

CASE STUDY: FIESTA CHARRAS GROUP

TECHNOLOGY THAT HAS ELUDED THE INDUSTRY FOR DECADES.



TECHNOLOGY THAT HAS ELUDED THE INDUSTRY FOR DECADES, IS NOW HERE! FIESTA CHARRAS GROUP IS ENJOYING THE BENEFITS.

Founded in 1982, Fiesta Charras Group is a leading producer of tostadas and other foods. Distributed throughout the United States, Canada, Mexico, and Central America, Charras brand foods include 16 varieties of fried and baked tostadas, plus tortilla chips, salsas, and extruded snacks system for masa production at its Tostadas Charras plant.

Fiesta Charras recognised the benefits of Masa Maker, and adopted the system for masa production at its Tostadas Charras plant.

“We are always looking for products that surprise our customers in both innovation and quality, and this system has helped us to lower production costs and become more productive in our processes without neglecting quality,” explains general director, Raul Leal.

“We are always looking for ways to improve and exceed the expectations of our customers,” he adds. “Masa Maker has helped us succeed in both areas.”



ABOUT HEAT AND CONTROL

BENEFIT FROM OUR GLOBAL EXPERIENCE

HEAT AND CONTROL is a world leading equipment manufacturer of food processing and packaging systems.

Our global team can support you with equipment demonstrations, engineering and applications assistance, project management, installation, training, service and spare parts support wherever your plant is located.

PROCESSING, PACKAGING AND INSPECTION

Turnkey solutions offering a single source of supply

Being a single source supplier allows us to provide holistic solutions designed and manufactured specifically to meet the requirements of each individual customer now and in the future.

In order to provide our customers with the best solutions, we work with the world's leading inspection equipment manufacturers, including Ishida and CEIA.

With a team of expert engineers and service technicians, we partner with our customers every step of the way, from design, to onsite training, as well as future servicing and maintenance. Our thought leadership within the industry and ability to provide solutions for all steps of the manufacturing process ensures our customers have the highest level of flexibility, investment security, consistency, and success.

