



# INTRODUCING **THE INGENIO**

## **Ingenio translated:**

Wit, Ingenuity, Creativity, Cleverness, and Innovation

## **The Ingenio defined:**

The perfect partner to grow your brand. We provide high quality, insights-oriented, cost-effective, innovative and value-added solutions which meet your needs. Our priority is to connect your brand with multicultural consumers by leveraging our relationships with local media and community organizations

## **The Ingenio's origins:**

Ingenio is the Spanish name for a Sugar Mill where the process of refining the product is on 24/7

**We are proud of our immigrant background and use our Ingenio (Ingenuity) to thrive every day. And like a sugar mill, we work 24/7 until the task is complete.**

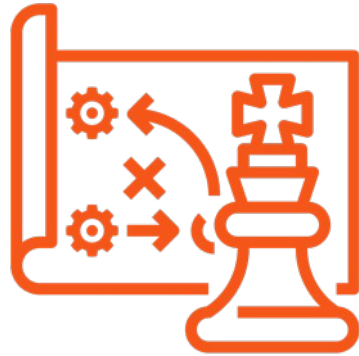
# WHAT WE DO

**Our expertise is to create meaningful engagement opportunities for brands and multicultural consumers to interact by creating targeted in-culture strategies for some of the most recognized brands today.**

- Award-winning creative campaigns
- ROI-driven culturally relevant retail activations
- Retailer-focused scale programs (multi-brand)
- Product-specific evergreen platforms



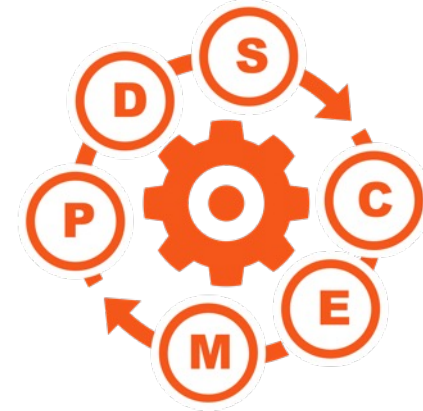
# OUR STRATEGIC APPROACH



**RESEARCH | INSIGHT  
MINING**



**FORMULATE  
ACTIONABLE  
INSIGHTS - BASED  
STRATEGY**



**IMPLEMENT  
ACROSS OPTIMIZED  
CHANNELS\***

\* Channels include: Print, Digital, Social, Consumer activations, events, mobile, etc.

# OUR SERVICES



RESEARCH & STRATEGIC  
PLANNING



AWARD WINNING  
CREATIVE & DESIGN  
SERVICES



COPYWRITING &  
TRANSCREATION  
(COPY ADAPTATION  
& TRANSLATION)



BRANDING



PUBLIC RELATIONS



WEBSITE DEVELOPMENT,  
SEO & SEM



MOBILE, ONLINE, SOCIAL  
MEDIA & EMAIL MARKETING



PHOTOGRAPHY SERVICES



AUDIO, VISUAL &  
BROADCAST PRODUCTION



TRADITIONAL & DIGITAL  
MEDIA PLANNING &  
BUYING



CONVENTIONAL, DIGITAL &  
LARGE FORMAT PRINTING.  
MERCHANDISING & CLOTHING



PACKAGE DESIGN, IN-STORE  
SIGNAGE & POS



SHOPPER MARKETING



TURN-KEY EVENTS &  
EXPERIENTIAL ACTIVATIONS



IN-STORE DEMOS &  
PRODUCT ACTIVATION

THE COMPANY WE KEEP





**PORTFOLIO**

Bringing your dreams to live is a great responsibility. Our creative will produce authentic and powerful ideas that drive the results you expect.



“AZUL PURE”  
PRINT AD  
Client: MIRA International Foods



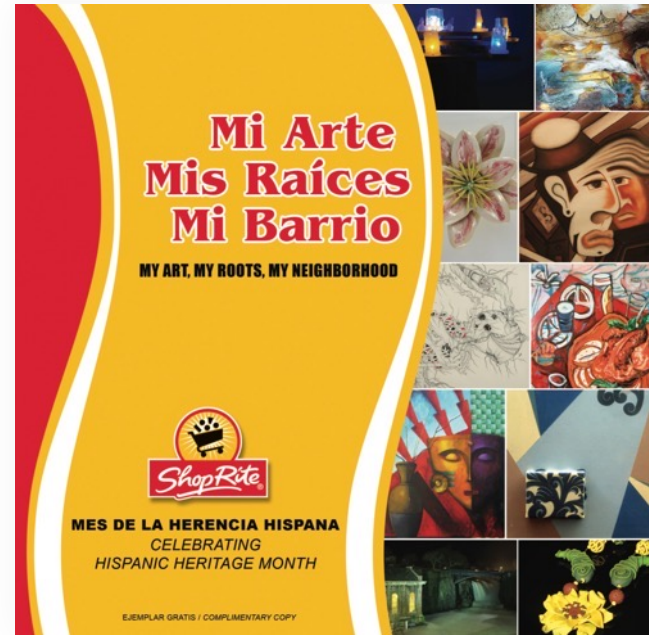
“MIS PRODUCTOS Y YO”  
MARKETING CAMPAIGN  
Client: Wakefern Food Corp



“ANNUAL TRADE SHOW”  
DESIGN / INVITATIONS  
Client: National Supermarket Association



**“HISPANIC HERITAGE BOOKLETS”  
PRINT COLLATERAL**  
Client: Wakefern Food Corporation



“MOTHER’S DAY DIRECT MAIL”  
PRINT DIRECT MAIL  
Client: Wakefern Food Corporation

CELEBRA CON **Mamá** ¡EN CASA!

CELEBRATE **Mom** AT HOME!

## Sabores y Más

Home may look a little different these days as kitchen tables turn into classrooms, quiet corners become conference rooms, and couches transform into castles...Family is still family. And our family is working around the clock to be there for yours.

**ShopRite. Helping You Get it Together, Together.**

*El hogar puede verse un poco diferente en estos días a medida que las mesas de la cocina se convierten en aulas, los rincones tranquilos se convierten en salas de conferencias y los sofás se transforman en castillos... La familia sigue siendo la familia. Y nuestra familia está trabajando las 24 horas para estar a tu disposición.*

**ShopRite. Ayudando a tu familia, en familia.**

### Download the digital coupon to your now!

Use our **store kiosk** or **mobile app** to download!

**Descarga el cupón digital a tu tarjeta Price Plus Club ahora!**  
*¡Utilice nuestro kiosco de la tienda o aplicación móvil para descargar!*

**Upload savings online:**

1. Visit [shoprite.com](http://shoprite.com) or download the ShopRite app
2. Login to your ShopRite account (if you don't have one create one using your email)
3. Load the digital coupons to your account

**Upload savings at store:**

1. Locate the Price Plus Club kiosk at your ShopRite
2. Scan your Price Plus Club card at the store kiosk
3. Load the digital coupons to your account

**Cómo cargar los ahorros en línea:**

1. Visita [ShopRite.com](http://ShopRite.com), descarga la aplicación ShopRite
2. Inicia sesión en tu cuenta ShopRite (si no tienes una, crea una usando tu correo electrónico)
3. Carga los cupones digitales a tu cuenta

**Cómo cargar los ahorros en la tienda:**

1. Encuentra el kiosco Price Plus Club en tu ShopRite favorito
2. Escanea tu tarjeta Price Plus Club en el kiosco de la tienda
3. Carga los cupones digitales a tu cuenta

We encourage you to try ShopRite online to save time and stay safe at home.  
*Te recomendamos que pruebes los servicios de ShopRite en línea pues no solo ahorrarás tiempo sino que te mantendrás seguro en casa.*

Wakefern Food Corporation  
Corporate Merchandising  
2000 Riverside Drive  
Kearny, New Jersey 08832

PRINTED U.S. POSTAGE PAID ShopRite

## Sabores y Más

### Overnight Cinnamon Roll Tres Leches Cake

**Ingredients**

- 1 can (7.5 oz) Pillsbury® Grand!™ refrigerated cinnamon rolls
- 3/4 cup canned sweetened condensed milk (not evaporated)
- 3/4 cup evaporated milk
- 1/2 cup whole milk
- 1 1/2 cups heavy whipping cream
- 1 teaspoon vanilla
- 1/8 teaspoon ground cinnamon
- Fresh sliced strawberries, if desired

For detailed instructions visit: [www.pillsbury.com](http://www.pillsbury.com) or scan the smartcode with your mobile device.

### Yuca in Mojo Sauce

**Ingredients**

- 5 lbs La Fe Yuca peeled
- 3 tbsp Minced Onion
- 3 Cloves Garlic crushed
- 3 tbsp Parsley minced
- 3 tbsp Cilantro minced
- 2 tbsp La Fe Hot Sauce
- 1/4 Cup + 2 tbsp of Red Wine Vinegar (can substitute with 2 tbsp. La Fe Apple Cider Vinegar)
- 1/2 Cup + 1 tbsp of La Fe Vegetable Oil
- Salt And Pepper to taste

For detailed instructions visit: [www.LaFe.com](http://www.LaFe.com) or scan the smartcode with your mobile device.

Help Mom stay beautiful & surprise her with a delicious home-made brunch!  
*¡Ayuda a Mamá a mantenerse bella y sorpréndela con un delicioso desayuno hecho en casa!*

### SAVE \$1.50 ON FLOWERS.

When you buy (1) item priced \$6.99 or higher

**BUY TWO**  
Any Variety, U BY Kotex Pads or Tampons, and get a **FREE** U by Kotex Lightday Liners, Long, Wet (up to .99 Value)

**\$4.00 OFF**  
Any Clay Facial Product

**BUY TWO**  
La Fe Yuca and get a **FREE** La Fe Citrus Small Spray 13-14oz. pkg. (Value up to \$1.79)

**BUY TWO**  
Schwepps Ginger Ale, Pepsi or Sierra Mist 2 Liter Any Variety (Just One of Two Items Must Buy 1)

**BUY ONE**  
National Rice Cookers, Any Variety, 8.8 to 20.6-qt. and get **\$1.00 OFF** One Member's Creek Cookies, Any Variety, 8.5 to 19.5-oz. pkg.

**\$1.25 OFF ANY TWO**  
Carnation Cream Cheese, Classic Cream Cheese, Caramel Cream Cheese, or Quark Cheese, 10oz. pkg.

### OREO Jammin' Banana Quesadilla

**Ingredients**

- 2 flour tortillas (8 inch)
- 2 Tbsp. cream cheese spread
- 1 Tbsp. strawberry jam (can substitute with guava jam)
- 2 OREO Cookies, chopped
- 1/2 banana, sliced
- 1 Tbsp. chocolate spread, warmed
- 1/4 cup thawed frozen whipped topping
- 1/4 cup finely chopped strawberries

For detailed instructions visit: [www.snackworks.com](http://www.snackworks.com) or scan the smartcode with your mobile device.

### Nescafé Hecho City Cooler

**Ingredients**

- 4 cups warm water
- 1/2 cup granulated sugar
- 3 tablespoons NESCAFÉ CLÁSICO 100% Pure Instant Coffee Granules
- 1/4 teaspoon ground cinnamon
- 1/8 teaspoon ground allspice
- 1 tray of ice cubes
- 2/3 cup (5 fl.-oz. can) NESTLÉ® CARNATION® Evaporated Milk, divided

For detailed instructions visit: [www.elmejorleche.com](http://www.elmejorleche.com) or scan the smartcode with your mobile device.

**BUY ONE**  
Nescafé Clásico, 15 oz. Nestlé Dulce de Leche, 15 oz. Nestlé a Carbonara, or Nestlé Miel, 15 oz. 7.8 oz. or Nestlé Nido Protein Milk, And get a **FREE** Carnation Evaporated Milk, 12 oz. can (up to \$1.49 value)

Please see front for download instructions. 1. Los cupones para descargar están disponibles en español o en francés. No se aplican los cupones de descuento, donde aplicable. No se aplica si se reproduce, copia o transmite. Cash value 1/100 cent. Good at any ShopRite® store. ©Wakefern Food Corp. Effective May 13 to May 30, 2020

**INGENIO**  
 MULTICULTURAL MARKETING & ADVERTISING  
 6048 Tyler Place, Ground-Floor, West New York, NJ 07093 | T 855-INGENIO | www.theingenio.com

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“MIS PRODUCTOS Y YO”  
 PRINT AD  
 Client: Wakefern Food Corporation

ShopRite

Es hora de *Compartir*  
 lo que abuela te enseñó

It's time to share  
 what Grandma taught you

Mis Productos y Yo

Concurso de Recetas y Consejos Caseros  
 Recipe Contest and Household Tips

[www.shoprite.com/misproductosyyo](http://www.shoprite.com/misproductosyyo)

ShopRite

Mis Productos y Yo

¡TU MEJOR CONSEJO CASERO,  
 NO DEBE SER UN SECRETO!  
*¡Compártelo!*

Your best household tip,  
 should never be a secret!  
*Share today!*

Ganar sabe delicioso. / *Winning tastes delicious*

Concurso de Recetas y Consejos Caseros  
 Recipe Contest and Household Tips

[www.shoprite.com/misproductosyyo](http://www.shoprite.com/misproductosyyo)

“EVOO – TASTE THE GREEN”  
PRINT AD  
Client: Khayyan Specialty Foods

**TASTE THE GREEN**

Khayyan specialty foods

Our Award Winning, **Olivar SANTAMARIA**, Extra Virgin Olive Oils are a favorite among America's Top Chefs with a robust rich flavor and medium intensity, complementing ingredients and satisfying the most demanding palates.

