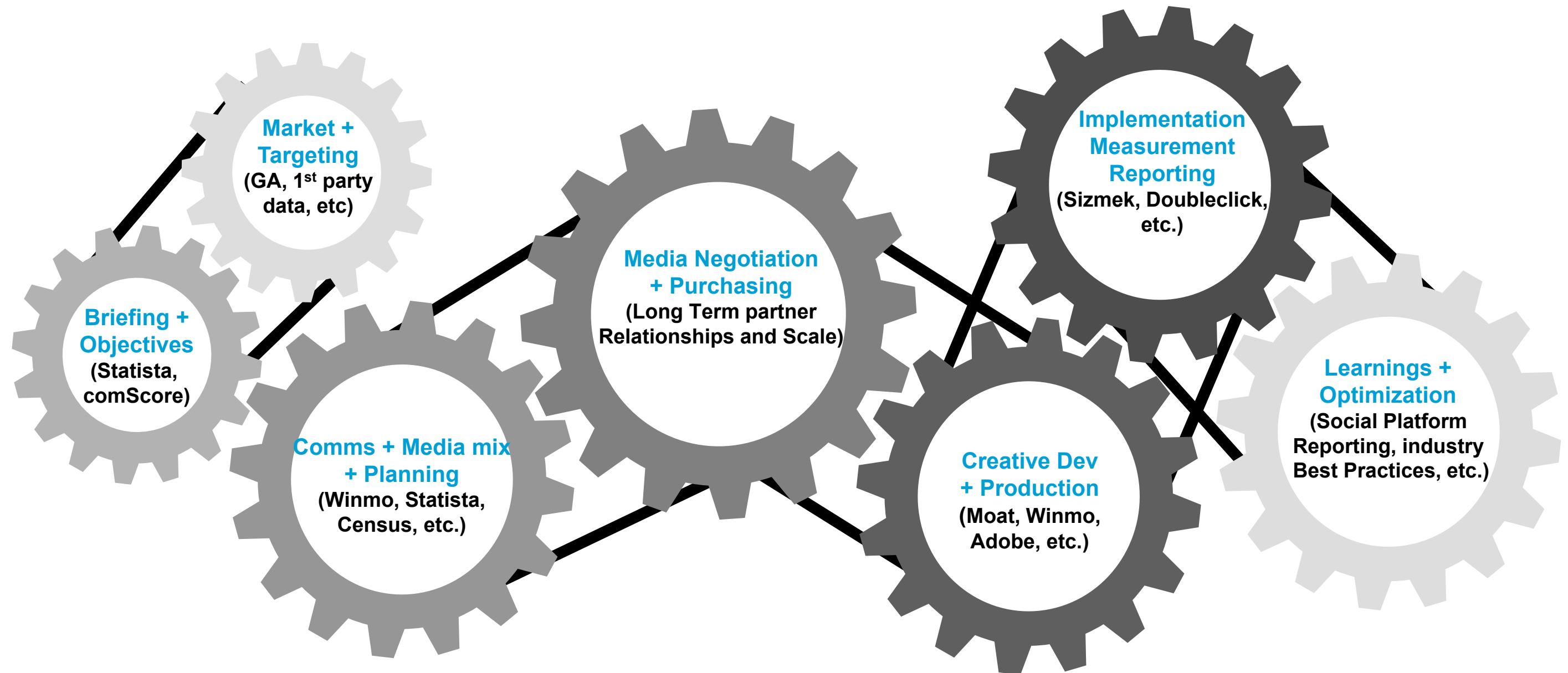
Merchant Service Platforms



AGENCY TOOLS



AGENCY PROCESS & METHODOLOGY



SOME MORE OF OUR WORK

AETNA: NATIONAL & REGIONAL STRATEGY + MEDIA + CREATIVE + PRODUCTION

MethodGroupe has been working with Aetna for over 5 years across various campaigns and initiatives, producing a large body of work for Medicare prospects in both Hispanic and General Markets. These efforts include strategic, media planning & creative development for TV, Newspapers/FSI, DM, Radio, Outdoor, Social, and Digital Display ads amongst others. We also developed and piloted a unique cost-sharing program and microsite which offered co-op marketing packages for Aetna and the providers within their network.

Welcome to Aetna® Medicare Advantage DSNP

What to expect: Now that you're an Aetna member, here are the next steps on your path to better health.

- 1 Welcome call**
 - We want to give you a warm welcome.
 - We'll call you within a few days of enrollment to confirm your plan.
 - We can answer any questions you have about your coverage.
- 2 ID card**
 - Your ID card will arrive in the mail.
 - It will include your member ID, your primary care doctor (PCP).
- 3 Welcome Kit**
 - Your kit will arrive in the mail.
 - It contains a member handbook on how to get the most of your plan.
- 4 Health survey**
 - Your care coordinator will call you within 90 days to complete your health survey.
 - Be sure to take the call. The health survey is an important step in getting the most from your benefit.

Get to know your personal care team

You can also reach out to your care team. They are here to help. They will learn about your health and wellness needs and create a care plan just for you.

Let's get started. Call your care team today.
1-855-463-0933 (TTY: 711)
 8:00 AM - 5:00 PM EST, Monday through Friday

Take advantage of your benefits today

- Dental
- Over-the-counter products
- Hearing
- Transportation
- Vision
- Prescription drug coverage
- A personal care team

Let's get started. Call your care team today.
1-855-463-0933 (TTY: 711)
 8:00 AM - 5:00 PM EST, Monday through Friday

Looking ahead

Sell Aetna Medicare

Welcome to Sell Aetna Medicare, providing you with key highlights about selling Aetna and Coventry HMO, PPO, and Special Needs plans in Florida. To begin, select your region on the map.

aetna medicare solutions

Resources

- 2020 Aetna Medicare Florida Producer Handbook
- 2020 Scope of Appointment Form English
- 2020 Scope of Appointment Form Spanish
- Aetna Virtual Sales Office
- Florida Agent Workbook (English) (8/17)

Medicare & Medicaid?

