



FUEL YOUR ADVENTURE

maskorima.com





OUR STORY

Born in the Copper Canyons, we are an endurance athlete nutrition company that bridges two distinct cultures: the Raramuri (those who “Run steep” or the “light footed ones”) of Northwest Mexico and trail runners of the American West. Together, we produce natural, healthy, generational proven products that bring wealth, benefits and empowerment to our Raramuri friends.

Korima is the cornerstone of the Raramuri Society. Literally translated it means ‘circle of sharing’. Communities who follow this simple rule emphasize relationships and global well being. We think it’s a beautiful thing and we think you will too.

OUR TEAM

Runners, Hikers, Outdoors
Enthusiasts, Six-Leg
Athletes, Nature Lovers...

There are lots of names for
folks like us, but the one we
think fits best - Family



OUR PRODUCTS

Andale!

Animo'

Korimalitas

Mas Korima Gear

Raramuri Handmade Crafts



OUR INGREDIENTS

Pinole: heritage roasted maize with a low glycemic spike that helps eliminate sugar crashes

Chia: a true super seed with Antioxidants, Omega-3 fatty acids and many micronutrients

Omnimin: a natural dried sea mineral concentrate from the Great Salt Lakes of Utah

Amaranth: native to the Sierra Madre, a nutrient dense high mineral ingredient that gives a natural sweetness to our bites





Product Details

All of our Products are 100% natural. There are no preservatives, artificial ingredients, processed sugars or chemicals

Andale!: Heritage Pinole and Organic Chia mix in its simplest and most pure form – fueling endurance athletes for generations.

Animo': The first athlete fuel created for those that are “Born to Run Together”. Animo' is a healthy, gluten-free nutrition perfect for people and their furry running companions to share. Each bite is just 22 calories and has only a half-gram of sugar. Made with Pinole, Chia, Amaranth and Peanuts.

Korimalitas: At 100 Calories per wrap these super tasty Pinole bites are an excellent alternative to gels and chews. Providing a nice even energy release that is easy on the stomach and a healthy on-the-go 'real food' option.





ANIMO
BORN TO RUN... TOGETHER

Planned 2018 New Products and Packaging



- 🦋 Retail Sampler. A box that includes three servings each of the current Mas Korima product line (Andale!, Animo', Korimalitas).
- 🦋 Small (10-14 servings expected) box of Korimalitas and Animo'. Animo' in small packaging to be serving size wrapped for 'on the go'.
- 🦋 A Gel offering(s). A limited variety of all-natural ingredients continuing the focus of bringing the nutrition of the world's greatest endurance running culture to a greater audience. Iskiate (Chia Fresca) with Agave formulas.
- 🦋 Individual Andale! Flavors packets. Small 6-12 serving size 'flavor packets' that can be added to an Andale! serving to provide an alternative to the base product.
- 🦋 Born to Run Together Branded product offerings in line with Running with dogs and an active lifestyle that includes dogs.



We think our products will make a great addition to your Store. Here is why

- The first and only products that utilize Heritage Pinole, the preferred fuel of the world's greatest endurance running culture.
- Animo' is the first athlete fuel designed and created for two, four, and six leg athletes. This could bring an additional audience (those who run, hike, bike, with dogs) into your store!
- Andale! is one of the only products that is also a great addition to regular pre and post activity meal cooking. Mas Korima provides many recipe ideas for the customers; from morning pre-run waffles or smoothies to evening healthy pizza and everything in between!
- Mas Korima has sharable content (images, video) to support your social media. Beautiful imagery of the Barrancas, and our Raramuri friends running, as well as of those 'Born to Run Together (runners and their dogs).
- We have many creative visual Point of Sale display options and promotional items coming to help capture the imagination of your customer. Special holiday and other promotional items for end customers!
- We do not allow any undercutting sales on Amazon or any other similar online platform. Our internal websites always maintain retail costs.
- Wholesale costs delivered (cases) priced near or better than half of suggested retail.
- Mas Korima is founded and ran (pun intended!) by Endurance Athletes who care deeply for our community. The founding principle is Korima (giving without expectation of return). We conduct all aspects of our business with this founding ethos.
- We offer a 100% satisfaction guarantee to your end customer.



Mas Korima Wholesale Pricing

Specialty Stores					
Products and Bundles	Retail Price	Units	Retail Price	Wholesale Shipped	Store Margin Shipped
Korimalitas	\$17.50	12	\$210.00	\$115.00	45.00%
Andale!	\$24.50	15	\$367.50	\$185.00	50.00%
Animo	\$14.95	20	\$299.00	\$150.00	50.00%
All Case Bundle	\$14.95	47	\$876.50	\$425.00	51.00%
Sampler Large*		19	\$375.75	\$195.00	48.00%
Sampler Small**		9	\$170.85	\$100.00	42.00%

* Sampler Large = 6 Korimalita, 8 Andale!, and 5 Animo'

** Sampler Small = 3 each Korimalitas, Andale!, Animo'

COMING VERY SOON

- 👉 Sampler Box – Three servings of each of current Mas Korima products.
- 👉 Small Box Korimalitas (10-13 servings expected)
- 👉 Small Box Animo' (10-13 servings expected)



Fuel Your Adventure

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THANK YOU!

www.maskorima.com