AUTHENTICITY • TRACEABILITY • TRADITION

www.khayyan.com

“SIMPLY UMAMI”  
PRINT AD  
Client: Khayyan Specialty Foods

Khayyan specialty foods

Neither plant nor animal. I cover the globe but rarely seen. I sway with the wind. But cannot stand on land. People eat and use me every day. Without knowing it. Food of the past, food of the future.

What am I?  
**Seaweed, the first super food**  
*Kaari O'Connor*

From the Atlantic Ocean off the Galician Coast, Sea Spaghetti and Sea Lettuce are a versatile sea vegetable with robust texture and medium density. Hand harvested in its natural environment, dehydrated at low temperatures, cut and packed to retain all of its nutritional values.

**SIMPLY UMAMI**

www.khayyan.com

“RED WINE VINEGAR”  
PRINT AD  
Client: Khayyan Specialty Foods

Khayyan specialty foods

*To make a good salad is to be a brilliant diplomatist - the problem is entirely the same in both cases. To know exactly how much oil one must put with one's vinegar.*

**Oscar Wilde**

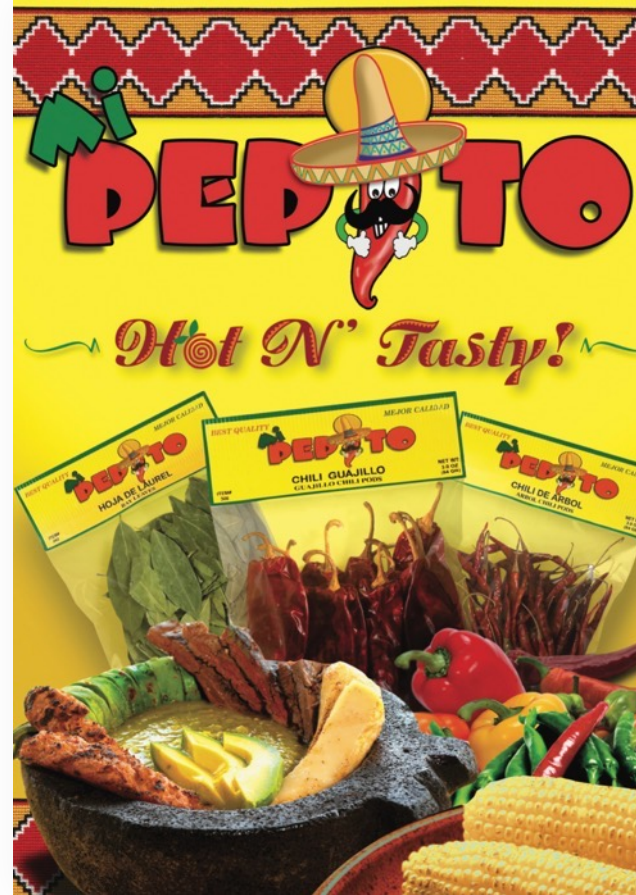
Khayyan's collection of wine vinegars are aged and categorized under Crianza, Reserva and Grand Reserva, and are produced from high quality Palomino, Tempranillo, Fino, Oloroso, Moscatel and Pedro Ximenez grapes aged in American Oak barrels in Jerez and Cordoba, Spain. These unique flavors have quickly become a staple ingredient in the kitchens of some of the country's top chefs.

www.khayyan.com





"MIMI AD"  
PRINT AD  
Client: NAC Foods



"MI PEPITO AD"  
PRINT AD  
Client: NAC Foods



"ROSA MARIA AD"  
PRINT AD  
Client: NAC Foods



“NAC FOODS VAN”  
VEHICLE WRAP  
Client: NAC Foods



“THE ORIGINAL TOP SELLING NECTAR”  
BANNER  
Client: Mira International Foods



“NEW FLAVORS”  
SALES SHEETS  
Client: Mira International Foods



“RECIPE CARDS”  
 PRINT COLLATERAL  
 Client: Spur Tree

**SPUR TREE™  
 JAMAICAN**

**HOT JERK  
 SEASONING**

A bottle of Spur Tree Jamaican Hot Jerk Seasoning is shown next to a plate of jerk chicken and rice with red beans.

**SPUR TREE™  
 JAMAICAN** **HOT JERK  
 SEASONING**

Spur Tree Hot Jerk Seasoning is all you will ever need to accomplish the delicious flavor of Jamaica's favorite dishes. Just add your favorite meat!

**HOT JERK CHICKEN**  
 Use 1 - 1 1/2 oz of seasoning per lb of meat – rub well in and leave for at least 2 hours under refrigeration (up to 24 hours for best results)  
 Cook on a BBQ grill on med. Heat or in oven at 350F until fully cooked turning as required.

Heat oil in pan on medium heat. Add meat and brown quickly. Turn down heat. Cover and simmer until fully cooked (approx 65 minutes) Add a little water just before the end of the cooking time if required.

**USING PORK OR BEEF**  
 Just substitute the chicken for your favorite meat and follow all the steps. Cooking time will be different depending of the meat.

**SPUR TREE™  
 JAMAICAN**

**OLD TIME  
 PEPPER  
 JELLY**

A jar of Spur Tree Jamaican Old Time Pepper Jelly is shown next to a plate of jerk chicken and rice.

**SPUR TREE™  
 JAMAICAN** **OLD TIME  
 PEPPER JELLY**

Spur Tree Pepper Jelly can be used as a versatile and flavorful relish with all cheeses, cooked meats etc. in sandwiches and wraps. As a snack, especially with drinks, serve crackers (or pitas and specialty toasts and breads) spread with a little cream cheese and topped with Spur Tree Pepper Jelly – just watch them disappear!

**SWEET 'N SPICY CHICKEN GLAZE**  
 1/2 cup butter or margarine  
 1 teaspoon cornstarch  
 1/4 cup lemon juice  
 1/3 cup Spur Tree Pepper Jelly  
 2 tablespoons finely chopped onion  
 1 teaspoon soy sauce  
 1/4 teaspoon dried thyme

Melt butter in saucepan. Add cornstarch and blend. Add remaining ingredients: cook five minutes over low heat, stirring constantly. Brush on chicken during last five minutes of broiling or grilling time. Heat remaining glaze and serve with chicken. Makes approx. one cup of glaze.


**TEXAS GRILLED SHRIMP**  
 Simple and easy – just one minute before you take the shrimp off the grill, brush generously with Spur Tree Pepper Jelly. Your guests will love it! Use the same technique with grilled chicken breasts, lamb chops, pork chops, ribs, hot dogs and burgers.

**TROPICAL CHICKEN BREASTS**  
 Take thawed chicken breasts, put in a ziplock bag with a generous helping of Spur Tree Pepper Jelly. Place in refrigerator and leave for 24 hours. Take skillet, put over med. to high heat and sear breasts on both sides just long enough to caramelize the Spur Tree Pepper Jelly. Then place in baking dish and cook or about 30 minutes at 350 degrees F.





“OUR DOCTORS”  
PRINT ADS  
Client: Holy Name Medical Center

Los doctores de Holy Name Medical Center ahora están mucho más cerca de casa.



Los doctores de la red Holy Name Medical Partners son profesionales altamente capacitados y experimentados en los que usted puede confiar, que lo tratarán como familia, en su idioma y ahora más cerca de casa aquí en el Condado de Hudson. Ofreciendo desde exámenes físicos con los médicos más cualificados más especializados, la red de doctores Holy Name Medical Partners del Condado de Hudson cuenta con los médicos más cualificados para cuidar de su salud, respaldados por los excelentes y altamente galardoados servicios del Holy Name Medical Center. Si usted o algún ser querido, necesita cuidados médicos de calidad estamos a su disposición.

Para hacer una cita online o para obtener más información, visite [holyname.org/HudsonCounty](http://holyname.org/HudsonCounty).

Raúl Parra, MD, Oncólogo Urológico  
Yadira Rivera, MD, Hematología/Oncóloga



Ellos dos luchan contra el cáncer cada día *-por usted*

Cuando se trata de cáncer, usted quiere un médico que entienda su enfermedad y le proporcione un cuidado de alta calidad. Ahora usted cuenta con dos de los mejores: Raúl Parra, MD, y Yadira Rivera, MD. El Dr. Parra es una autoridad en cánceres de vesiga, riñón, próstata y testicular, mientras que la Dra. Rivera es una experta en todo tipo de tratamientos contra el cáncer y trastornos sanguíneos. Ellos están aquí para ayudarles a luchar contra uno de los desafíos más duros: el cáncer. Ambos médicos hablan su idioma y están cerca de casa, respaldados por el excelente cuidado integral del Centro Regional de Cáncer del Holy Name Medical Center. Con estudios clínicos, prácticas de investigación y la tecnología más avanzada, Holy Name ofrece un enfoque de curación integral contra el cáncer. Justo el cuidado que usted necesita, aquí mismo, en el condado de Hudson.

Visite [holyname.org/HudsonCounty](http://holyname.org/HudsonCounty) o llame al 201-379-5658 para hacer una cita.  
Oficina: 211 60<sup>th</sup> Street, West New York, NJ 07091




Harry Banschick, MD  
Pediatra



A nuestros pacientes más pequeños, le brindamos la atención más grande.

Cuando se trata de la salud de sus hijos, usted quiere sentirse seguro de que están recibiendo el mejor cuidado. El Dr. Harry Banschick, además de ser un médico con una vasta experiencia, acompañará a sus hijos durante cada etapa del crecimiento con el mayor afecto y dedicación. Dr. Banschick está capacitado para manejar una amplia gama de problemas médicos en los niños. De hecho, muchos médicos traen a sus propios hijos para que él los atienda.

El Dr. Harry Banschick es parte de la red Holy Name Medical Partners, junto a otros médicos altamente capacitados y experimentados en los que usted puede confiar, que al igual que él, lo tratarán como familia, en su idioma y cerca de casa. Elegir un médico de la red Holy Name Medical Partners, le permite tener acceso a todos los excelentes servicios que el Holy Name Medical Center provee, teniendo la tranquilidad de saber que está en buenas manos. Justo el cuidado que usted necesita, aquí mismo, en el condado de Hudson.

Visite [holyname.org/HudsonCounty](http://holyname.org/HudsonCounty) o llame al 201-592-9280 para hacer una cita.  
Oficina: 2500 Lemoine Avenue, Fort Lee, NJ 07024




Henry Fernandez-Cos, MD  
Oftalmólogo y Cirujano



La comunidad ha confiado en él por tres generaciones.

El Dr. Henry Fernandez-Cos ha recibido la confianza de muchas familias durante años. Esposas, hermanas, madres y abuelas han depositado su confianza en Dr. Fernandez-Cos por más de tres décadas. Ya sean exámenes de rutina, atención de embarazo de alto riesgo, o tratamiento para la menopausia, el Dr. Fernandez-Cos ofrece atención oftalmológica y ginecológica completa, creando lazos de amistad para toda la vida con sus pacientes.

El Dr. Henry Fernandez-Cos es parte de la red Holy Name Medical Partners, junto a otros médicos altamente capacitados y experimentados en los que usted puede confiar, que al igual que él, lo tratarán como familia, en su idioma y cerca de casa. Elegir un médico de la red Holy Name Medical Partners, le permite tener acceso a todos los excelentes servicios que el Holy Name Medical Center provee, teniendo la tranquilidad de saber que está en buenas manos. Justo el cuidado que usted necesita, aquí mismo, en el condado de Hudson.