Learn more here about a Medicare Advantage plan built just for you.

aetna medicare solutions

If you have these cards, enroll to get personalized care.

Learn more here →

Here for you

aetna medicare solutions

You may qualify for a Medicare Advantage plan that gives you personalized care and more benefits than Original Medicare alone, at low or no additional cost to you. Get benefits like:

- More dental coverage
- Certain over-the-counter products
- More hearing coverage
- Companion program
- Lifeline® and Fall Detection
- A personal care team

Call us today if you have Medicare and Medicaid
Aetna Demo 1-855-750-7211 (TTY: 711)
 Ask for agent or call center support

Happy Birthday

aetna medicare solutions

Dear Member First Name, Happy Birthday!

Your DSNP Care Team

Your care team is here for you. Let us know how we can help you.

Have your first year yet?
1-855-463-0933 (TTY: 711)
 8:00 AM - 5:00 PM EST, Monday through Friday

Get more coverage with Aetna Medicare Advantage

aetna medicare solutions

There are other great Medicare coverage options that include prescription drug coverage plus other important health benefits.

You could be missing benefits

Your **SilverScript®** Prescription Drug Plan **ONLY** provides Medicare Part D (drug) coverage.

Get more with Aetna

SilverScript® Insurance Company and Aetna® are part of the same company. You could be getting MORE benefits, at low or no additional cost to you, like:

- Part D (drugs)
- Part A (hospital)
- Part B (medical)

Aetna Coventry

Medicare coverage you can count on

COVENTRY-MEDICARE.COM

Like Comment Share

Leal Medical Center

es proveedor de Aetna Coventry Medicare

Primas mensuales del plan a partir de **\$0**

aetna COVENTRY

1-833-842-4303 (TTY: 711)

Un agente autorizado puede ayudarle a elegir el plan que mejor se adapte a sus necesidades.

Beneficios pueden incluir: ★ Salud Total ★ Dental ★ Audición

Medical Hospitalization Prescription Drugs All in one plan

aetna COVENTRY

Dedicated to you

aetna medicare solutions

If you have Medicare and Medicaid, you may qualify for a plan with a dedicated care team. They can make your life easier by helping you use your plan benefits. So you can reach your health goals and make the most out of life.

Medicare and Medicaid?
 coventry-medicare.com/duals2018

1-855-327-0727 (TTY: 711)
 8 a.m. to 8 p.m., Monday through Friday

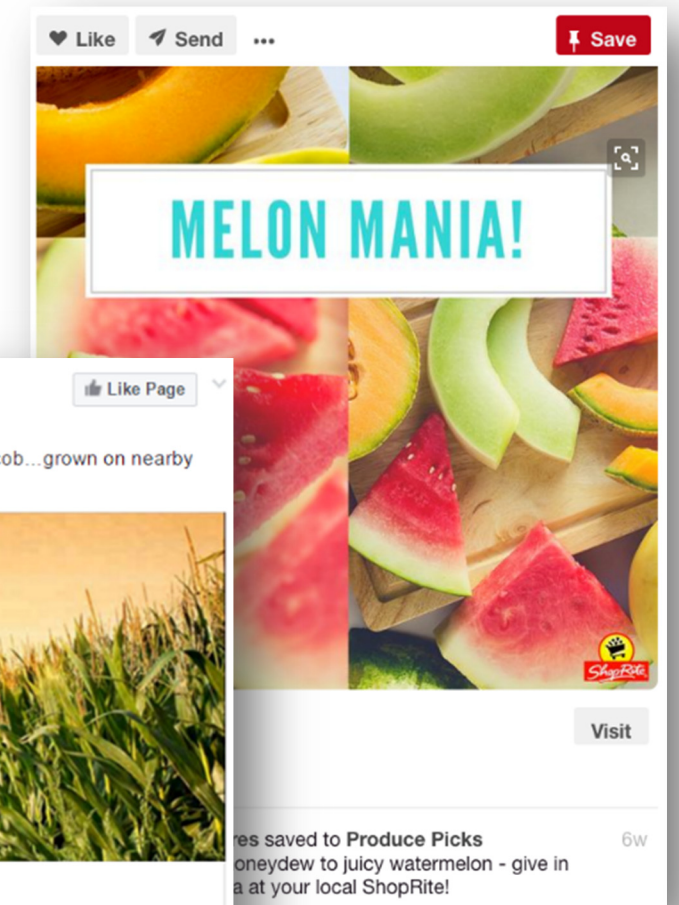
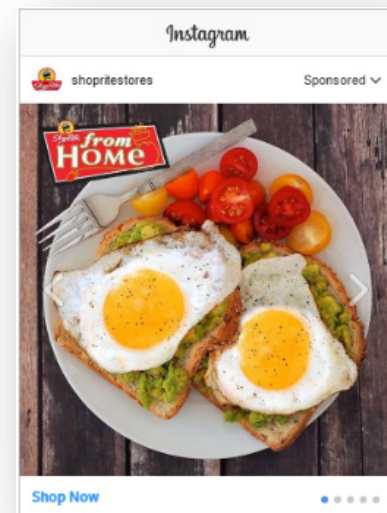


WAKEFERN:

STRATEGY + LPS + DISPLAY + SOCIAL + ONLINE VIDEO + STREAMING + CREATIVE + ANALYTICS

MethodGroupe has managed all digital campaigns for **ShopRite, Price Rite and The Fresh Grocer brands under Wakefern Food Corp.** for the last 7 years, covering off on Digital Marketing in the General U.S. and Hispanic Markets for over 350 stores in the Northeast.

