

# History of Productos Lácteos Sanbuena

A Trajectory of Tradition  
and Evolution.



# 1970

It all began in 1970 in the picturesque Campo 51 in Namiquipa, Chihuahua, when the Hiebert family decided to go on an exciting adventure.

In that place, they gave life to Quesería Santa Clara, where they focused on making the iconic **Chester Wheel Cheese 9 kg.**



This carefully produced cheese was destined primarily for the Sinaloa market and was marketed by the Redecop family, thus establishing its roots in the heart of Mexico's dairy industry.

**The beginnings in Namiquipa, Chihuahua.**





# 1989



The changes of hands and the continuous evolution.

Over the years, Quesería Santa Clara changed hands several times, allowing its constant growth and evolution. During the 1980s, the Voth Martens family took over. In 1989, the cheese factory assumed the name "**Quesos Finos Santa Clara**" under the new management of the **Doerksen Friesen** family.

# 1997



The 1990s marked a significant milestone for the cheese factory since, in 1997, the **Doerksen Voth family** took over the reins and transformed the company into: "**Quesos Finos Santa Clara de Namiquipa.**" Under this direction, the company continued to grow and strengthen its presence in the national market.





# 2000

## The 21st century: expansion and development.



With the beginning of the new millennium, Quesos Finos Santa Clara experienced a bold expansion phase. In 2000, they were established in various parts of Mexico. Although some expansions, such as those in the Cities of Chihuahua and Coahuila, turned out to be quite a challenge, in others, they were resoundingly successful. The case of Mérida, Yucatán, stands out, where the company successfully established itself and gained local consumers' trust.



# 2008 - 2019

The company continued its march towards success; in 2008, a warehouse opened in La Central de Abastos of Mexico City. This foray into the nation's capital allowed the variety of products to reach an even wider audience. The expansion did not stop there since, in 2015, a branch opened in Cancún, Quintana Roo.

In 2017, they changed their name to the current **Productos Lácteos Sanbuena**.

In 2019, growth followed the city of Toluca, State of Mexico, expanding its reach from the Caribbean shores to the northern border.



# 2020

## Challenges and consolidation.

In 2020, Productos Lácteos Sanbuena is already firmly established in its markets, having overcome various challenges throughout its history. With the unwavering commitment to quality and innovation, the company invested substantially in modern equipment and new product development to diversify its offer and explore new markets; such is the case of Tijuana, Baja California.







By 2023, Productos Lácteos Sanbuena has evolved exceptionally, becoming a group of companies comprising seven entities inside and outside Mexico. With the **SQF** Food Safety Code, **KOSHER**, and other quality certifications, the company has become a leader in the national dairy industry and is actively involved in exports, bringing Mexico's authentic taste to everyone's palates.

# 2023

## A Group of companies on the horizon.

CERTIFICATE OF REGISTRATION



**PRODUCTOS LÁCTEOS SANBUENA S.A. DE C.V.**

Km 26 Carretera Cuauhtémoc – Alvaro Obregón No. 2556, Col. Manitoba, C.P. 31613, Cuauhtémoc, Chihuahua, México.

is registered as meeting the requirements of the  
**SQF Food Safety Code**  
for Food Manufacturing, Edition 9

*Scope of registration (Food Sector Categories and Products)*  
10. Procesamiento de lácteos: Quesos, derivados lácteos, quesos análogos, suero nanofiltrado y crema.  
10. Dairy Food Processing: Cheeses, dairy products, cheese analogues, nanofiltered whey and cream.



Date of Audit: May 04, 2023  
Date of Next Recertification: May 21, 2024  
Date of Decision: 16 JUN/23  
Date of Expiry: 04/AGO/24  
CERTIFICATE NUMBER: 58993

*[Signature]*  
Authorized by Director

*[Signature]*  
Issuing Office Technical Operations Manager



Global Standards, LLC, P.O. Box 10277, San Antonio, TX 78210, USA  
Global Standards, S. de RL de CV, P.O. Box 400, San Antonio, TX 78210, USA



### ORTHODOX UNION

LETTER OF KOSHER CERTIFICATION

40 FORTY-FIFTH STREET / NEW YORK, NY 10018 / 212.645.4341 / KOSHERLETTERS@OU.ORG / OROSHER.ORG

May 27, 2023

1 of 1

This is to certify that the following product(s) prepared by  
**Productos Lácteos Sanbuena S.A. de C.V., Km 26 Carretera Cuauhtémoc Alvaro Obregón, Cuauhtémoc, Chih. 31613 MEXICO**  
at the following facility(s) are under the supervision of the Kashruth Division of the Orthodox Union and are kosher as indicated below:

**Productos Lácteos Sanbuena S.A. de C.V., Km 26 Carretera Cuauhtémoc Alvaro Obregón, Cuauhtémoc, Chih. MEXICO**

Product Name	UKD-ID	Status	Certification Requirements
Brand: Sanbuena • Milk Cream	0UD4-8E97B19	Dairy	Certified when bulk shipped in OU approved carriers.

Use of the OU trademark must comply with the terms set forth in a written agreement with the Orthodox Union. Any other use of the OU trademark is not authorized.

*[Signature]*  
Rabbi Menachem Genack, Rabbinic Administrator, CEO

This certification is valid through 06/30/2024  
Page 1 of 1





The history of Productos **Lácteos Sanbuena** is a testimony of several generations' resilience, vision, and commitment. From its humble beginnings in the Namiquipa countryside to its current position as an industry-leading group of companies, the company has faced challenges and capitalized on opportunities, always maintaining its passion for quality and excellence in the products it manufactures. In the future, the company is ready to face new horizons and continue to share its Mennonite tradition of authentic flavors with the world.

# Thank you!