Visite [holyname.org/HudsonCounty](http://holyname.org/HudsonCounty) o llame al 201-861-9229 para hacer una cita.  
Oficina: 413 66th Street, West New York, NJ 07093




“PATIENT GUIDE”  
PRINT COLLATERAL  
Client: Holy Name Medical Center

GUÍA PARA PACIENTES



holyname.org / 201-833-3000

Holy Name Medical Center 




“En el Holy Name, nació nuestra hija y nuestro segundo hijo también nacerá allí. Lo recomendamos a todos.”


AUTÓNOMAMENTE  
“Puede ser que otras personas estén presentes para ayudarnos, enseñarnos, guiarnos en nuestro camino, pero nosotros somos los que debemos aprender la lección.”

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12  
**¡Hable!**  
Tome el control de su atención.



15  
**Cuidese**  
Usted puede contribuir a la seguridad en la atención médica.



**NUUESTRA DIRECCIÓN**  
718 Teaneck Road  
Teaneck, NJ 07666

Holy Name Medical Center 

www.holyname.org 201-833-3000 1

WILLIAM SHAKESPEARE 1564 - 1616  
“Audacia, sé mi amiga”

## ¡Hable!

**Tome el control de su atención**  
Durante su estadía, los médicos, enfermeros y el personal del centro médico lo tratarán a usted y su familia como socios en su atención médica. Una manera importante en la que usted puede participar es hablando. Pregunte, exprese sus preocupaciones y no tenga miedo de tocar temas relacionados no solo con su atención y tratamiento, sino también con respecto a todos los servicios del centro médico.

**DE UN PASO A DELANTE Y ¡HABLE!**  
Pregunte y exprese sus preocupaciones. Es su cuerpo, y usted tiene derecho a saber.

**PRESTE ATENCIÓN**  
Asegúrese de estar recibiendo el tratamiento y la medicación correctas.

**¡INFÓRMASE**  
Pregunte sobre los exámenes médicos que le hacen y su plan de tratamiento.

**ENCUENTRE UN DEFENSOR**  
Escoja a un miembro confiable de su familia o amigo para que sea su defensor.

**¿QUÉ MEDICINAS Y POR QUÉ?**  
Conozca qué medicinas toma y por qué las toma.

**COMPRUEBE ANTES DE IR**  
Acuda a un centro médico, una clínica, un centro de cirugía o cualquier otro tipo de organización de servicios para la salud que cumpla los estándares de calidad exigidos por la Comisión Conjunta (Joint Commission).

**PARTICIPE EN SU ATENCIÓN**  
Usted es el centro del equipo de atención médica.  
Comisión de The Joint Commission



**TOME NOTA**

- Escriba las preguntas que tenga
- Elija a un familiar para que se comunique con el médico y el personal
- Tenga una lista de los médicos que usted ve y los medicamentos que le recetan

12 | Physician Referral 877-HOLY-NAME (465-9626)





“INSURANCE CARDS”  
PRINT COLLATERAL

Client: Holy Name Medical Center

**Need Health Insurance?**  
Not sure how your insurance works?  
Are you losing your current health insurance and not sure what your options are?



Holy Name Medical Center's Insurance Counselor provides free, unbiased assistance to help you understand your current health insurance benefits and what your options are regarding:

- Employer Insurance Plans
- COBRA
- NJ Health Insurance Marketplace
- New Jersey Medicaid programs
- Medicare Advantage and Medigap policies

To speak with or to make an appointment with an insurance counselor, call  
**(201) 379-5725**  
Monday - Friday from 8:00 am to 4:00 pm.  
For more information, visit  
[holyname.org/InsuranceCounselor](http://holyname.org/InsuranceCounselor)

*Note: If you have a qualifying life event (e.g. loss of health insurance, recent move to New Jersey, recent marriage or divorce, or birth of a child), you may be eligible to change your insurance coverage outside of the usual enrollment period.*

**Holy Name Medical Center**  
Healing begins here.  
Holy Name Medical Center: 718 Teaneck Road, Teaneck, NJ 07646

**¿Necesita un seguro médico?**  
¿Tiene dudas acerca de como funciona su seguro médico?  
¿Está a punto de perder su seguro médico y no sabe cuales son sus opciones?



Los consejeros de seguros médicos del Holy Name Medical Center proveen asistencia gratuita e imparcial para ayudarle a entender sus beneficios de seguro médico y cuales son sus opciones con respecto a:

- Planes de seguro del empleador
- COBRA
- Mercado de seguros médicos de New Jersey
- Programas de Medicaid de New Jersey
- Medicare Advantage y polizas Medigap

Para hablar o hacer una cita con un consejero de seguros médicos, llame al  
**(201) 379-5725**  
Lunes - Viernes de 8:00 am a 4:00 pm.  
Para más información, visite  
[holyname.org/InsuranceCounselor](http://holyname.org/InsuranceCounselor)

*Nota: Si ha ocurrido un cambio en su vida que (por ejemplo, pérdida de seguro médico, se ha mudado a New Jersey, reciente matrimonio o divorcio, o el nacimiento de un niño), usted puede ser elegible para cambiar su cobertura de seguro fuera del periodo de inscripción usual.*

**Holy Name Medical Center**  
Healing begins here.  
Holy Name Medical Center: 718 Teaneck Road, Teaneck, NJ 07646

**건강 보험이 필요하십니까?**  
귀하의 보험이 어떻게 적용되는지 확실히 아십니까?  
최근 귀하의 건강 보험을 잃었다면 기타 다른 건강 플랜에 대하여 알고 있습니까?



홀리네임병원 보험 상담원이 귀하의 현재 건강 보험 혜택 및 기타 건강 플랜 등의 이해를 돕기 위하여 무료로 상담해드립니다:

- 직장 보험 플랜
- 코브라 보험 (COBRA)
- 뉴저지 건강 보험 마켓플레이스
- 뉴저지 메디케이드 프로그램
- 메디케어 어드밴티지와 메디갭

보험 상담원과 상담 또는 예약을 원하시는 경우, 다음 전화번호로 문의하십시오.  
**(201) 379-5725**  
월요일 - 금요일, 오전: 8:00 - 오후 4:00  
보다 자세한 정보를 원하시는 경우 아래 이메일로 연락하십시오.  
[insurance@holyname.org](mailto:insurance@holyname.org)

주의: 만일 귀하의 생활에 변화가 있는 경우(예, 의료보험 상실, 최근 뉴저지로 이사, 최근 결혼 또는 이혼 또는 출산), 귀하는 현재 건강 보험 가입 기간에 언제든지 귀하의 보험 적용을 변경 가능할 수 있습니다.

**Holy Name Medical Center**  
Healing begins here.  
Holy Name Medical Center: 718 Teaneck Road, Teaneck, NJ 07646

“NEW PATIENT PORTAL”  
PRINT COLLATERAL

Client: Holy Name Medical Center

Holy Name Medical Center  
Regional Cancer Center

**BIENVENIDOS AL PORTAL DEL PACIENTE**



El Portal del Paciente del Holy Name Regional Cancer Center le ofrece acceso seguro en línea a toda su información médica, en cualquier momento y desde dondequiera que usted se encuentre. A través del Portal del Paciente, puede ver sus citas, los resultados de los exámenes médicos, completar evaluaciones sobre su salud y obtener la información de contacto del equipo de médicos y otros profesionales a cargo de su cuidado, todo desde la comodidad de su hogar.

**COMENZANDO**

El acceso al Portal del Paciente es fácil y seguro. Su equipo de atención médica le proporcionará un PIN único, protegido e instrucciones de inicio de sesión detalladas. Para iniciar una sesión por primera vez:

1. VISITE [WWW.HOLYNAME.ORG/PACIENTE](http://WWW.HOLYNAME.ORG/PACIENTE) EN SU NAVEGADOR EN "BOOK UP"
2. REGISTRE SU NOMBRE, FECHA DE NACIMIENTO Y PIN
3. CREE UN NOMBRE DE USUARIO Y UNA CONTRASEÑA E INGRESE SU FRECUENCIA DE CORREO ELECTRÓNICO
4. AJUSTE ESTA LISTA PARA COMENZAR

Para obtener su PIN o para más información sobre cómo acceder al Portal del Paciente por primera vez, contactenos en [mycare@holyname.org](mailto:mycare@holyname.org)

**SU PRIVACIDAD ES IMPORTANTE PARA NOSOTROS**

No proporcionamos que su información de salud sea segura y confidencial y el acceso a esta información con la privacidad de la información sobre la atención médica.

**CÓMO USAR EL PORTAL DEL PACIENTE DE NUESTRO CENTRO**

Holy Name Medical Center  
Regional Cancer Center

**MY APPOINTMENTS (MIS CITAS)**  
Utilice el calendario para ver todas sus citas en un solo lugar, solicitar citas nuevas, cancelar o reprogramar citas existentes y configurar recordatorios automatizados por mensaje de texto o correo electrónico. **SUGERENCIA:** Para configurar recordatorios, haga clic en su nombre y seleccione la opción "Manage Reminders (Administrar recordatorios)".

**MY TREATMENT SUMMARY (RESUMEN DEL TRATAMIENTO)**  
Ver un registro completo de todos los tratamientos anteriores. Los resultados más recientes del historial de su tratamiento se encuentran marcados para facilitar su atención.

**MY TEST RESULTS (MIS RESULTADOS)**  
Ve los resultados de los exámenes de laboratorio en línea. Al igual que en el historial de los tratamientos, los resultados más recientes de los exámenes de laboratorio se marcan automáticamente.

**MY MEDICAL NOTES (MIS NOTAS MÉDICAS)**  
El equipo a cargo de su cuidado, puede incluir notas médicas para salud, como una descripción sobre su tipo de cáncer, reportes de especialistas y reportes de pruebas de imagen.

**MY MESSAGES (MIS MENSAJES)**  
Envíe de forma segura cualquier información sobre su salud con un equipo a cargo de su atención a través de una interfaz que funciona igual que el correo electrónico, pero con mayor seguridad.

**¿QUÉ ES UN RESUMEN SOBRE INFORMACIÓN DE SU SALUD?**  
Esta función le permite acceder a un resumen sobre la información de su salud durante un intervalo de fechas que usted puede especificar. El resumen incluye su diagnóstico, medicamentos, alergias y resultados de exámenes de laboratorio. Para acceder a su RS, simplemente haga clic en "Start Here" (Iniciar aquí), seleccione un intervalo de fechas y a continuación, podrá ver, descargar y/o enviar este resumen a otro proveedor de atención médica. **Sugerencia:** utilice esta función para enviar una lista de sus medicamentos a su médico de atención primaria.

**CONTÁCTENOS** Holy Name Regional Cancer Center, 718 Teaneck Road, Teaneck, NJ 07646 [mycare@holyname.org](mailto:mycare@holyname.org)

El Portal del Paciente del Centro Regional del Cáncer está impulsionado por la tecnología de Equinox Health. Para obtener más información sobre Equinox, visite [www.equinoxhealth.com](http://www.equinoxhealth.com) o envíe un correo electrónico a [info@equinoxhealth.com](mailto:info@equinoxhealth.com).



**"WELLNESS WEDNESDAYS"  
FLYERS**  
Client: Holy Name Medical Center

**Wellness Wednesdays**  
**JOIN US AT THE NORTH BERGEN LIBRARY**  
 8411 BERGENLINE AVENUE, NORTH BERGEN, NJ 07047  
 FREE PUBLIC LIBRARY

**The Basics: Memory Loss, Dementia, and Alzheimer's Disease**  
 Date: September 10, 2014 | Time: 7:00-8:00 p.m.  
 Do you have someone who is experiencing changes in memory? This program is designed to provide basic information that everyone needs to know about memory loss issues and what they mean for all of us. The different types of dementia, risk factors, obtaining a diagnosis, current research, and planning for the future will be discussed.

Presented by THE ALZHEIMER'S ASSOCIATION

**Updates on Breast Cancer**  
 Date: October 8, 2014 | Time: 7:00-8:00 p.m.  
 Breast cancer is the most common form of cancer in women, with the exception of skin cancer, and more than 2,300 men will also develop the disease this year. Early detection provides the best possibility for successful treatment. Come and learn about the importance of screening, treatment options, and the latest advances in research.

Speaker: YADYRA RIVERA, M.D.  
 Holy Name Oncologist

**Breathe Easy- What You Need to Know About Asthma**  
 Date: November 12, 2014 | Time: 7:00-8:00 p.m.  
 Asthma is a chronic lung condition that makes breathing difficult for more than 25 million people in the U.S., young and old. Symptoms such as wheezing, breathlessness and chest tightness can be fatal if untreated. Come learn about the disease's triggers and symptoms and ways to better help manage the disease.

