

Musmanni celebrates 123 years, reaffirming the quality of Costa Rican's favorite bread

- **Bread remains a staple on Costa Rican tables as Musmanni celebrates 123 years of quality, safety, and innovation.**

Bread continues to be one of the most consumed foods in the daily diet of Costa Rican households, reaffirming its nutritional, cultural, and social value. In this context, Musmanni commemorates 123 years of history accompanying the evolution of this habit with a permanent focus on quality, safety, and responsible innovation.

According to the National Institute of Statistics and Census (INEC), salted bread represents **3.77% of total food consumption** in the country's households, positioning itself as one of the most relevant categories in the national diet, along with products such as meat and dairy. Its daily presence—whether accompanying *gallo pinto* for breakfast, as a snack, or as a complement to main meals—reflects its versatility and deep roots in Costa Rican culture. In addition, bread stands out for being an accessible and extremely versatile food: a single loaf can feed several people and be enjoyed in many ways, from fresh or toasted to more elaborate preparations, making it an ideal accompaniment to everyday meals.

A tradition that evolves with consumers

For more than a century, Musmanni has evolved hand in hand with the needs and preferences of consumers, integrating baking tradition with world-class technology and continuous improvements in its formulations.

This evolution also responds to trends identified by the brand, which highlight a growing preference for products that combine flavor, freshness, nutritional value, transparency in processes, and high food safety standards. Consumers are increasingly looking for reliable foods that are produced using responsible processes and provide a balance between enjoyment and well-being. Beyond its cultural value, bread is recognized as an important source of carbohydrates, essential nutrients that provide energy to the body and play a fundamental role in a balanced diet, reinforcing the importance of continuing to innovate.

In response to these behaviors, Musmanni has optimized its recipes to offer products that are:

- Low in saturated fat and total fat in specific categories
- Cholesterol-free
- No added sugars in selected products
- Rich in fiber, protein, and iron

These improvements are backed by a rigorous selection of raw materials and processes designed to ensure consistency, freshness, and safety in every product. *"Reaching 123 years represents an opportunity to recognize the cultural value of bread in people's lives, but also to reaffirm our commitment to quality, safety, and continuous improvement. We are constantly evolving to meet current expectations, keeping the consumer at the center of every decision,"* explained José Pablo Murillo, Musmanni's Retail Marketing Manager.

Commitment to safety and operational excellence

The quality and safety of Musmanni bread are backed by high-tech production processes and international food safety standards.

The bread is manufactured at the Retail Plant using an automated **Mecatherm** line, with a capacity to produce up to 5,000 loaves per hour. The process includes kneading, shaping, and deep-freezing the raw dough, a technology that preserves the product's sensory characteristics until it is fermented and finally baked at the point of sale, ensuring freshness and consistent quality.

In addition, the plant is certified by the **BRC Food Safety Global Standard** with an **AA rating**, one of the most demanding standards worldwide in terms of food safety. This certification validates compliance with rigorous controls at all stages of the process, from the selection of raw materials to final distribution.

The value chain incorporates traceability, quality control, and operational management systems that ensure each product meets the highest levels of safety, consistency, and reliability.

The brand has 245 stores throughout Costa Rica (data updated to 2025).