
Jose Luis Cisneros Madrid

La Zarza



“ I saw an opening in the market for high-quality traditional Mexican desserts. ”

COUNTRY	Mexico
INDUSTRY	Consumer
EMPLOYEES	177
YEAR SELECTED	2013
WEBSITE	www.lazarza.com.mx

COMPANY SNAPSHOT

La Zarza makes classic Mexican desserts and pastries from the highest-quality ingredients and distributes them across Mexican states through 61 proprietary and franchise stores. The company is planning an aggressive expansion of both its geographic reach and its portfolio dessert options.