Speaker: AIDA CAPO, M.D.  
 Holy Name Pulmonologist

Holy Name Medical Center  
 Hispanic Outreach Program

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 To make an appointment with one of our doctors, or for information about our programs and services please call: 1-877-HOLY-NAME (1-877-465-9626) or visit [www.holynama.org](http://www.holynama.org)

**Wellness Wednesdays**  
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**Gynecological Health**  
 Date: January 15, 2014 | Time: 7:00-8:00 p.m.  
 Every woman has been affected by a gynecological condition at some point in her life. From puberty to menopause, women's bodies are constantly changing. Every woman age 18 or sexually active should see a gynecologist every year. Come learn about the latest issues, advances and information in gynecological health.

Speaker: STEFANO STELLA, MD  
 Holy Name Gynecologist

**Cardiac Health**  
 Date: February 12, 2014 | Time: 7:00-8:00 p.m.  
 Despite recent advances, heart disease remains the #1 cause of death in women and men in the United States. About 650,000 Americans die from heart disease each year. Lifestyle changes are the single most effective way to prevent the development of cardiac disease. Family history and early detection of disease are other important considerations. Come learn the latest information about what you need to know to prevent cardiac disease.

Speaker: STEPHEN ANGELL, MD  
 Holy Name Cardiologist

**Diabetes and Nutrition, Take Control and Eat Smart!**  
 Date: March 12, 2014 | Time: 7:00-8:00 p.m.  
 Diabetes has become one of the most common and fastest growing diseases in the United States. Weight loss and proper nutrition are ways to manage the disease. Come and learn how to make better food choices to help with Diabetes management.

Speaker: HILDA HERNANDEZ-SEPULVEDA  
 RN, BSN, CDE

Holy Name Medical Center  
 Hispanic Outreach Program

**FREE BILINGUAL EVENT / EVENTO BILINGÜE COMPLETAMENTE GRATIS**  
 Para citas con un doctor de Holy Name, o para información sobre los programas y servicios llame al: 1-877-HOLY-NAME (1-877-465-9626) o visite [www.holynama.org](http://www.holynama.org)

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**Sept 9: What You Need to Know About Cervical Cancer**  
 Date: Wednesday, September 9 | Time: 7:00-8:00 p.m. | Call 201-833-3336 to register  
 Speaker: Lourdes Hill, MD, Nurse Practitioner, Holy Name Medical Center  
 Cervical cancer develops in the tissues of the cervix and can be detected with regular Pap tests. The American Cancer Society estimates that in 2014 about 4,031 women died from cervical cancer but is a highly curable disease if caught early. The most common risk factor for this disease is the Human Papilloma Virus (HPV). We invite you to learn more about cervical cancer, the latest research, guidelines, treatments and ways you can prevent it.

**Oct. 14: Colorectal Cancer Update**  
 Date: Wednesday, October 14 | Time: 7:00-8:00 p.m. | Call 201-833-3336 to register  
 Speaker: Peter Cardia, MD, Gastroenterologist, Holy Name Medical Center  
 The number of people in the U.S. diagnosed annually with colorectal cancer has been declining due to heightened awareness of early detection and prevention. Still, an estimated 15,000 people were diagnosed with the disease in 2014. We invite you to learn about colorectal cancer, including the latest research on guidelines to help prevent and treat it.

**Nov. 11: Everything You Want to Know About Diabetes**  
 Date: Wednesday, November 11 | Time: 7:00-8:00 p.m. | Call 201-833-3336 to register  
 Speaker: Milda Hernandez-Sepulveda, RN, BSN, CDE, Holy Name Medical Center  
 Get the latest information on managing diabetes and take the opportunity to ask questions about treatment, strategies for disease control, prevention of complications and how to avoid related diseases.

To make an appointment with one of our doctors, or for information about our programs and services please call: 1-877-HOLY-NAME (1-877-465-9626) or visit [www.holynama.org](http://www.holynama.org)

**Wellness Wednesdays**  
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**Feb 10: Steps to a Healthier Heart**  
 Date: Wednesday, February 10 | Time: 7:00-8:00 p.m.  
 Speaker: Stephen Angell, MD, Cardiologist, Holy Name Medical Center  
 Lifestyle changes are the single most effective way to prevent cardiac disease, one of the leading causes of death in the U.S. Dr. Angell will answer questions and explain the latest information about prevention.

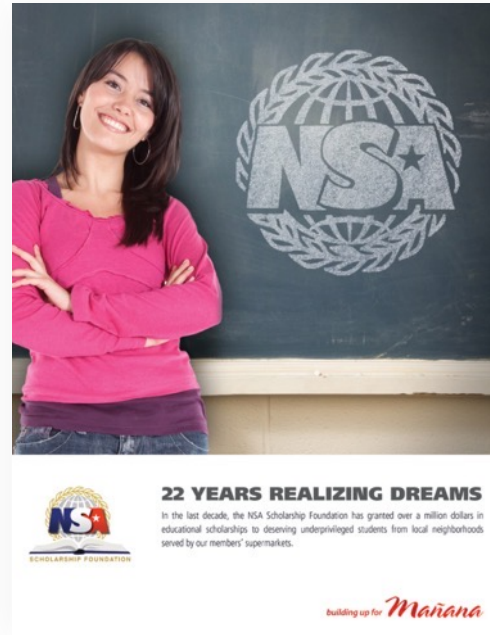
**Mar 9: Open Discussion on Diabetes and Healthy Eating**  
 Date: Wednesday, March 9 | Time: 7:00-8:00 p.m.  
 Speaker: Milda Hernandez-Sepulveda, RN, BSN, CDE, Holy Name Medical Center  
 A diabetes educator will answer questions and discuss healthy eating, carbohydrate counting, strategies for glucose control and issues related to diabetes.

**Apr. 13: Understanding and Managing Menopause**  
 Date: Wednesday, April 13 | Time: 7:00-8:00 p.m.  
 Speaker: Mary Hernandez-Cox, MD, OB/GYN, Holy Name Medical Center  
 Dr. Hernandez-Cox will talk and answer questions about this natural biological process and some of its common disturbances, such as hot flashes, fatigue, abnormal sleep patterns and mood swings, along with different treatment options and ways to better manage your symptoms.

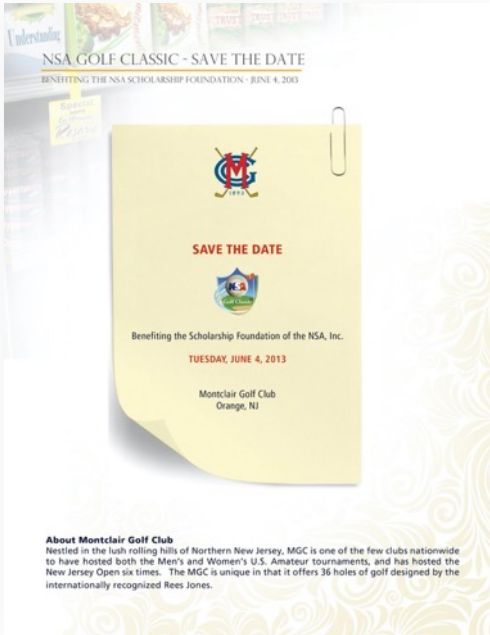
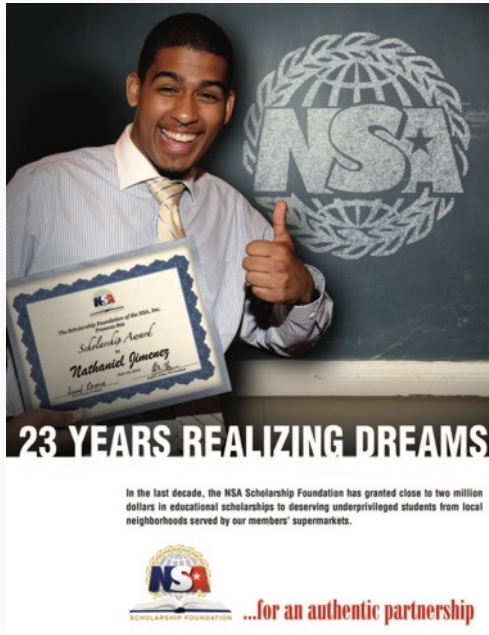
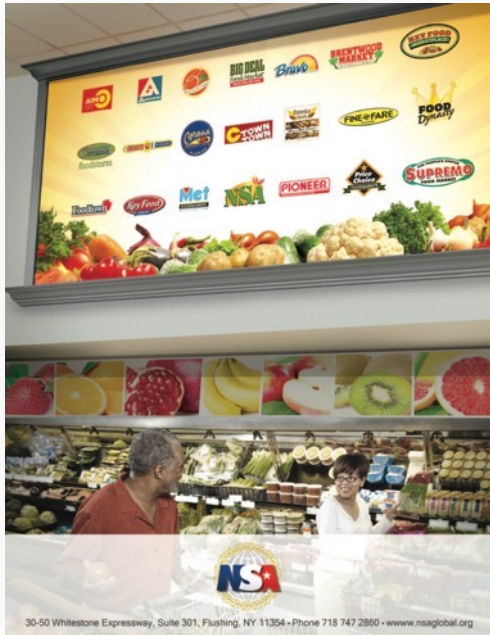
For more information about our programs and services visit [www.familiasalud.org](http://www.familiasalud.org)  
 To register please call **201-833-3308**



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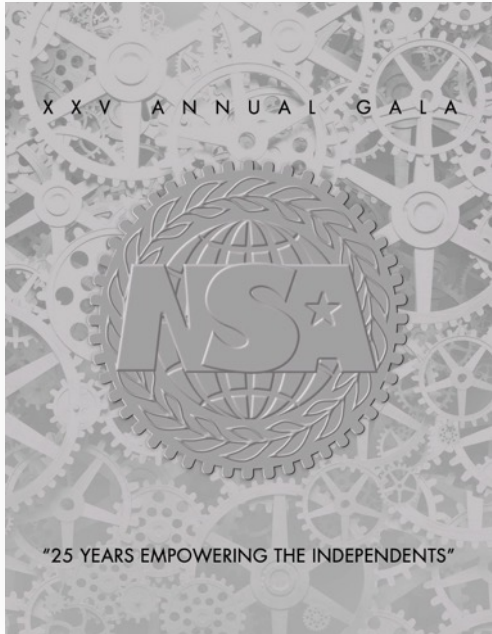
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PRINT COLLATERAL**  
Client: National Supermarket Association



"XXIV ANNUAL GALA MATERIALS"  
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Client: National Supermarket Association



"XXV ANNUAL GALA MATERIALS"  
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"RESTAURANT MENU"  
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www.colombianbiteswnj.com

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The best Colombian fast food in Hudson County!

**PLATOS TÍPICOS | Entrées**

- Caraparradas - Arroz, Frijoles, Maduro, Tostón (subsido) \$19.00
- Paesa Tradicional \$18.00
- Chorizo, Cheese, Lettuce, Tomato, Pink and Green Sauce
- Pollo Asado / Grilled Chicken \$15.00
- Carne Asada / Steak \$15.00
- Camaron / Shrimp \$15.00
- Crusty Mar y Tierra / Shrimp and skirt steak \$15.00
- Steak and Shroom / Sliced Skirt Steak and Sautéed Mushroom \$22.00

**QUESADILLAS**

- Pollo / Grilled or Breaded Chicken \$8.00
- Carne Asada / Steak \$8.00
- Camaron / Shrimp \$10.00
- Tripieta (Pine Carne, Tacone) / Triple Stack (Chicken, Steak, Bacon) \$11.00
- Super Tripieta (Pine Carne, Camaron) / Super Triple Stack (Chicken, Steak, Shrimp) \$13.00
- Solo Queso / Cheese only \$6.50

**PAPAS LOCAS**

- Pollo / Grilled or Breaded Chicken \$13.00
- Carne Asada / Steak \$10.00
- Camaron / Shrimp \$10.00
- Tripieta (Pine Carne, Tacone) / Triple Play (Chicken, Steak, Bacon) \$14.00
- Traditional Salchipapa / Salchicha, XTRA Fries, Malted Queso, Stick Chips, Bacon, Pink and Cilantro Sauce \$8.00

**ESPECIALES DE ALMUERZO**

- Pollo / Grilled or Breaded Chicken \$9.50
- Carne / Steak \$10.00
- Churrascito / Skirt Steak \$12.00
- Chicharrón / Pork Rind \$10.00
- Salchicha / Salmon \$12.00
- Camaron / Grilled Garlic Shrimp \$12.00
- Pescado frito / Fried Fish \$10.00
- Chorizo / Sausage \$9.50