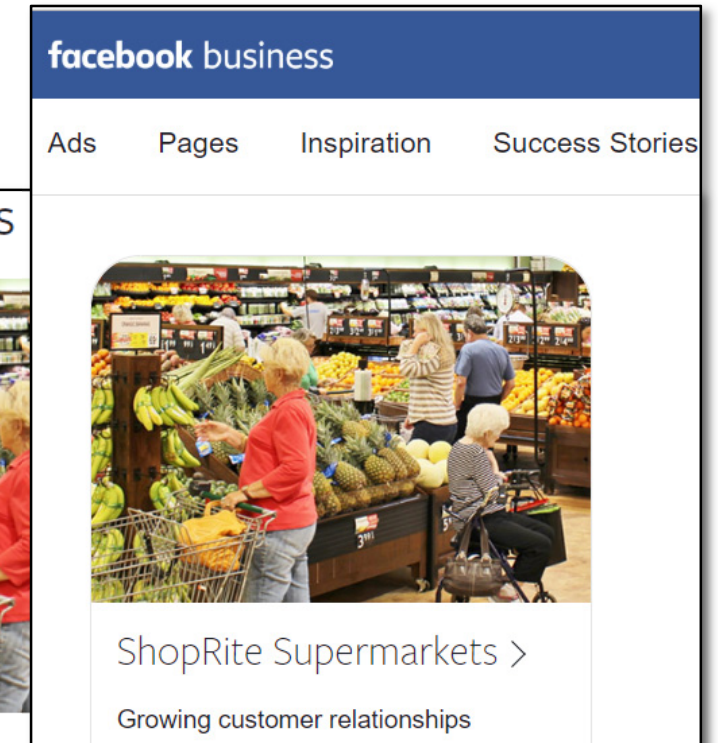
- All initial social integration testing: Facebook, Twitter, Instagram, Pinterest, and Snapchat
- Acquisition campaign: Improved efficiencies over time
- Facebook Nearby Locations: Connecting all local ShopRite pages to a main ShopRite FB page
- Ongoing competitive analysis: All grocery and non-grocery
- Reporting: Detailed, visual end-of-campaign reports
- Education: on latest advertising and social platform technologies



WAKEFERN:

SHOPRITE FACEBOOK SUCCESS STORY

- ShopRite's "Locally Grown" Campaign was recognized by Facebook as a top performing example and asked to be a part of their Success Stories (still live)
- The Goal of the campaign has been to develop customer awareness and discussions about Locally Grown offering
- Overall the campaign was highly effective with a very low cost per view and an impressive volume of reach



Success Story

Growing customer relationships

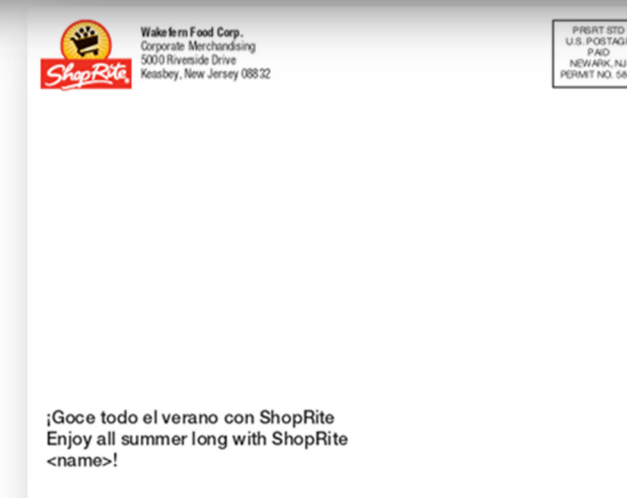
The family-owned and operated grocery chain used video and link ads showing its support for local farmers to increase awareness among local audiences, reaching nearly 500,000 people.

491,380
people reached

\$0.06
cost per video view

SHOPRITE: HISPANIC COUPON MAILER

Created a Hispanic focused coupon mailer for ShopRite's Hispanic customers with emphasis on summer fun, family and friends. The mailer offered Hispanic relevant content, coupons and customized offers with on-brand visuals. This piece received an 8% coupon redemption rate.



SHOPRITE:

HISPANIC HOLIDAY COUPON BOOKLET

Sabores y Más

¡Felices Fiestas!

PRESENTS

¡Felices Fiestas!

Celebrando con Familia, Comida y Tradición
Celebrating with Family, Food and Traditions

Sabores y Más

¡Felices Fiestas!

The best thing about the holidays is celebrating with family. No matter where we are, our culture and traditions bring us together. We love reliving childhood memories, and sharing our heritage with new generations - decorating the tree and nativity, las posadas, midnight mass, singing carols, fireworks for New Year's Eve, leaving your shoes outside for the three kings, and of course preparing a feast.

Whether your abuela makes pork or turkey, hallacas or tamales, there will definitely be coquito and flan. **ShopRite** is happy to bring you this **Sabores y Más Recipe Booklet**, filled with everything you need to have "Felices Fiestas".

From our family to yours, we wish you the merriest of celebrations.

¡Felices Fiestas!

COTUJA STRAWS **TORCITOS DE QUESO**

INGREDIENTS

- 3 cups Cacique® Cotija, crumbled
- 3 sheets puff pastry, slightly rolled out and lightly floured
- 1/2 cup unsalted butter, melted
- 2 egg yolks
- 1/4 cup green onions, finely chopped

DIRECTIONS

1. Preheat oven to 400°F.
2. Whisk egg yolks and butter together in a small dish and brush lightly over surface of pastry dough.
3. Sprinkle each sheet with cheese and onions, cover with plastic wrap and roll with pin gently to press into dough.
4. Cut each sheet into 1/2" strips lengthwise and twist each strip 4-5 times.
5. Lay strips on non-stick baking sheets and bake until puffed and golden brown (10-12 minutes). This is a great accompaniment to your favorite soup.

