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## EL EQUIPO / **The Team**

This is not your run-of-the-mill snack factory, nor your mainstream corporate office. Truco Enterprises is a unique, highly focused organization, permeating a spirit of individual drive and passion. Strange as it sounds, wherever you look in the Truco organization, there is a palpable feeling of shared responsibility, and an almost tangible force driving members and the company to succeed.

Here's what you will find:

### **Unrelenting Brand Value**

The trademark of a brand is its focus - does it consistently deliver the absolute best quality possible to the consumer every time? The Truco team has been characterized for over fifteen years as unrelenting arbiters of quality and profitability, of accepting nothing less than the best, and of providing the consumer with a product they can be proud to snack on.

### **Personal Integrity**

Team members realize that a brand is a set of promises, and promises don't mean much without honesty and integrity backing them up. Truco tells consumers that their products are the best they can be, and means it. All team members - from the supply chain to the office of the President - take personal responsibility for their actions, looking forward to eliminate problems before they happen and making each individual product a consistent, delicious value to the customer.

### **Ingenuity and Perfection**

Truco stands as a proud monument to years of clever, strategic business policies. A corporate belief in "the best idea at the table wins" has inspired a unique team, whose members are often characterized as "bold", "problem solvers" and "insatiable perfectionists".

### **A Drive to Succeed**

Although Truco is a relatively small company, the Truco team has cast a large shadow upon its mainstream competitors over the past decade, due in large part to the fact that its leadership and team members individually take personal responsibility over the brand, pushing themselves (and by extension, their company) to succeed. But it's more than just doing a good job in the office; the Truco organization inspires its workers to "push" to make things better - to find the best flavor, a better supply chain, the ultimate packaging, etc.

In short, the Truco Enterprises is a company that fosters in its employees the concept that ideas and personal growth are always fresh. And as one of the country's top providers of premium-branded Southwest/Mexican foods and beverage products, you can only expect that its attention to its core philosophies will be born out by its final product.