

TATAKUA

ARTISANAL ALFAJORES FROM PARAGUAY

A colorful expression of Paraguayan flavor, craft and identity.

Who are we

Tatakua is a Paraguayan alfajor brand built around one idea: transform a beloved South American classic into something distinctive, giftable and unmistakably its own. The brand combines artisanal recipes, unexpected flavor combinations and bold, colorful presentation.

From its production facility in Asunción, Tatakua creates alfajores that celebrate Paraguayan ingredients, culture and design. Its identity is proudly local, warm, creative and made for sharing. While its premium presentation gives the product strong appeal for gifting, specialty retail and discovery.



Gold - Best Packaging
2026 World Championship



Silver - Best Simple Alfajor
2026 World Championship



Bronze - Best Dark Chocolate Coating
2026 World Championship



Gold - Best Packaging
2024 World Championship

Awards from the Alfajor World Championship.

From Paraguay to the United States

Our goal is to introduce U.S. consumers to Tatakua and give greater exposure to an internationally recognized alfajor brand.

An award-winning Paraguayan alfajor, now coming to the U.S. Tatakua combines exceptional quality, craftsmanship, and distinctive presentation. At the 2026 Alfajor World Championship, Tatakua earned Gold for Best Packaging, Silver for Best Simple Alfajor, and Bronze for Best Dark Chocolate Coating, building on its 2024 Gold for Best Packaging.

25

Alfajores per box

5

Signature Flavors

775 g

net wt. / 27.3 oz

\$1.4

Cost per Alfajor

\$2.5

Suggested
Retail Price

THE ASSORTMENT



ALFAFROLA

Guava jam



ALFANUT BLANCO

White Hazelnut cream



ALFARON

Rum dulce de leche



MANÍ

Peanut butter



ALFANUT

Hazelnut + chocolate

Five flavors. One distinctive assortment.

Bite-size artisanal alfajores with bold fillings and contrasting coatings.



ALFAFROLA

GUAVA JAM

White chocolate-flavored coating

Shortbread-style cookies with a bright guava filling.

120 kcal*

per 30 g

SRP \$2.5

UPC

7842255000182



ALFANUT BLANCO

White HAZELNUT CREAM

White chocolate-flavored coating

Chocolate cookies with hazelnut cream and a creamy white coating.

161 kcal*

per 30 g

SRP \$2.5

UPC

7842255000465



ALFARON

RUM DULCE DE LECHE

Semi-bitter chocolate-flavored coating

Chocolate cookies with Paraguayan dulce de leche flavored with rum.

154 kcal*

per 35 g

SRP \$2.5

UPC

7842255000441



MANÍ

PEANUT BUTTER

Semi-bitter chocolate-flavored coating

Chocolate cookies with a sweet and creamy peanut-butter center.

148 kcal*

per 30 g

SRP \$2.5

UPC

7842255000069



ALFANUT

HAZELNUT & CHOCOLATE

Semi-bitter chocolate-flavored coating

Chocolate cookies with hazelnut-and-chocolate cream.

150 kcal*

per 30 g

SRP \$2.5

UPC

7842255000052

PRODUCT AT A GLANCE

25 alfajores per box

5 of each flavor

Store cool & dry

***Below 72 F**

Shelf Life: 6 months

Allergens: Contains wheat, egg and milk/soy derivatives. Certain flavors contain peanuts or hazelnuts. Produced in facility that processes peanuts.

*Calories reflect the supplied assortment package. Use the final approved U.S. label for retail compliance. Product details are based on the supplied 25-count package.

TATAKUA - SYSE Foods

Artisanal Alfajores from Paraguay

WHY RETAILERS STOCK IT

- Ready-to-use countertop display box
- Individually wrapped with UPC barcodes
- Shelf-stable, no refrigeration needed
- Pairs naturally with coffee
- Capture Impulse Purchases at the Register
- A unique, award-winning import

ORDERING & PRICING

Wholesale Price	\$35.00 per box
Cost per alfajor	\$1.40
SRP per alfajor	\$2.50
Retailer Margin at SRP	44%
Box contents	25 units, 5 of each flavor
Lead Time	28 Days
Master Case (boxes per case)	12 Boxes per Master Case
Master case gross weight	To be confirmed
Master case dimensions (L x W x H)	To be confirmed
MOQ	24 Boxes
Remaining shelf life at delivery	5 Months

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