



MASTER THE ART OF LARGE-SCALE CATERING



DELIVER EVERY PLATE WITH

- ▲ FASTER SERVICE
- ▲ CONSISTENT QUALITY
- ▲ PREMIUM PRESENTATION
- ▲ INNOVATIVE DISHES

PIONEERS IN FOOD SOLUTIONS FOR CATERING & BANQUETS

Since 1980, Joymex Foods has been helping professional caterers and banquet kitchens deliver great food with consistency, efficiency and ease. Through our flagship brand, Rokitos Plus, we offer a growing range of products across Mexican and global cuisines—from tortillas, nachos and tacos to sauces, sides and other kitchen essentials.

Backed by decades of experience and dedicated support, Rokitos Plus is trusted by catering and banquet teams across India for dependable quality, operational convenience and consistent performance—event after event.

Media Coverage



Tanuj Gandhi
Founder

A Chef's Playbook for Scalable, Signature Plates



Kahaan Gandhi
Managing Partner

- ✓ **45+ Years of Expertise**
- ✓ **Certified Quality Standards**
- ✓ **Serving 10,000+ Customers**
- ✓ **Trusted By Top Chefs**





SERVING 10,000+ CUSTOMERS

All Across the Globe



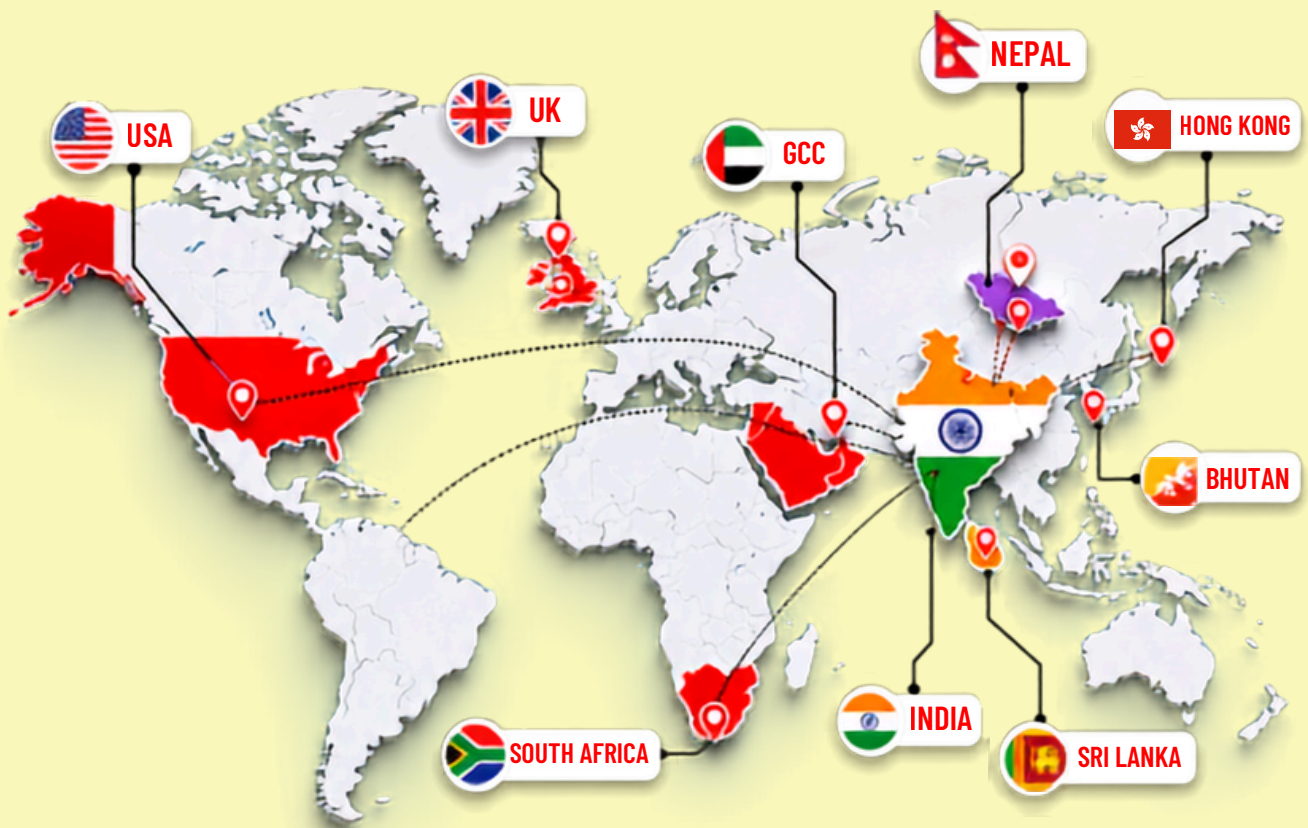
“When I came to India in 1995, few knew about Mexican food. Joy Products quickly understood my needs, helping me open the first Mexican restaurant in a 5-star hotel.”
-Chef Alfie