**ACOMPANANTES | Side Orders**

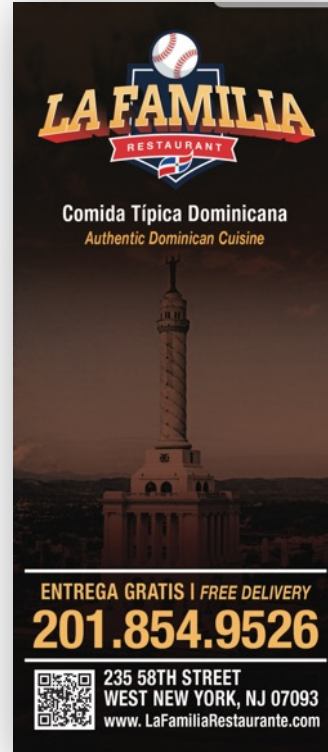
- Arroz Blanco / White Rice \$3.00
- Arroz Amarillo / Yellow Rice \$3.00
- Frijoles / Red Beans \$3.00
- Plantain / Fried Yellow Plantains \$3.00
- Ensalada Verde / Salad \$3.00
- Papas fritas con tocano y queso / Loaded Bacon Fries \$5.50
- Gucanare \$5.00

**BEBIDAS | Drinks**

- Jugo de Naranja / Fresh Orange Juice \$5.00
- Limónada / Lemonade \$5.00
- Limónada de Menta / Mint Lemonade \$5.50
- Thera / Blackberry \$5.00
- Maracuya / Passion Fruit \$4.50
- Guanábana / Soursop \$5.00
- Manojo \$5.00
- Lula \$5.00
- Milo frío / Cold Milo Mix Drink \$5.00
- Cafe frío / Cold Coffee \$4.50
- Avena fría / Cold Oatmeal Drink \$2.50
- Agua de Panela / Panela Water \$1.50

**SODAS**

- Agua embotellada / Bottle water \$1.25
- Soda / Ginger, Coke, Sprite, SunKist \$1.25
- Colombiana Pastebon \$2.00
- Naranja Pastebon \$2.00
- Pony Platta / Colombian Malt \$2.50
- Jugo HT \$1.50
- Snapple \$1.50
- Soda 2 Litros \$2.00
- Red Bull \$2.50



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www.LaFamiliaRestaurante.com

**Jueves | Thursday**

- Galina Guisada - Stewed Hen \$10
- Bistec Guisado - Stewed Steak \$10
- Berenjena Guisada - Stewed Eggplant \$10
- Cocido con Carne - Slaughter w/ Meat \$10
- Cocido de Pata de Vaca - Beef Feet Soup \$10
- Sopa de Carne de Res - Beef Soup \$10
- Bistec Guisado - Stewed Steak \$10
- acompañantes: Arroz con Vegetales, Habichuelas Negras, Ensalada de Papas \$10

**Viernes | Friday**

- Bacalao Guisado - Stewed Cold Fish \$10
- Chivo Picante - Goat Soup \$10
- Mondongo de Vaca - Beef Tripe \$10
- Espagueti con Carne - Spaghetti w/ Meat \$10
- Cocido de Pata de Vaca - Beef Feet Soup \$10
- Bistec Guisado - Stewed Steak \$10
- acompañantes: Mero de Habichuelas Negras, Lentejas, Ensalada de Papas \$10

**Sábado | Saturday**

- Rabo Escamido - Stewed Oxtail \$14
- Bistec Guisado - Stewed Steak \$10
- Berenjena Guisada - Stewed Eggplant \$10
- Sandwich Dominicano - Dominican Soup \$10
- Castilla de Cerdo Frita - Fried Pork Rib \$10
- Patillón de Pata de Madero - Sautéed Pork Rib \$10
- Chichón con Carne - Stewed Chicken \$10
- Tiropa Frita - Fried Tripe \$10
- acompañantes: Mero de Habichuelas Negras, Guandules, Ensalada de Papas \$10

**Domingo | Sunday**

- Locito de Carne de Cerdo - Yellow Rice w/ Pork \$10
- Bistec Guisado - Stewed Steak \$10
- Chuleta de Cerdo Frita - Fried Pork Chop \$10
- Mondongo de Vaca - Beef Tripe \$10
- Espagueti con Carne - Spaghetti w/ Meat \$10
- Tiropa Frita - Fried Tripe \$10
- Cocido de Pata de Vaca - Beef Feet Soup \$10
- Pechuga de Pollo Asada - Sautéed Chicken Breast \$10
- acompañantes: Mero de Habichuelas Negras, Guandules, Ensalada de Papas \$10

**Platos a la Carta**

- Caraparradas (Arroz, Frijoles, Tacone, Tostón, y a la Plancha) \$15
- Chuleta Asada \$14
- Pechuga a la Plancha \$13
- Churrasco \$18
- Filetes de Tripa \$12
- Asopao de Camarones \$15

**Mofongos Mashed Plantains**

- Mofongo de Camarones \$15
- Mofongo de Pollo \$12
- Mofongo de Cerdo \$12
- Mofongo de Camarita \$12
- Mofongo de Langostinos \$12
- Mofongo Misto \$18

**Sándwiches Sandwiches**

- Chichurrón de Carne \$7
- Chichurrón de Pollo \$7
- Jamón y Queso - Ham & Cheese \$7
- Bistec \$7
- Pechuga de Pollo - Chicken Breast \$7

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Client: La Familia Restaurant



"RESTAURANT MENU"  
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Client: El Único de Elena

**Bocadillos**  
Sandwiches

- CUBANO | CUBAN SANDWICH 4.00
- CUBANO ESPECIAL 5.50
- SPECIAL CUBAN SANDWICH
- JAMON Y QUESO | HAM & CHEESE 3.00
- PAN CON BISTEC 5.00
- STEAK SANDWICH
- PAN CON LECHÓN 5.50
- ROAST PORK SANDWICH
- CHORIPAN | SAUSAGE SANDWICH 4.00
- SANDWICH DE POLLO 5.00
- CHICKEN SANDWICH

**Balidos** | Shakes

- TRIGO | WHEAT 3.00
- PAPAYA | PAPAYA 3.00
- MAMEY | MAMEY 3.00
- GUANABANA | SOURSOP 3.00
- MANGO | MANGO 3.00
- FRESA | STRAWBERRY 3.00
- CHOCOLATE | CHOCOLATE 3.00
- MORA | BLACKBERRY 3.00
- MARACUYÁ | PASSION FRUIT 3.00

**Bebidas**  
Beverages

- ESPRESSO | ESPRESSO .75
- CORTADITO | MINI LATTE 1.00
- CAFÉ con LECHE | CUBAN LATTE 1.25
- CAFÉ AMERICANO | COFFEE 1.25
- CHOCOLATE | HOT CHOCOLATE 1.25
- TÉ | TEA 1.25
- SODAS | CANNED SODAS 1.00
- MANZANA, TROPICAL, INCA KOLA 1.50
- IMPORTED SODAS
- BOTELLAS | ALL BOTTLES 1.50
- SNAPPLE | SNAPPLE 2.00
- AGUA | BOTTLED WATER 1.00
- CAFÉ FRÍO | ICED COFFEE 1.50/3.00

**Postres**  
Desserts

- TRES LECHE 3.50
- THREE MILKS
- TORREJA 1.50
- CUBAN FRENCH TOAST
- ARROZ CON LECHE 1.50
- RICE PUDDING
- FLAN/ PUDÍN 2.00
- FLAN/BREAD PUDDING

**Desayunos**  
Breakfast

- AVENA | OATMEAL 1.50/2.50
- SANDWICH DE 2 HUEVOS O/ JAMÓN Y CAFÉ CON LECHE 3.00
- 2 EGG SANDWICH WITH HAM & COFFEE WITH MILK
- CON BACON 4.00
- WITH BACON
- DOS HUEVOS CON JAMÓN, BACÓN, CHORIZO PAPAS CASERAS, PAN Y CAFÉ 6.00
- TWO EGGS WITH HAM OR BACON, CHORIZO, HOME FRIES, BREAD & COFFEE
- REVOLTILLO DE CLARA DE HUEVOS (2) 2.00
- SCRAMBLED EGG WHITES (2)
- OMELETTE CON VEGETALES, PAPAS CASERAS, PAN Y CAFÉ 3.50
- OMELETTE WITH VEGETABLES, HOME FRIES, BREAD & COFFEE
- OMELETTE CON CHORIZO, BACÓN O JAMÓN, PAPAS CASERAS, PAN Y CAFÉ 5.00
- OMELETTE WITH SAUSAGE, BACON OR HAM, HOME FRIES, BREAD & COFFEE

\*CEBOLLA, PIMIENTO O TOMATE EXTRA  
(OPTIONAL) .50

\*QUESO SUIZO O AMERICANO EXTRA  
(OPTIONAL) 1.00

ORDEN DE CHORIZO (1) | SAUSAGE ORDER 1.50

ORDEN DE BACÓN (3) | BACON ORDER 2.00

PAPAS CASERAS | HOME FRIES 1.50/3.00

Los precios pueden cambiar. Las imágenes no representan necesariamente los platos del menú.  
Prices subject to change. Pictures does not necessarily represent items on the menu.



**RESTAURANT & CAFETERIA**  
**El Único**  
de Elena  
EST. 1976

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UNION CITY, NJ 07087

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ABIERTO TODOS LOS DÍAS  
DE 5 AM TO 9:30 PM  
(Open Everyday 5 am to 9:30 pm)

**(201) 686-3071**

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PRECIOS ESPECIALES PARA  
TODO TIPO DE EVENTOS

WE DO CATERING

f / ELUNICOREST

**We Deliver**  
www.elunicorestaurant.com

**Lunes** | Monday

- TERNERA GUISADA CON PAPAS 5.00
- VEAL STEW W/POTATOES
- FRICASÉ DE CERDO 5.00
- PORK FRICASSÉE
- ARROZ AMARILLO 2.50
- CON SALCHICHAS Y VEGETALES
- YELLOW RICE, SAUSAGE & VEGETABLES
- TAMAL EN CAZUELA 2.50
- CUBAN CORNMEAL W/PORK
- FRICASÉ DE POLLO 5.00
- CHICKEN FRICASSÉE
- LECHÓN ASADO | ROAST PORK 5.00
- ROPA VIEJA 4.00
- SHREDDED & BRAISED BEEF STEW
- POLLO ASADO | ROASTED CHICKEN 3.50
- PICADILLO A LA CRIOLLA 3.50
- GROUND BEEF CUBAN STYLE

**Martes** | Tuesday

- BISTEC EN CAZUELA 5.00
- BRAISED STEAK
- FRICASÉ DE POLLO 5.00
- CHICKEN FRICASSÉE
- ARROZ AMARILLO CON CERDO 4.00
- YELLOW RICE WITH PORK
- SPAGHETTI CON ALBONDIGAS 2.50
- SPAGHETTI WITH MEATBALLS
- MONDONGO | TRIPE 4.00
- LECHÓN ASADO | ROAST PORK 5.00
- ROPA VIEJA 4.00
- SHREDDED & BRAISED BEEF STEW
- POLLO ASADO | ROASTED CHICKEN 3.50
- PICADILLO A LA CRIOLLA 3.50
- GROUND BEEF CUBAN STYLE

**Miércoles** | Wednesday

- ARROZ FRITO A LA CUBANA 6.00
- CUBAN FRIED RICE
- POLLO A LA JARDINERA 5.00
- BRAISED CHICKEN
- HIGADO A LA ITALIANA 4.00
- SAUTEED LIVER, PEPPERS & ONIONS
- PATICAS DE CERDO 5.00
- PORK TROTTERS STEW
- LECHÓN ASADO | ROAST PORK 5.00
- ROPA VIEJA 4.00
- SHREDDED & BRAISED BEEF STEW
- POLLO ASADO | ROASTED CHICKEN 3.50
- PICADILLO A LA CRIOLLA 3.50
- GROUND BEEF CUBAN STYLE

Los precios no incluyen propina.  
Prices do not include tip

**Jueves** | Thursday

- MASITAS DE CERDO 5.00
- FRIED PORK CHUNKS
- ALBONDIGAS EN SALSA 4.00
- MEATBALLS IN SAUCE
- ARROZ CON POLLO Y CHORIZO 5.00
- RICE WITH CHICKEN & SAUSAGE
- SPAGHETTI CON POLLO 4.00
- SPAGHETTI WITH CHICKEN
- LECHÓN ASADO | ROAST PORK 5.00
- ROPA VIEJA 4.00
- SHREDDED & BRAISED BEEF STEW
- POLLO ASADO | ROASTED CHICKEN 3.50
- PICADILLO A LA CRIOLLA 3.50
- GROUND BEEF CUBAN STYLE