STUFFED YUCCA **CARIMANOLAS**

INGREDIENTS

- 1 1/2 lbs. fresh or La Fe frozen yuca
- La Fe vegetable oil for frying
- 1 scallop, chopped
- Salt and La Fe black pepper to taste
- 1/2 tsp. La Fe ground cumin
- 1 Tbsp. La Fe tomato paste
- 1/2 pound ground beef

DIRECTIONS

1. In a large pot place the yucca, salt and water to cover. Bring to a boil, then reduce to medium heat and cook for about 15 minutes. Drain yucca and remove any fiber from the center. Mash the yucca, cover and set aside.
2. To prepare the meat filling in a large skillet, heat the oil over medium-high heat. Add the onions, red bell pepper and cook until soft, about 3 minutes. Add the garlic, scallops, cumin, salt, black pepper and cook for about 1 minute, stirring often.
3. Add the ground beef and cook until the meat is cooked through, about 7 minutes. Add the tomato paste and cook for 2 minutes more.
4. Divide the yucca mixture into 10 balls. Make a hole through the center of each with your finger. Place about 1 tablespoon of meat or cheese filling and gently close the ball, giving an oval shape.
5. In a large pot heat the vegetable oil to 350°F. Add the carimanolas to hot oil and cook about 2-3 minutes until golden brown, turning them often. Remove from the oil and drain on paper towels. Serve warm with oil.

QUESO STUFFED JALAPEÑOS **JALAPEÑOS RELLENOS**

INGREDIENTS

- 1 pkg. Cacique® Fully Cooked Chorizo
- 1/2 cup crumbled Cacique® Queso Fresco
- 1/2 cup Cacique® Queso Dip
- 12 jalapeños
- 12 slices bacon
- 12 toothpicks
- 3 Tbsp. agave syrup

DIRECTIONS

1. Preheat the oven to 375°F and line a rimmed baking sheet with foil or parchment paper. Microwave Cacique Fully Cooked Chorizo for 3-4 minutes until heated through.
2. Leaving the stem intact, halve the jalapeños lengthwise. Use a paring knife to remove the seeds and white membranes.
3. Add the Cacique Queso Fresco and your favorite Cacique Queso Dip to the mixing bowl and stir until incorporated. Spoon the filling into each jalapeño, spreading it to end but ensuring it doesn't overflow; you'll need 2 to 3 tablespoons each.
4. Cut the bacon strips in half and tightly roll a half-strip around each jalapeño. Use a toothpick to secure the ends. Bake the jalapeños, open side up, for 25-30 minutes, until the bacon is crisp with a bit of browning. Dilute the agave syrup in about 1 tablespoon very hot water and use a brush to paint it over the tops of the jalapeños. Continue baking for 5 minutes to allow the bacon to caramelize; if you like, broil for an additional 2 minutes to crisp it further. Serve warm.

FIRE ROASTED TOMATO SALSA **SALSA DE TOMATE ASADO**

INGREDIENTS

- Mission® Thin & Crispy Tortilla Chips
- 1 1/2 lbs. roma tomatoes, halved
- 1 large onion, peeled and cut into wedges
- 8 garlic cloves, unpeeled
- 2 jalapeños, stemmed
- 2 Tbsp. fresh lime juice
- 1 1/2 tsp. cumin
- 1 tsp. coriander
- 1/2 tsp. dried oregano
- 1/2 tsp. salt
- 1/2 cup cilantro, finely chopped

DIRECTIONS

1. Arrange tomatoes, onion, garlic, and jalapeños on a baking sheet lined with foil (foil close to the heat, turning vegetables occasionally until charred, 12-15 minutes. You may need to remove garlic from oven before other vegetables are finished cooking.
2. Once cooked, transfer tomatoes, onion, peeled garlic and jalapeños to a blender or food processor. For a milder salsa, remove seeds from jalapeños.
3. Add lime juice, cumin, coriander, oregano, and salt to your blender or food processor and pulse until vegetables are finely ground. Transfer to a bowl and stir in cilantro, adding salt to fine juice if needed.
4. Serve with Mission® Thin & Crispy Tortilla Chips and enjoy!

CHEESE DIP **QUESO FUNDIDO**

INGREDIENTS

- 1 bag Mission Strips Tortilla Chips
- 1 large avocado, pitted and diced
- 1 large tomato, diced
- 2 green onions, finely sliced
- 1 jalapeño, seeded and minced
- 2 Tbsp. lime juice
- 1/2 tsp. salt
- 2 Tbsp. unsalted butter
- 2 Tbsp. all-purpose flour
- 1 cup whole milk
- 1 cup shredded mozzarella cheese
- 1 cup shredded pepper jack cheese

DIRECTIONS

1. In a medium bowl stir together avocado, tomato, green onion, jalapeño, lime juice, and salt. Taste and add more lime juice and salt if needed.
2. Preheat the broiler and position a rack in the upper third of the oven.
3. In a large broiler-proof skillet melt butter over medium heat. Whisk in flour until smooth, then whisk in milk. Cook until bubbling. Take off heat and stir in mozzarella and pepper jack. Stir until completely melted. If needed, briefly place skillet back on heat to melt cheese. Place skillet under the broiler and broil until bubbling and browned.
4. Serve warm topped with avocado salsa.

RITZ CRAB BALLS **PELOTTAS DE Cangrejo RITZ**

INGREDIENTS

- 1/2 cup mayonnaise
- 1/4 cup Ritz cracker crumbs
- 1 tsp. sriracha sauce (not chili sauce)
- 1/3 cup canned crushed pineapple, well drained with
- 2 Tbsp. juice reserved, divided
- 1 lb. fresh crab meat, well picked over
- 1/4 cup finely chopped red peppers
- 2 Tbsp. finely chopped red onions
- 1 tsp. finely chopped fresh jalapeño peppers
- 1 tsp. seafood seasoning
- 2 eggs, beaten
- 50 RITZ Crackers, finely crushed, divided
- Oil for frying

DIRECTIONS

1. Mix first 3 ingredients until blended. Stir in pineapple juice.
2. Combine crushed pineapple with next 6 ingredients; stir in 1 cup cracker crumbs.
3. Refrigerate sauce and crab mixture 1 hour.
4. Shape crab mixture into 42 (1" balls); coat with remaining cracker crumbs.
5. Heat 1" of oil to 350°F in medium saucepan on medium-high heat. Add crab balls, in batches; cook 2-2 1/2 minutes, or until golden brown. Remove from pan with slotted spoon; drain on paper towels.
6. Serve crab balls with the mayonnaise mixture.