(Ex-Chef, Casa Mexicana)



“We use their products across multiple properties, and the quality and taste remain absolutely consistent Everywhere.”
-Chef Cyrus

GLOBAL PRESENCE



MASTER EVERY EVENT. DELIGHT EVERY GUEST.

Built for Caterers, Banquets & High-Volume Kitchens

EVENT CHALLENGES

v/s

ROKIT S
PLUS

- | | |
|---|---|
|  Inconsistent taste across 500–5,000 covers |  Standardized products deliver consistent taste in every batch |
|  Slow production during peak service |  Ready-to-use solutions reduce prep time and kitchen pressure |
|  High wastage & lack of portion control |  Consistent ingredients improve yield and reduce wastage |
|  Unreliable supply for large events |  Dependable sourcing supports high-volume requirements |
|  Lack of innovation |  Trend-driven products help create differentiated menus |

MASTER EVERY EVENT. DELIGHT EVERY GUEST.

Built for Caterers, Banquets & High-Volume Kitchens.

EVENT CHALLENGES

v/s

ROKIT S
PLUS

- | | |
|--|---|
| ✓ Labour shortages impacting quality | ✓ Easy-to-use solutions reduce dependence on skilled staff |
| ✓ Long prep times for large functions | ✓ Time-saving products simplify preparation and reduce workload |
| ✓ Rising labour costs | ✓ Simplified preparation helps lower labour requirements |
| ✓ Guests wanting new cuisines every season | ✓ Mexican & global solutions make menu innovation easier |
| ✓ Pressure to maintain quality at scale | ✓ Consistent products perform reliably in high-volume kitchens |

SUCCESS STORIES

What Chefs Struggle With

What We Have Solved

Event menus need variety without operational complications

Multiple formats & options for menu flexibility

Managing multiple food components creates coordination headaches

Simplified product handling for smoother execution

No organiser wants food-related complaints on event day

Predictable taste, texture & performance

High MOQs make new menu testing difficult

Low MOQ
for product trials

OUR CATERING SOLUTIONS



Tostadas



Product Highlights

- ✓ Extra crispy texture
- ✓ Premium presentation
- ✓ Strong Topping Support
- ✓ Ready to serve
- ✓ Banquet-friendly
- ✓ Consistent quality



Flat Tostadas



Product Highlights

- ✓ Extra Crispy Base
- ✓ Strong topping support
- ✓ Premium Presentation
- ✓ Ready To Serve
- ✓ Consistent Quality
- ✓ Chef-preferred

OUR CATERING SOLUTIONS



Product Highlights

- ✓ True Mexican authenticity
- ✓ Consistent shape & easy portioning
- ✓ Less breakage risk
- ✓ Fill & serve - No taco stand required
- ✓ Saves staff training
- ✓ Shifting customer preference



Product Highlights

- ✓ Crunchy bite
- ✓ 100% corn & gluten-free
- ✓ Holds fillings well - Easy to eat
- ✓ Ready to serve
- ✓ Consistent quality
- ✓ Stand and stuff option available