**Viernes** | Friday

- BISTEC SALTEADO 5.00
- SAUTEED STEAK & PEPPERS
- CHULETA ENTOMATADA 5.00
- PORK CHOP IN TOMATO SAUCE
- BACALAO CON PAPAS 5.00
- COD FISH & POTATO
- MACARRONES, CHORIZO Y JAMON 4.00
- MACARONI, SAUSAGE & HAM
- LECHÓN ASADO | ROAST PORK 5.00
- ROPA VIEJA 4.00
- SHREDDED & BRAISED BEEF STEW
- POLLO ASADO | ROASTED CHICKEN 3.50
- PICADILLO A LA CRIOLLA 3.50
- GROUND BEEF CUBAN STYLE

**Sábado y Domingo**  
Saturdays & Sundays

- RABO ENCENDIDO 9.00
- FLAMING OXTAIL
- COSTILLA DE RES | RIB OF BEEF 7.00
- BOLICHE | CUBAN BEEF ROAST 6.00
- CHILINDRON DE CHIVO 6.00
- GOAT STEW
- LACÓN CON PAPAS (EN COMPLEMENTO) 7.00
- SMOKED PORK SHOULDER & POTATOES NO BONE
- MASITAS DE CERDO 5.00
- FRIED PORK CHUNKS
- ARROZ CON POLLO A LA CUBANA 5.00
- ARROZ | RICE
- YELLOW RICE & CHICKEN CUBAN STYLE (SOLO DOMINGO/ONLY SUNDAY)
- LECHÓN ASADO | ROAST PORK 5.00
- ROPA VIEJA 4.00
- SHREDDED & BRAISED BEEF STEW
- POLLO ASADO | ROASTED CHICKEN 3.50
- PICADILLO A LA CRIOLLA 3.50
- GROUND BEEF CUBAN STYLE

Los precios no incluyen propina.  
Prices do not include tip

**Especial Juanito**  
JUANITO SPECIAL  
(TODOS LOS DÍAS | EVERYDAY)

- 1/4 PECHUGA DE POLLO A LA PLANCHA 1.50
- 1/2 GRILLED CHICKEN BREAST
- 2 MASITAS DE CERDO | 2 FRIED PORK CHUNKS
- 1 HUEVO FRITO | 1 FRIED EGG
- 1/4 CHORIZO ESPAÑOL | 1/2 SPANISH SAUSAGE
- 2 MADUROS | 2 RIPE FRIED PLANTAINS
- ARROZ Y FRIJOLÉS | RICE & BEANS 7.00

**A la Carta** | A LA CARTE  
(TODOS LOS DÍAS | EVERYDAY)

- MAR Y TIERRA | SURF AND TURF 8.00
- 1 OZ FILET MIGNON & 1/2 POUND CARBONARA & LA PLANCHA, ARROZ, MADUROS O FRIJOLÉS / 1 OZ GRILLED SIRLOIN, GRILLED SHRIMP WITH RICE, BEEF FRIED PLANTAINS OR BEANS
- BISTEC DE PALOMILLA ENCEBOLLADO 6.50
- GRILLED SIRLOIN STEAK & ONIONS
- BISTEC EMPANIZADO 7.50
- BREADED STEAK
- BISTEC DE HIGADO 5.00
- GRILLED LIVER & ONIONS
- PECHUGA DE POLLO A LA PLANCHA 5.00
- GRILLED CHICKEN BREAST & ONIONS
- PECHUGA DE POLLO A LA MILANESA 6.00
- BREADED CHICKEN BREAST
- FILETE DE PESCADO A LA PLANCHA 7.50
- GRILLED FISH FILET
- FILETE DE PESCADO EMPANIZADO 8.50
- BREADED FISH FILET
- CHULETA A LA PLANCHA 6.00
- GRILLED PORK CHOP

**Sopas** | SOUPS

- SOPA DE POLLO | CHICKEN SOUP 2.50
- CALDO GALLEGO | GALICIAN SOUP 2.50
- CHICHARO | SPLIT PEA SOUP 2.50
- CHICKEN W/CHORIZO
- LENTEJAS | LENTIL SOUP 2.50
- (MORRO/DO/WHITNEY)
- GARBANZOS | CHICKPEA SOUP 2.50
- (VERDES/ROSA)

**Antojitos** | SIDE ORDERS

- PAPA RELLENA | STUFFED POTATO 1.50
- CROQUETAS | CROQUETTES .75
- YUCA | CASSAVA SM 1.50 LG 3.00
- ARROZ | RICE 1.50
- (BLANCO O AMARILLO/WHITE OR YELLOW)
- ARROZ MORO | MORO RICE 2.00
- ENSALADA | SALAD SM 2.50 LG 4.00
- PAPAS FRITAS | FRIES SM 2.00 LG 4.00
- MADUROS | RIPE FRIED PLANTAINS (4) 1.50
- TOSTONES SM 2.00 LG 4.00
- (CON SUERO/WITH CHEESE ADD \$1)
- EMPANADAS | CUBAN TURNOVERS 1.00
- (CARNE, POLLO, GUANABO QUESO/BEEF, CHICKEN, GUANO DE CERDO)

Los precios no incluyen propina.  
Prices do not include tip





# OUR CREATIVE



”RESTAURANT MENU”  
PRINT COLLATERAL  
Client: Pío Pío Restaurant



”RESTAURANT WEBSITE”  
WEBSITE DEVELOPMENT  
Client: Pío Pío Restaurant





## WE DESIGN AND DEVELOP WEBSITES AND DIGITAL PLATFORMS THAT ELEVATE BRANDS AND CUSTOMER EXPERIENCES.

We develop results-driven digital solutions through a combination of modern website design techniques, custom website development, creative marketing strategies and integrated SEO services. powerful brand image that accomplishes your needs.

Our sites are search engine optimized, secure and easy to update. We develop interactive websites that are intuitive and easy-to-navigate. Our websites are technically sound and built with the latest SEO best practices to ensure domain authority retention and search engine visibility.

From banner ad campaigns to email marketing, paid search and paid social, our digital marketing experts develop strategies to increase customer conversions and generate more leads for your business.





"RESTAURANT WEBSITE"  
WEBSITE DEVELOPMENT  
Client: Xochimilco Mexican Restaurant