2020

ShopRite

Año Nuevo
Three Kings Day
Ash Wednesday
Palm Sunday
Good Friday

Easter
Memorial Day
Independence Day
Labor Day
Hispanic Heritage Month

All Saints Day
Day of the Dead
Thanksgiving Day
Noche Buena
Christmas Day

JANUARY - ENERO
Sun Mon Tues Wed Thur Fri Sat
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

FEBRUARY - FEBRERO
Sun Mon Tues Wed Thur Fri Sat
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MARCH - MARZO
Sun Mon Tues Wed Thur Fri Sat
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APRIL - ABRIL
Sun Mon Tues Wed Thur Fri Sat
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MAY - MAYO
Sun Mon Tues Wed Thur Fri Sat
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

JUNE - JUNIO
Sun Mon Tues Wed Thur Fri Sat
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JULY - JULIO
Sun Mon Tues Wed Thur Fri Sat
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AUGUST - AGOSTO
Sun Mon Tues Wed Thur Fri Sat
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SEPTEMBER - SEPTIEMBRE
Sun Mon Tues Wed Thur Fri Sat
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OCTOBER - OCTUBRE
Sun Mon Tues Wed Thur Fri Sat
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

NOVEMBER - NOVIEMBRE
Sun Mon Tues Wed Thur Fri Sat
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

DECEMBER - DICIEMBRE
Sun Mon Tues Wed Thur Fri Sat
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

MOON PHASES: ○ New Moon ◐ First Quarter ● Full Moon ◑ Third Quarter

New Year's Eve Traditions

¡No te Olvides!
Don't Forget!

ShopRite

Lista de Compras Shopping List

- Sprinkle Some Sugar Outside
- Eat 12 Grapes at Midnight
- Throw a Bucket of Water Out
- Take Your Luggage for a Walk
- Buy a New Broom
- Bread Huevos Milk Frijoles

Holiday Booklet was developed with the Hispanic target in mind from recipe selection to look and feel and language. These booklets were provided in-store at ShopRite and were told they were overwhelmingly picked up with a coupon redemption at about ~ 10%

WAKEFERN RESULTS

WAKEFERN BY THE NUMBERS*

- 7 Year Partnership
- 690+ Campaigns (over 15K placements)
- 441K+ New Social Followers
- 14+ Million Clicks
- 182+ Million Completed Video Views
- 213+ Million Engagements
- 627+ Million Social Impressions FB is 502M
- 1+ Billion Impressions Served
- Video Completion Rates (VCR) rates highly increased in effectiveness from 2018 to 2019 Fiscal (from 54% to 77%) with consistent efficiency for CPCV of \$0.05

SOCIAL
CAMPAIGNS
ENGAGEMENTS
CLICKS
IMPRESSIONS
VIEWS



*As of April 2020

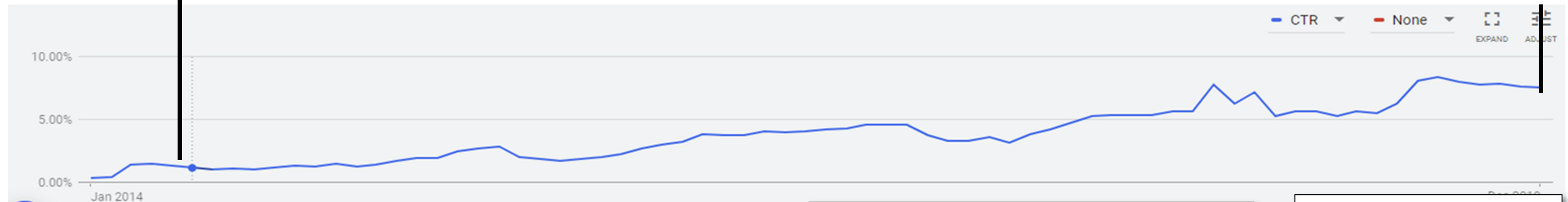
THE COLLECTION:

PAID SEARCH + SOCIAL + DISPLAY

Pre-MG CTR 1.45%
(Feb 2015)

Current CTR 7.6%
350pt+ increase

SEARCH CAMPAIGN TREND FROM 2014-2019



MethodGroupe's relationship with The Collection over 5 years ago with just taking over Paid Search campaigns across 8 luxury brands and after a full audit have grown to include a holistic methodology of display and social driving from engagements to leads.

Paid Search increased by 615 points due to our consistent optimizations and improvement to relevancy scoring and campaign structure changes. Today our average CTR is over **7.5%**, inclusive of competitor campaigns which tend to have a lower CTR. Additionally, call volumes have increased by 616% since 2015!

Social launched in 2018 and has contributed to **20%** of all lead generation for display.

THE COLLECTION
 Sponsored ·

Like Page

Lease packages starting at \$499/mo. Click "Sign Up" for more information on this offer.

Lease the 2018 Macan | \$499 /MONTH | 39 month lease | Excludes any title, registration, license fees, insurance, maintenance and dealer fees

Lease the 2018 Macan
2018 Macan from only \$499/mo.

Sign Up

Reserve your 2020 Q5 today.

2020 Audi Q5 2.0T Premium Quattro

Lease From **\$404***
per month for 36 months

THE COLLECTION
— Experience More —

*see dealer for details



MethodGroupe Credentials 2021



H.I.G. CAPITAL: SITE BUILD + HOSTING + MANAGEMENT + EMAIL MKTG

MethodGroupe created through concept a customized database solution with over 30 sites in 6 languages under the umbrella brand of H.I.G. Capital, a middle-market private equity firm. Currently managing, hosting and daily updates to all content for the past 11 years.

