

Intellectual Property Of Cusco's Giant White Corn

Corn history in Peru

Goes back to ancient times. Corn is a staple originary from America that grows mostly at sea level.

During the Inca expansion, the Inca Agronomy engineers begin in Moray (Cusco) a center for agricultural research of non-indigenous plants at 3500 meters above sea level. Each terrace in Moray reproduces 12 different microclimates and 20 different miniature ecological zones in the Inca Empire. Due to its sheltered environment there is a temperature differential of 15° from the top to the base. It is in Moray where this new corn variety is developed with such good results that it is harvested in the Sacred Valley of Urubamba with such good results that the myth that this corn was sacred, a gift from the Sun god (INTI) to be eaten only by the Inca and his family is originated.

Distribution Farmers and Land in the Urubamba Valley

Land	Owners	Yield
10-30 acres	06	7.5 TM x acre
05-10 acres	150	5 TM x acre
01-05 acres	2000	2.5 TM x acre
<1 acre	2844	1.5 TM x acre

Maize as a Snack in the world

The first attempt to make maize a fun food (snack) was achieved in the USA by Mr. Albert Holloway in 1936 was able to create a snack by deep-frying the Golden Iowa corn variety, which he marketed under the brand Corn Nuts.

Afterwards, in the 60's while reading National Geographic in an article of Macchu Pichu he saw a photo of the Cusco's corn, he got it delivered, made some experiments and found this corn to be the panacea of corn. In the 70's with an engineer he made a cross breeding between the Golden Iowa and the Cusco White Giant and thus a hybrid variety was developed.

In the early 70's the Japanese began their own interpretation of a snacks from the Cusco's corn, which every year accounts to 1000 Metric tons.

The Story of Señor Maiz

The beginning was when I worked in Spain. I tasted their product and although the flavor was not appealing, the size of the corn was incredible, and more when I realized the corn was Peruvian and the product well processed had potential. I remember I thought when I had time to spare I would look after this opportunity.

Fifteen years passed and I had engaged in becoming independent. The initial idea was exporting the corn in raw, but later I decided to go after the product with value added. The ideal formulation took 10 months of trial and error until it was edible.

Trade Mark

It is said that any project is divided in 10% which is inspiration and 90% which is transpiration. After having a decent formulation to begin, we began the formal part of the project with the Trade Mark, initially would be named King

Korn. My partner indicated me afterwards that the name was inappropriate to market in South America, and a more suitable name was chosen, SEÑOR MAIZ which was unregistered.

When choosing the art work we noticed in the snack section that the most common colors used were red; yellow, orange and green. We decided for the black color because we did not want to follow any trend, we wanted to create our own trend.

The distribution was contracted with a specialized company that dealt with confectionary products; mainly gourmet chocolates. Our first sale to a chain of stores were 219 units, next month was 219, the third month 1000 and so on. People began to talk about the new snack, and if they didn't recall the brand they would say the snack with the black bag.

For summer we would team making promotions with Premium beer, Cusqueña and with soft drinks, mainly Coca Cola. These promotions increased from gas stations to chain stores. We had market traction.

Thus begins the need to increase the customer with new alternatives, so we began the flavoring. The tests gave us three alternatives: Hot, Fine Herbs and Cheese. In terms of sales, Natural and Hot are close, followed by Fine Herbs and Cheese.

To improve the packing design, more changes were made, including an Inca motive, the stone of the 12 angles, a marvel of stonework and fit. A symbol of Inca hard work and passion for detail associated to Cusco's corn.