



## AYALA TRADE GROUP

### Strategic Partner for Global Beverage Manufacturers Brazil | Beverage Route-to-Market Specialist

#### WHO WE ARE

Ayala Trade Group designs and deploys high-performance, replicable route-to-market operations in Brazil for global beverage manufacturers.

Our platform is built within globally audited operating systems, combining disciplined execution, governance, and scalable market entry capabilities.

We currently support over 1,600 active customers, maintaining more than 90% monthly purchasing consistency, through structured sales, logistics, and in-store execution teams operating under international execution standards.

#### KEY CREDENTIALS

Leadership experience developed within the Coca-Cola FEMSA operating system.

Replicable route-to-market model for premium beverage brands

Capability to deploy full distribution and execution structures in major Brazilian markets

Award-winning execution KPIs in beer category performance

#### POSITIONING STATEMENT

“Ayala Trade Group designs and deploys structured distribution platforms that enable global manufacturers to establish scalable, compliant, and high-performance market presence in Brazil.”



#### RECOGNITION

Recognized for operational excellence within the Coca-Cola FEMSA Brazil system.

## CAPABILITIES & DEPLOYMENT MODEL

### EXPANSION CAPABILITY FRAMEWORK

#### Market Deployment Structure

End-to-end route-to-market structure including warehousing, owned-fleet logistics, sales force, trade execution, KPIs, and governance.

#### Execution Methodology

Execution methodology developed within Coca-Cola FEMSA and Heineken global standards, ensuring discipline, auditability, and brand integrity.

#### Pilot Market Entry Program

Structured six-month pilot program designed for international brands entering the Brazilian market, enabling controlled deployment and scalable expansion.

### OPERATIONAL CAPACITY SNAPSHOT

**~95,000 km/month**

Logistics operations (YTD average)

**~25,000 km/month**

Field sales execution

**~350 pallets/day**

Owned fleet daily handling capacity

**19 cities**

Active operations (pilot deployment platform)

**12 categories | 90+ brands | 500+ SKUs**

Unified governance execution

**~14% YoY beer volume growth**

Supported by structured execution and governance standards

### EXECUTION ENVIRONMENT & GOVERNANCE

Dedicated sales, supervision, and in-store execution teams operate under Coca-Cola FEMSA and Heineken merchandising and execution standards, ensuring consistent, compliant, and high-quality market execution.

Operations are designed under governance, compliance, auditability, and reporting standards expected by global beverage manufacturers, with annual operational audits conducted under the Coca-Cola FEMSA Excellence Program.

*“We do not operate opportunistic, short-term, or non-compliant distribution models.”*

*Execution experience developed within globally audited manufacturer systems*



AYALA TRADE GROUP

**Wellington AYALA**

Founder & Executive Director

Ayala Trade Group