All of the sites are on a dedicated server and have 24 hour monitoring. The site was created with SEO best practices to achieve optimal search results for the brand and sub brands.



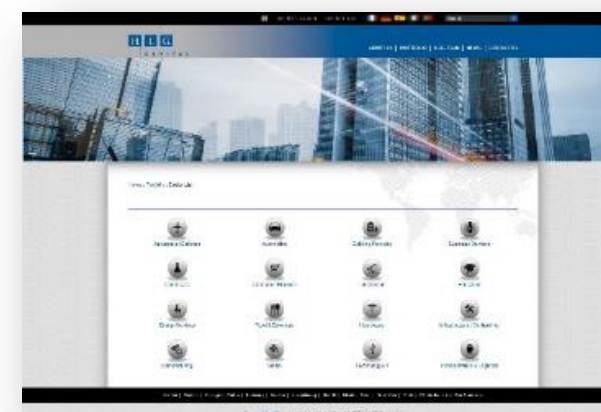
CENTRAL HUB



OVERVIEW PAGE



NEWSFEED PAGE (SEO)



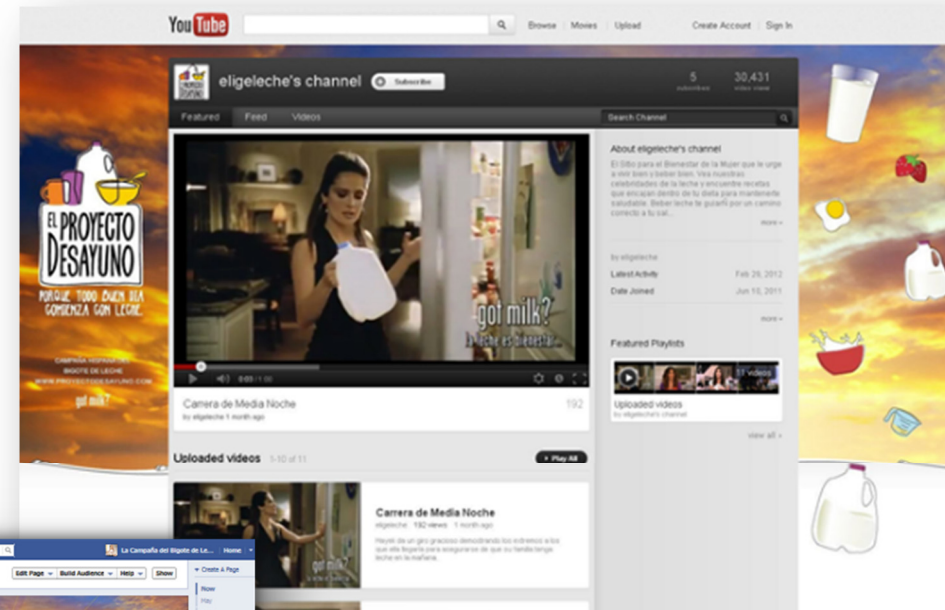
SECTOR NAVIGATION

[HTTP://WWW.HIGCAPITAL.COM](http://www.higcapital.com)

U.S. DEPARTMENT OF AGRICULTURE: MILK

STRATEGY + SOCIAL/PR + DIGITAL ADVERTISING

The Bigote de Leche (Milk Mustache) Breakfast Project Campaign, part of the “Got Milk?” campaign, aimed to improve nutrition through a balanced breakfast that includes milk. Targeting Hispanic moms, we communicated milk’s nutritional science in emotional, relevant and fun ways across social media, print and TV.



U.S. DEPARTMENT OF INTERIOR: DISCOVER THE FOREST WEBSITE REDEVELOPMENT



ENGLISH
HOMEPAGE



SPANISH
HOMEPAGE

This website was originally created using what had become an outdated format by the Ad Council.

MethodGroupe was tasked to reconstruct the framework to showcase the current best practices encompassing a new structure in order to increase speed to add new individual interactive modules. The site was also converted into Spanish and included social integration populating in real time.