**"RESTAURANT WEBSITE"  
WEBSITE DEVELOPMENT**  
Client: Las Estrellas de Mexican Restaurant



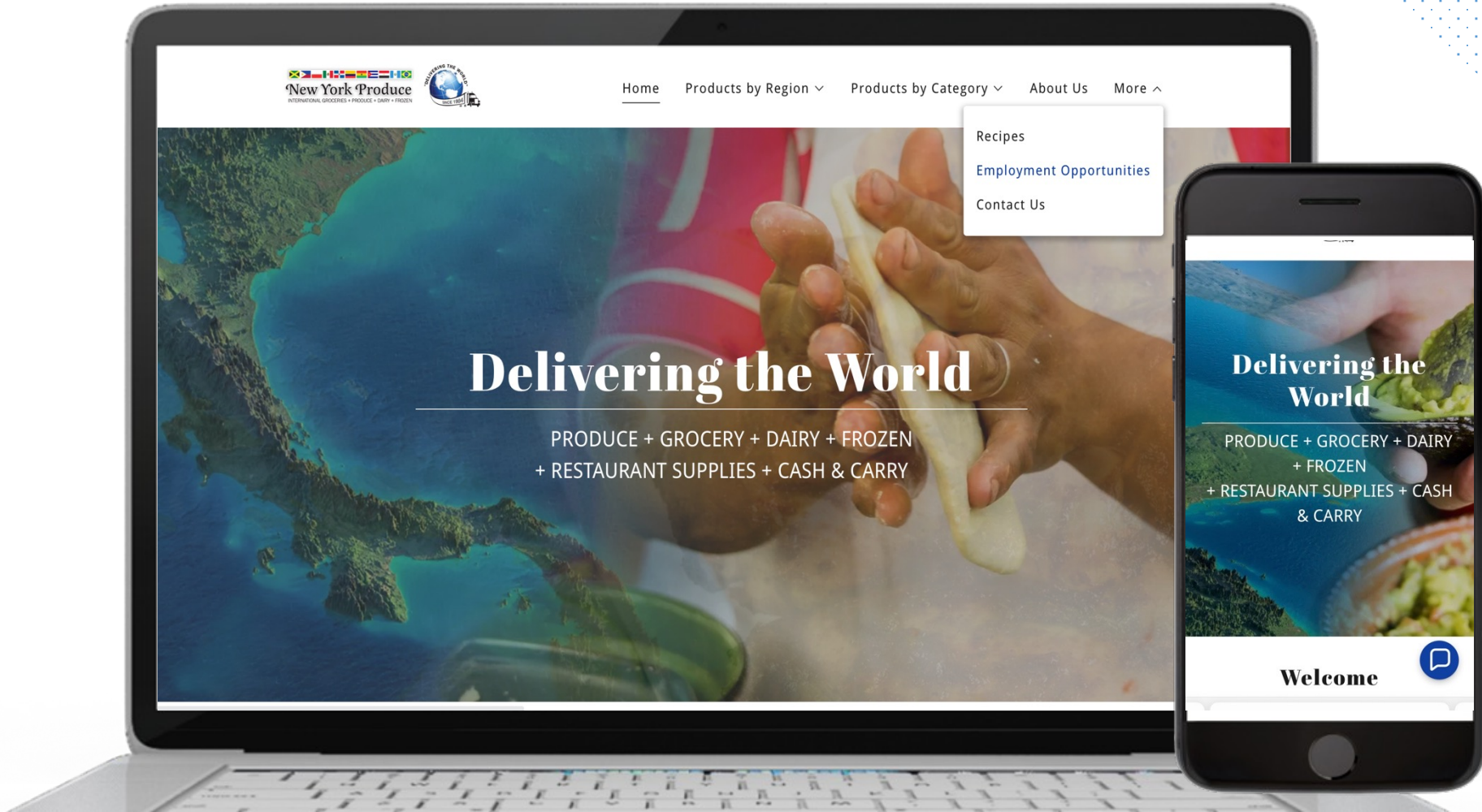
OUR CREATIVE



"RESTAURANT WEBSITE"  
WEBSITE DEVELOPMENT  
Client: Colombian Bites



# OUR CREATIVE

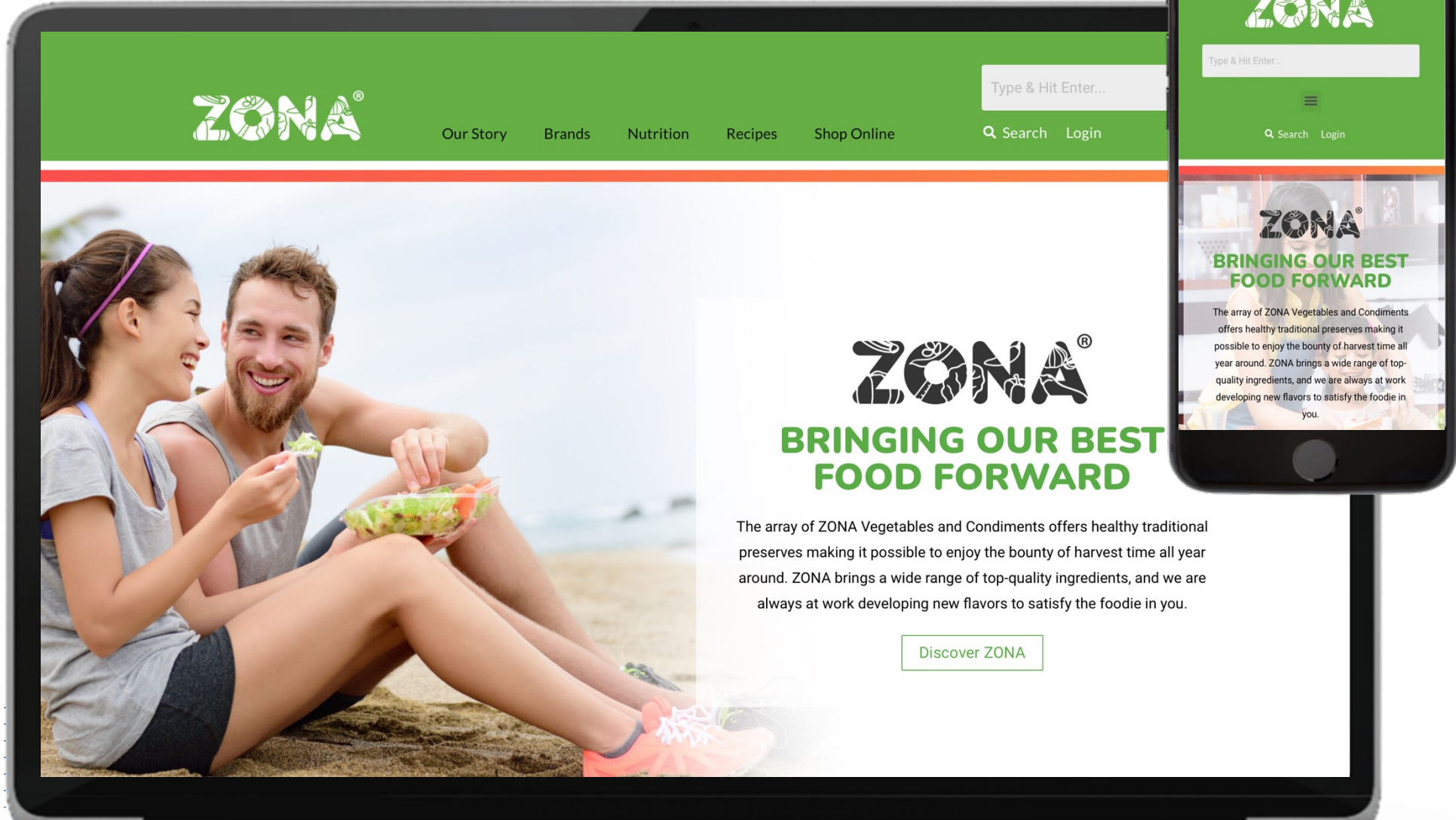


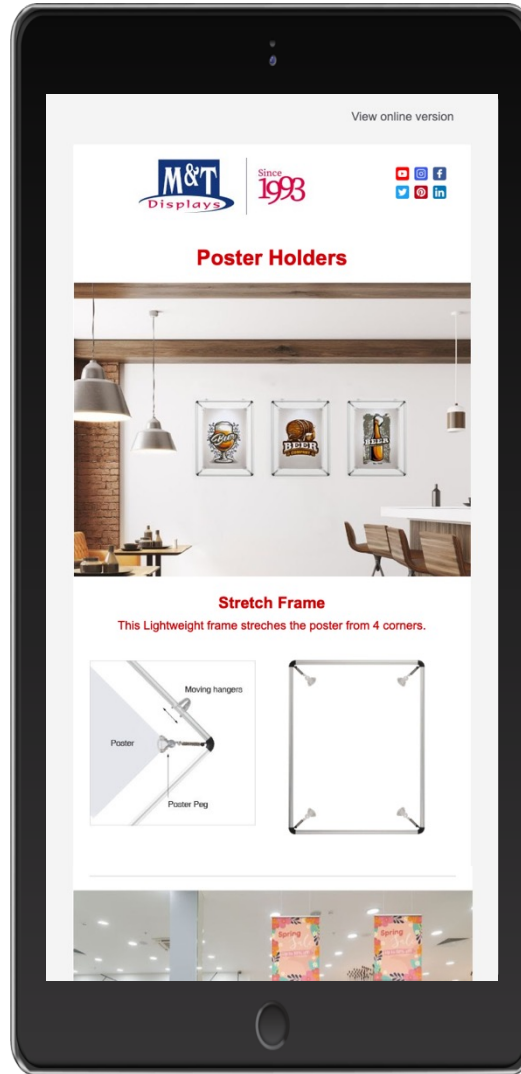
**"RESTAURANT WEBSITE"  
WEBSITE DEVELOPMENT  
Client: New York Produce Inc.**



# WEBSITE DEVELOPMENT

"COMPANY WEBSITE"  
WEBSITE DEVELOPMENT  
Client: Khayyan Specialty Foods





## HARNESS THE POWER OF EMAIL MARKETING WITH OUR IN-DEPTH KNOWLEDGE OF ONLINE MARKETING AND BRANDING

Email marketing has been a central pillar of brand awareness and product promotion since the beginning of the online era. The benefits of email marketing are widespread, and the success of many businesses was founded on innovative email marketing campaigns.

As the proliferation of emails has increased, gaining and maintaining the attention of email recipients has never been harder. There's a lot that goes into an email marketing service. When thinking about the best way to maximize your email channel's revenue potential, you might want to consider some expert advice from an email marketing service provider; preferably one with a great deal of enterprise-level experience.







GRACE STAFFING LLC.



## A BRAND IS MORE THAN LOGOS AND COLORS.

Branding is an essential part of every company. Whether we are talking about products or services, a consistent branding strategy is the most important aspect of a company's future.

A brand is a relationship with your audience, and you'll want to make sure that every interaction with them communicates your message.

Our branding services include:

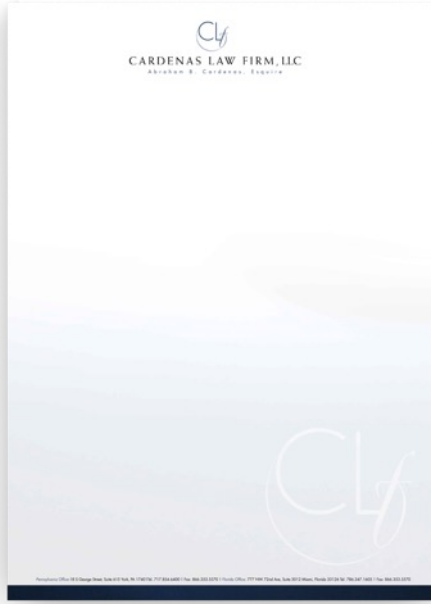
- Discovery | Brand Audit
- Marketplace & Competitor Research
- Comprehensive trademark research
- Brand name validation research
- Linguistic evaluation in multiple languages
- Brand Naming & Strategy
- Brand Identity Design



# BRANDING

## "FIRM IDENTITY" BRANDING

Client: Cardenas Law Firm



## "IDENTITY" BRANDING

Client: The Medical Center WNY

## "FIRM IDENTITY" BRANDING

Client: NJ Pain Orthopedics



**"FIRM IDENTITY" BRANDING**  
Client: Alonso & Navarrete Law Firm

**ALONSO & NAVARRETE**  
ATTORNEYS AT LAW

6121 Kennedy Boulevard, North Bergen, NJ 07047 | Tel. 201.246.2000

October 8, 2013

Mary Yáñez  
1200 Bergin Ave. Apt. 2  
West New York, NJ 07093

Dear Ms. Yáñez,

Please be advised that our office has learned that you were involved in an automobile accident on 02/23/2013 in North Bergen and may have sustained injuries. This office obtained this information from the North Bergen Police Department in compliance with N.J.S.A. 17:27A-1.

If you have been wrongfully injured as a result of the collision and/or injuries to others, you have certain rights, which include the right to be compensated for pain and suffering, obtain payment of your medical bills, lost wages, property, and other damages.

I have reviewed your police report and if you were injured as a result of this accident, I would like to represent you in a bodily injury claim so you can obtain money compensation for your pain and suffering. Your case will be handled on a contingency basis, which means you will only be responsible to pay for if we obtain a monetary settlement or award for you. [www.the25percentlawyers.com](http://www.the25percentlawyers.com)

I give special attention to each of my clients. If you would like to discuss your potential case with me please feel free to contact us at 201-246-2000 (24 hours a day). My consultation is free and you are not under any obligation.

Very truly yours,  
*Edgar J. Navarrete*  
EDGAR J. NAVARRETE, Esq.

DISCLAIMER: Before making your choice of an attorney, you should give this matter careful thought. The selection of an attorney is an important decision. If you are already represented by counsel in this matter, please disregard this advertisement. If you feel this letter is inaccurate or misleading, report same to the Committee on Attorney Advertising, Higher Justice Complex, CN 601, Trenton, New Jersey 08625.

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6121 Kennedy Boulevard, North Bergen, NJ 07047 | Tel. 201.246.2000

For the past 20 years, I have dedicated my law practice to servicing thousands of innocent victims who have been wrongfully injured as a result of the carelessness and negligence of others. If you sustained injury, you have certain rights which include the right to be compensated for pain and suffering, obtain payment of your medical bills, lost wages and other damages.

If you suffered personal injuries, I want to represent you in a bodily injury claim so that you may obtain monetary compensation for your pain and suffering. I would accept your case on a contingency basis, this means you would be responsible to pay an attorney fee only if I win money for you. My fee is ONLY 25% of the net settlement, as defined in the New Jersey court rules. If I do not receive any money for you, there is NO FEE. My usual consultation is free and you are not under any obligation.

CALL TOLL FREE 24 HOURS  
**888-NJ-VICTIM**  
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It is legal for someone to contact you, by visiting your home uninvited, or calling you, regarding this accident to offer you money to sue a doctor or an attorney. Please take the time to report it by calling 877-553-7283, the police or our office immediately.

**LAW OFFICES OF RAFFI T. KHOROZIAN, P.C.**

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**"THE 25% LAWYERS" BRANDING**  
Client: Raffi T. Khorozian Law Offices





## WHAT IS EXTRA VIRGIN OLIVE OIL ANYWAY?

March 17, 2022

Extra Virgin Olive Oil (EVOO) is pure olive juice passionately referred to over thousands of years as “liquid gold” and it is a healthy fat

[Read More »](#)

## How Can Content Marketing Help You Get More Customers?

Content marketing creates signals across the web that builds credibility and authority with your audience. In addition to the many SEO benefits of content marketing, it can be used as a means to connect on a level with your customers that other digital marketing can't.

- EasySeo helps clients develop a sustainable, effective, and integrated content marketing strategy. We provide a content marketing strategy consulting service that helps businesses take the necessary steps towards an impactful content marketing program including:
- Content marketing strategy development based on your business situation
- Relevant and Actionable content across all formats and channels including video, whitepapers, eBooks, blog posts, webinars, case studies, etc.
- Content placement and distribution – digital PR
- Content amplification via digital & social media channels – Twitter, Facebook, YouTube etc
- Content marketing performance analytics and measurement
- Content marketing technology & tools recommendations





## LET YOUR PRODUCT SPEAK FOR YOUR BRAND...

Your product is as good as it looks and how that look makes people feel. At The Ingenio we identify your goals and objectives, translating these ideas into a powerful brand image that accomplishes your needs.

The Ingenio will make sure your product grabs consumers' attention in-store while informing them about its properties and visually differentiating your brand from the competition on-shelf.

Our services include:

- Brand Development
- Graphic Design
- Photography
- Mechanical Artwork
- Merchandising Displays & Promotions
- Planogram Development
- Point-of-Purchase Displays (P.O.P.)



"ROSA MARIA SPICES | TAM-MON SPICES"  
BRANDING | PACKAGE DESIGN  
Client: NAC Foods



"COCONUT MILK | COCONUT CREAM"  
BRANDING | PACKAGE DESIGN  
Client: NAC Foods



"ROSA MARIA SUGAR | MIMI'S OATS"  
BRANDING | PACKAGE DESIGN  
Client: NAC Foods

"MIMI'S SPICES"  
BRANDING | PACKAGE DESIGN  
Client: NAC Foods



"CATINELLA EVOO LABEL"  
BRANDING | PACKAGE DESIGN  
Client: Catinella Oils



"EL IDEAL | QUE SABROSO CHEESES"  
BRANDING | PACKAGE DESIGN  
Client: Queseria Chipilo of Passaic

"FIESTA CAMPESINA TORTILLAS"  
BRANDING | PACKAGE DESIGN  
Client: International Distributors



"LA BRISITA ICE POPS"  
BRANDING | PACKAGE DESIGN  
Client: La Brisita



"MANITO PLANTAIN STRIPS"  
BRANDING | PACKAGE DESIGN  
Client: Chip Choice USA



"AZUL PURE COCONUT WATER"  
BRANDING | PACKAGE DESIGN  
Client: Mira International Foods



"IMPERI"  
BRANDING | PACKAGE DESIGN  
Client: International Distributors



"COSECHA CRIOLLA"  
BRANDING | PACKAGE DESIGN  
Client: Healthy International Foods



"ANGELIKA TEAS"  
BRANDING | PACKAGE DESIGN  
Client: NY Produce Inc.





# PACKAGE DESIGN

"NEW PRODUCT DESGNS"  
BRANDING | PACKAGE DESIGN  
Client: La Brisita





## REMARKABLE QUALITY AND PRICES IN PRINT TO FULFILL ALL OUR CLIENT'S NEEDS

Our printing expertise covers all types and sizes of projects. In our partner plants, you'll find the perfect blend of cutting-edge-technology and old-school standards, plus our experienced team members ready to assist you from start to completion of your project.

