

Peruvian ginger enters Guatemala for the first time

Detail Introduction :

Peruvian fresh ginger, whose exports rose to 84.8 million dollars in 2021, entered Central America for the first time through the Peruvian company S&M Foods, which managed to export two containers of the product to the Guatemalan market.



"With such an auspicious first delivery, it is expected that the ginger will have good projections in this market," said Isabella Nieto, commercial executive of S&M Foods Peru.

The company already ships other Peruvian products to Central America, with dried peppers being the first to arrive in this continental area. Likewise, ancho chili and paprika are already for sale in Guatemala.

The Commission for the Promotion of Peru for Exports and Tourism (Promperú), indicated that since trade missions to Central America began, since it was a regional market little explored by Peruvian companies despite its great potential, for the channel made up of hotels, restaurants and catering (horeca). As a result of these actions, shipments to countries such as Costa Rica, the Dominican Republic, Panama, among others, have increased, which allows not only to diversify markets but also products.