SOUTHEAST TOYOTA: TUNDRA

US HISPANIC TV + DIGITAL + VIDEO + WEB

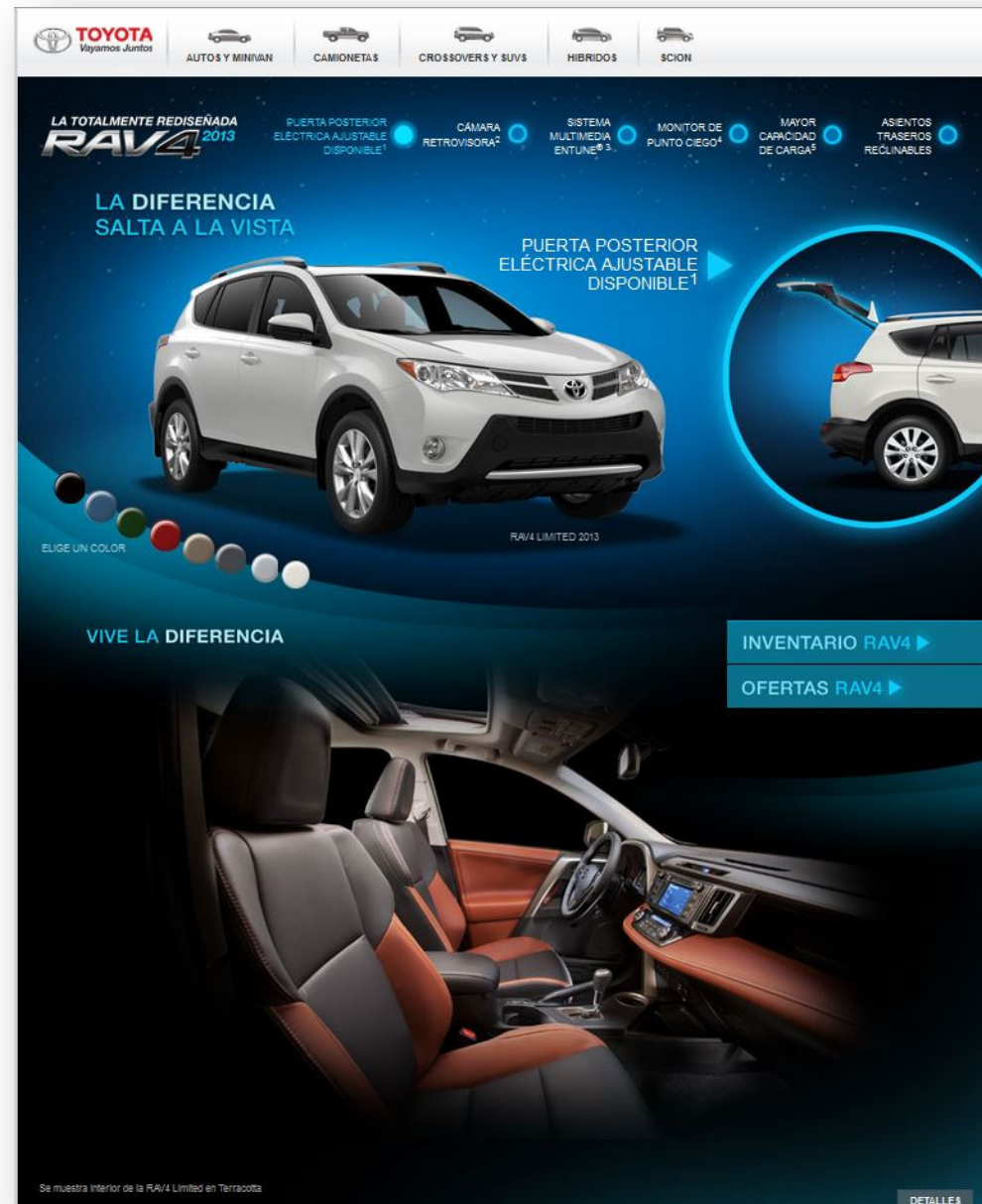
The Full Size Pick Up (FSPU) segment among Hispanics is consistently one of the largest volume segments. In the general market, a truck's main purpose is hard-work capabilities and secondarily for recreation. Hispanics have a deeper relationship with their trucks; the truck serves for both work/recreational purposes and also as a family vehicle.

For a Hispanic man, his FSPU is a reflection of himself: people depend on him so he needs a dependable, reliable and solid truck. In this all-important category, domestic trucks – Ford and Chevy primarily – have dominated Hispanic truck sales. This campaign is a series of executions for a range of models, where Toyota demonstrate the benefit of distinct features to Hispanic men.



SOUTHEAST TOYOTA: RAV4

US HISPANIC WEB WITH IFRAME MODULES



These iFrame Modules were created and supported on the MethodGroupe servers, independently from the Toyota website. When the section is called up on the Toyota website, it is ported seamlessly into the iFrame on the site.



LA CARRETA:

PACKAGING + BRANDING + BROCHURE

MethodGroupe created La Carreta logo design and design of packaging for Cuban coffee and croquetas (for retail sale) for this Cuban restaurant and Miami staple. We also designed logo and signage and provided branding recommendations for Florida International University campus location of La Carreta, conducted research into targeting millennials and millennial interest in premium espresso coffee for La Carreta Cuban espresso



Premium CROQUETAS

LA CARRETA
CUBAN KITCHEN - COCINA CUBANA - EST. 1976

- Classic "abuela" style recipe
- Premium ingredients with no fillers
- Bigger, fuller than most croquettes
- Breaded and seasoned to perfection
- Established brand with a great reputation
- Easy to store, simple to prepare

Sysco

Experience the taste of **Miami's Famous Croquettes**

La Carreta® restaurant has been serving its famous croquettes in Miami for almost 40 years. These celebrated staples of Cuban cuisine and culture are made from an authentic abuela (grandma) style recipe, using premium ingredients and seasoned to perfection. Whether it's breakfast, lunch or dinner, this tasty treat is enjoyed by everyone, year round!

Cod Chicken Ham

Quantity: 108 per box

FLAVOR	QTY	UNIT	SUPC
Ham (Jamón) Croquetas	108	1 Box	4601326
Chicken (Pollo) Croquetas	108	1 Box	4601195
Cod (Bacalao) Croquetas	108	1 Box	4601250