At The Ingenio we offer:

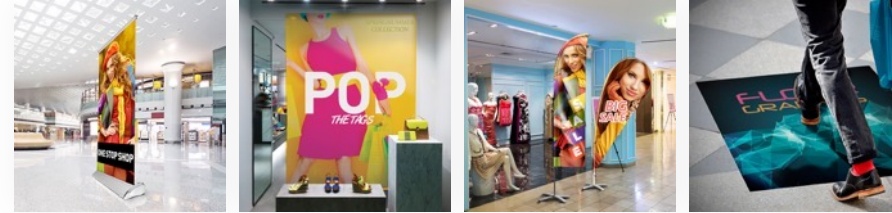
- Offset lithography
- Spot color and CMYK printing
- Thermography (raised printing)
- Digital color printing
- High speed copiers
- Large format posters and signage
- Custom Color T-Shirt Printing
- Embroidery of uniforms and other items
- Banners and trade show items
- Promotional products
- Mailing services





## CONVENTIONAL & DIGITAL PRINTING

- Business Cards
- Postcards
- Flyers and Brochures
- Announcement Cards
- Booklets & Catalogs
- Bookmarks
- Calendars
- CD and DVD Packaging
- Counter Cards
- Door Hangers
- Envelopes
- Event Tickets
- Greeting Cards
- Hang Tags
- Header Cards
- Letterheads
- Menus
- NCR Forms
- Notepads
- Plastic Cards
- Posters
- Presentation Folders
- Rack Cards
- Sell Sheets
- Table Tents
- Tear Off Cards
- Trading Cards



## LARGE FORMAT PRINTING

- Signs
- Indoor Banners
- Outdoor Banners
- Adhesives
- Aluminum Prints
- Banner Stands
- Car Magnets
- Event Tents
- Fabric Banners
- Fabric Banners
- Flags
- Large Posters
- Mounted Canvas
- Sidewalk Signs
- Table Covers
- Displays
- Window Graphics





## BOXES

- Custom Boxes
- Business Card Boxes
- Cube Boxes
- Golf Ball Boxes
- Pillow Boxes
- Print & Trim Boxes
- Roll End Tuck Top Boxes
- Sales Presentation Boxes
- Boxes



## LABELS & STICKERS

- Bumper Stickers
- Roll Labels
- Stickers



## PROMOTIONAL PRODUCTS

- Custom Plastic & Paper Bags
- Backpacks & Computer Bags
- Buttons & Magnets
- Mugs, Plastic & Paper Cups
- T-Shirts
- Pens and USB Drivers
- Uniforms (Printing & Embroidery)
- Hats, Aprons
- Sales Presentation Boxes
- Boxes
- Tote Bags





## ESTABLISHING A SOLID EMOTIONAL CONNECTION WITH THE MULTICULTURAL CONSUMER

Our Philosophy is simple:  
**BE CULTURALLY RELEVANT.**

Focusing on culture makes it possible to connect with multiple ethnic groups even beyond the reach of language. Many communities share the same language but knowing how to differentiate their specific traditions and behavior is key to successfully deliver our client's brand message and increase sales.

At The Ingenio, our goal is to provide our clients with the most cost effective, efficient and innovative ways possible to promote their products where the multicultural consumer make most of their buying decisions: in the store! The Ingenio provides local, regional and national field personnel for in-store promotions, trade shows and special events.





## IN-STORE SERVICES

- The Ingenio employs a staff of bilingual sales-oriented promoters from every latitude of the World. This ensures that the communication with the consumer is established in a culturally relevant one-to-one basis
- Our promoters know that establishing a solid emotional connection with the multicultural consumer influences trial more than any other factor
- At The Ingenio we take into consideration many factors – historical, contextual, cultural, demographic, financial – that place multicultural consumers in different categories, even those sharing the same nationality could react differently to the same message.





The Ingenio provides a comprehensive demonstration package for product promotion in any merchandising venue including:

- Food stores or Supermarkets
- Cosmetics
- Department or drug stores
- Trade shows
- Special events

We have an experienced staff and an outstanding team of professional demonstrators that provide the consumer with a positive product experience, helping our clients build product identity and generate an immediate increase in sales!

## IN-STORE SERVICES QUALITY CONTROL

- We conduct a mandatory employee background and drugs screening before hiring our promoters
- We confirm store times with Store management and to each store with details of demo
- We prepare customized briefing documents for each demonstrator
- The Ingenio managers are always on call throughout demo times
- We prepare a customized summary of sales results and customer feedback
- Peace of mind - we provide photos of the event



# IN-STORE DEMOS & PRODUCT ACTIVATION

“JAMAICAN SAUCES”  
PRODUCT DEMO | RETAIL ACTIVATION  
Client: Spur Tree





# IN-STORE DEMOS & PRODUCT ACTIVATION

“ASSORTED PASTRIES”  
PRODUCT DEMO | RETAIL ACTIVATION  
Client: Bimbo Bakeries



“CHICKEN FRANKS”  
PRODUCT DEMO | RETAIL ACTIVATION  
Client: FUD



“CAFÉ BUSTELO”  
PRODUCT DEMO | RETAIL ACTIVATION  
Client: Café Bustelo





## WE CREATE UNIQUE EXPERIENCES TO CAPTIVATE YOUR AUDIENCE...

Events are a unique opportunity to create memorable moments that educate, inspire, and connect you with your audience.

We understand the power of brand experiences and help you engage with your attendees to make the most of it. Whether your goal is to empower your staff, amplify your message, or celebrate the community, We help you make it happen. From strategy to logistics, we create personalized experiences that deliver on your objectives.

Our services include:

- Festivals & Consumer Events
- Press Events
- Sales Conferences & Trade Shows
- VIP Events
- Award Galas
- Concerts & Celebrity Events
- Virtual Events





## COMMUNITY RELATIONS & LOCAL HEALTH FAIRS

Connecting with the local community is essential for the success of your business. At The Ingenio Marketing we partner with local community organizations to secure the participation of our clients.

Our promotions and event department curates our client's presence at these events while providing custom signage, brand ambassadors, booth décor and photos of the event. In some cases we can negotiate for our clients to be honored or showcased in a relevant manner.

Some of the local events we partner with are:

- Save Latin America resources center Annual Health Fair
- Local Churches health fairs
- Hudson, Bergen and Passaic Counties Hispanic Parades
- Media partners' events and health fairs
- Local government community events (Union City, West New York, Passaic, Elizabeth)
- ShopRite Supermarkets Parking Lot festivals



# TURN-KEY EVENTS & EXPERIENTIAL ACTIVATIONS

**“SABORES Y MÁS CONSUMER FESTIVALS”**  
 TURN-KEY EVENT | COLLATERAL MATERIALS  
 Client: Wakefern Food Corporation



**“SABORES Y MÁS”**  
 TURN-KEY EVENT  
 Client: Wakefern Food Corporation



**INGENIO**  
 MULTICULTURAL MARKETING & ADVERTISING  
 6048 Tyler Place, Ground-Floor, West New York, NJ 07093 | T 855-INGENIO | www.theingenio.com

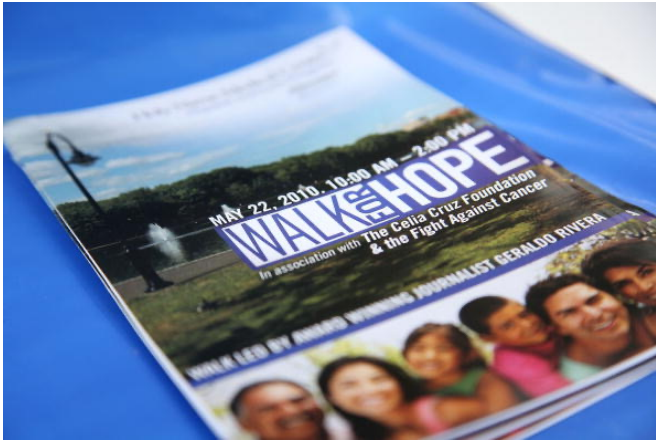
# TURN-KEY EVENTS & EXPERIENTIAL ACTIVATIONS

“SABORES Y MÁS”  
TURN-KEY EVENT  
Client: Wakefern Food Corporation



# TURN-KEY EVENTS & EXPERIENTIAL ACTIVATIONS

“WALK FOR HOPE”  
TURN-KEY EVENT  
Client: Holy Name Medical Center



**INGENIO**  
MULTICULTURAL MARKETING & ADVERTISING

6048 Tyler Place, Ground-Floor, West New York, NJ 07093 | T 855-INGENIO | www.theingenio.com

“DÍA DE LOS MUERTOS”  
TURN-KEY EVENT | PROMOTIONAL MATERIALS  
Client: Holy Name Medical Center

Join us for a spirited celebration.  
UNITE A NOSOTROS PARA UNA CELEBRACIÓN ENERGÉTICA.

El mejor nido  
NESTLE

Join us for a special Día de los Muertos-inspired celebration that the whole family will love! Come enjoy games, food, prizes and more!

**Friday, October 27, 2017**  
Viernes 27 de octubre  
**4pm to 8pm**  
Desde las 4pm hasta las 8pm

At ShopRite of Passaic  
503 Paulison Avenue  
Passaic, NJ 07055

Celebra con nosotros el Día de los Muertos. juegos, comida, premios y mucho más!

Join us for a special Día de los Muertos-inspired celebration that the whole family will love at your neighborhood ShopRite store.  
Únete a nuestra para una celebración especial del Día de los Muertos.  
Disfruta juntos a toda su familia en su tienda ShopRite favorita.

ENJOY | Disfruta

• Games • Music • Prizes • Recipe Demos • And More!  
Juegos • Música • Premios • Demostraciones de Recetas • Y Mucho Más!

You'll also get special savings on the Nestlé products you need to make your family gathering a hit!  
(También obtendrá ahorros especiales en los productos Nestlé que necesita para que su reunión familiar sea todo un éxito!)

GET READY TO PARTY! | Prepárate para la Fiesta

<p><b>Sunday, October 22, 2017</b> Domingo 22 de octubre</p> <p>Neon to Neon   Neon to Neon ShopRite of Park Avenue Covey Blvd &amp; Irving Park Avenue, NJ 07037</p>	<p><b>Sunday, October 22, 2017</b> Domingo 22 de octubre</p> <p>Neon to Neon   Neon to Neon ShopRite of Elizabeth 400 West Grand Street Elizabeth, NJ 07207</p>	<p><b>Friday, October 27, 2017</b> Viernes 27 de octubre</p> <p>Neon to Neon   Neon to Neon ShopRite of Passaic 503 Paulison Avenue Passaic, NJ 07055</p>
<p><b>Saturday, October 28, 2017</b> Sábado 28 de octubre</p> <p>Neon to Neon   Neon to Neon ShopRite of Woodbridge 475 E. George Ave Woodbridge, NJ 07095</p>	<p><b>Saturday, October 28, 2017</b> Sábado 28 de octubre</p> <p>Neon to Neon   Neon to Neon ShopRite of Columbia Park 1514 Kennedy Blvd North Bergen, NJ 07047</p>	

Celebrate with us.  
Celebre con nosotros.

Let Nestlé and ShopRite help you make the season even more fun. Get holiday inspiration and more at our special Día de los Muertos celebration.  
Nestlé y ShopRite le ayudan a hacer la temporada aún más divertida. Obtenga inspiración para las fiestas y mucho más en nuestra celebración especial del Día de los Muertos.

El mejor nido  
NESTLE

“DÍA DE LOS MUERTOS”  
TURN-KEY EVENT  
Client: Holy Name Medical Center



TURN-KEY EVENTS & EXPERIENTIAL ACTIVATIONS

“DÍA DE LOS MUERTOS”  
TURN-KEY EVENT  
Client: Nestlé







The Ingenio will customize a multi-room digital event platform tailored to effectively showcase each keynote, panel and workshop for your virtual event. The platform can be customized as little or as much as necessary to meet client objectives.

Our Multi-room event platform is tailored to create an engaging digital event experience for attendees and a turn-key solution for our clients.

Our Virtual Events services include:

- Custom Creative Design
- Customized Landing Page & Registration
- Event Promotion
- Customizable User Interface
- Live or pre-recorded streaming
- Gamification
- Sponsor Opportunities
- Sponsor Rooms
- Sponsor Virtual Activations
- Sponsored Photo Activations
- Social Media Integration
- 1:1 Meet Ups
- Network Chats
- Analytics & Surveys





# WHY THE INGENIO?

- We Are Strategic
- We Are ROI-driven
- We Are Resourceful (Ingenuity)
- We Are Always On
- We Are Detail Oriented
- We Are Deeply Rooted in the Community
- We Are Fun to Work With

Thank you!