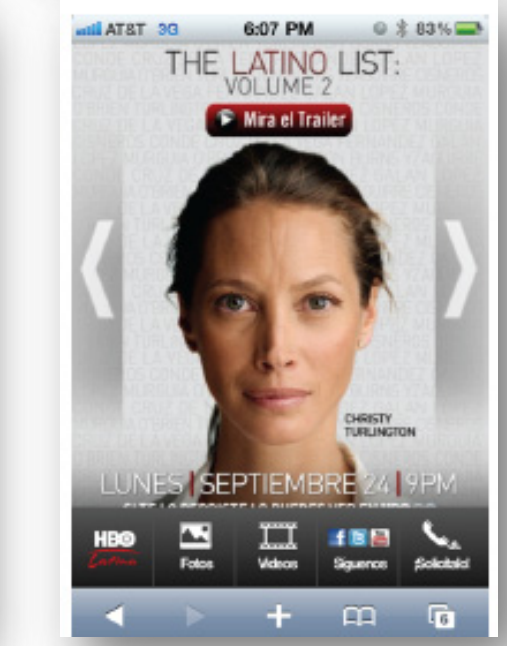
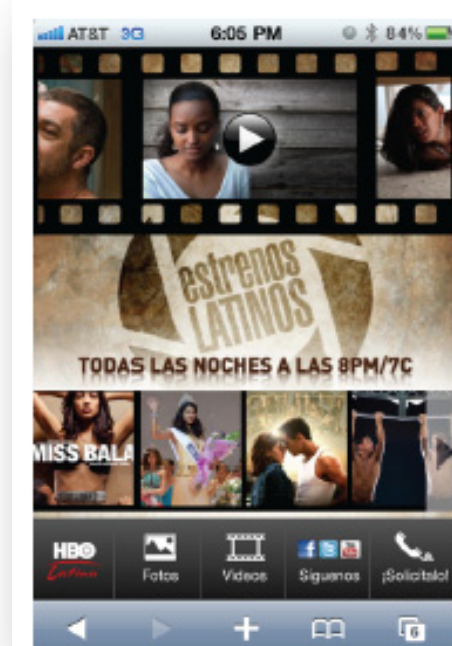
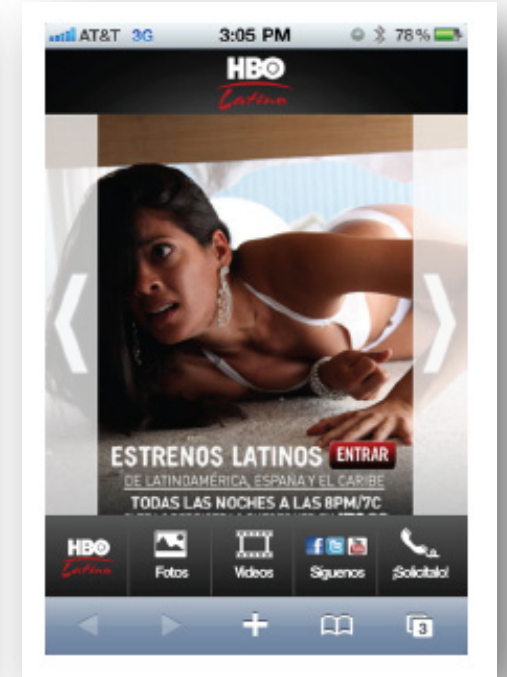


LA CARRETA					
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HBO GO LATINO: MOBILE SITE

Created a mobile microsite for HBO GO updated seasonally. This allowed users to view schedules, trailers, social integration, images and videos of actors.

Complete revamp of functionality and format to create a better user experience with the brand.



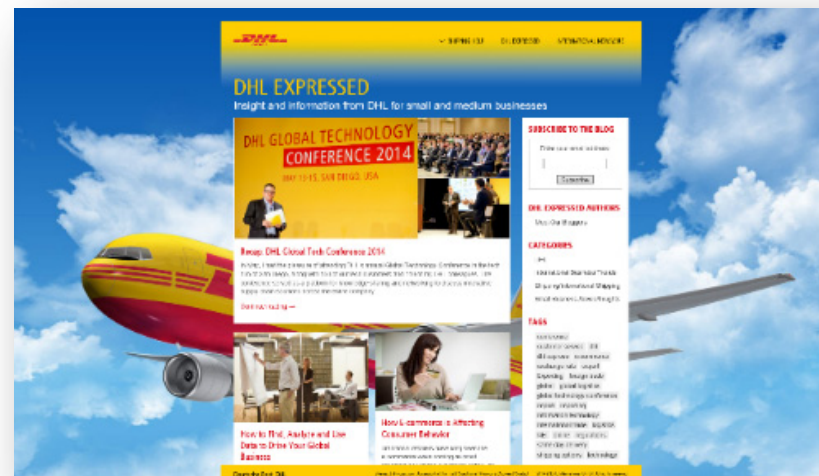


MAIN HOME PAGE

DHL: MICROSITE INTEGRATION

Microsite development to include B to B Connectivity for the DHL Shipping Support Center.

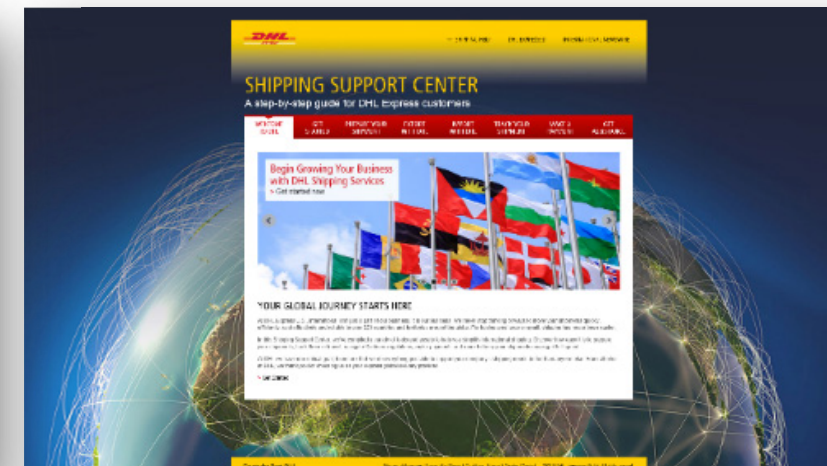
MethodGroupe created site architecture, navigation functionality, programming and mobile responsiveness. We also manage all traffic to the site and maintain all server software updates on a dedicated server. This site contains more than 500 unique pages that allow users to isolate specific information for their needs. A custom CMS (content management system) was developed to manage updates to the site.



BLOG



NEWS



SHIPPING CENTER

<http://goglobal.dhl-usa.com>

MAGEFESA: EXPERIENTIAL



Magefesa Cookware was challenged by getting into the US market and asked MethodGroupe to develop an idea to stimulate response and interest with retail buyers.

We created a unique approach to gain interest from buyers by celebrating the rich history (60+ years) of the brand and traditions of the Spanish culture.

Custom, authentic package design as a gift to store or department managers

Gift of olive oil from Spain which highlights the unique/local flavors

Brochure that tells the story of the history of the brand

THANK YOU!