OUR CATERING SOLUTIONS



Wafer Cups



Product Highlights

- ✓ Bite-Sized Appetizers
- ✓ Premium Presentation
- ✓ Strong Filling Support
- ✓ Cocktail-party ready
- ✓ Consistent Shape
- ✓ Chef-preferred



Wafer Cones



Product Highlights

- ✓ Creative food display
- ✓ Elegant serving style
- ✓ Premium Finish
- ✓ Ready to fill
- ✓ Banquet Favourite
- ✓ Uniform quality

OUR CATERING SOLUTIONS



Vol-au-Vent



Product Highlights

- ✓ Premium Appetizer Base
- ✓ Ready to fill
- ✓ Elegant Presentation
- ✓ Cocktail-party ready
- ✓ Consistent Shape



Taco Cones



Product Highlights

- ✓ Light & crunchy texture
- ✓ Authentic Corn-Based Recipe
- ✓ Eye-Catching Menu Presentation
- ✓ Designed for VIP & Elite Events
- ✓ 100% corn & gluten-free

OUR CATERING SOLUTIONS



Retort Products



Product Highlights

- ✓ Ready-to-use convenience
- ✓ Long Shelf Life/ Ambient storage
- ✓ Authentic Taste & Quality
- ✓ No added preservatives
- ✓ Time-saving kitchen solution



Seasonings



Product Highlights

- ✓ Standardised, authentic flavour
- ✓ Multi-purpose kitchen solution
- ✓ Creates signature dishes
- ✓ Instant taste enhancer & faster service

OUR CATERING SOLUTIONS



Pasta



Product Highlights

- ✓ Made from 100% durum wheat semolina
- ✓ Al dente bite
- ✓ Superior texture
- ✓ Consistent cooking
- ✓ Better sauce retention



Cheese Sauce



Product Highlights

- ✓ Rich, creamy texture
- ✓ 100% dairy-based, not mayo-based
- ✓ Smooth pouring consistency
- ✓ Suitable for multiple cuisines
- ✓ Premium cheese blend

EXPLORE OUR COMPLETE RANGE OF MEXICAN FOOD PRODUCTS



Scan to view detailed brochure



Scan to view product videos

COMING SOON



KUNAFHA



OUR TOP SELLER



Tostada

Square Tostada &
Round Tostada



Retort

Red Kidney Beans
& Boiled Chickpeas



Tacos Shell

Soft Shell Tacos - 4 in
Hard Shell Tacos - 3 in



Pasta

Penne Rigate
& Spaghetti



Taco Cones



Cheese Sauce



Vol-Au-Vents



Seasonings

Cheddar Cheese
& Taco Seasoning

Product I Packaging I Variant I Size

	Product	Packaging size	Variant	Size
1.	Tostadas	100 pieces	Regular/Sweet/Charcoal/Gluten-Free / Chocalate / Spinach / Beetroot / Square shaped	1.75" / 2"
2.	Flat Tostadas	50 pieces	Regular	3" / 5" / 6"
3.	Soft Shell Tacos	12 pieces	Regular	4"
4.	Hard Shell Tacos	Small 50 pieces / Big 25 pieces	Regular	3" / 4.75"
5.	Wafer Cups	50 pieces	Regular	Small
6.	Wafer Cones	50 pieces	Regular	Small
7.	Vol-au-Vent	12 pieces	Regular	Small
8.	Taco Cones	25 pieces	Regular	3"
9.	Retort Products	1 kg	Black Beans / Pinto Beans / Boiled Chickpeas / Chickpea Paste / Red Kidney Beans	
10.	Seasonings	200 / 250 gm	Cheddar Cheese/ Jalapeño / Cheesy Jalapeño/ Salsa/ Peri Peri/ Taco/ Truffle/ No Onion, No Garlic	
11.	Pasta	500 gm	Penne Rigate / Fusilli / Spaghetti	
12.	Cheese Sauce	1 kg	Multipurpose use	

60 Reasons to Choose Rokitos Plus

Legacy

- ✓ Proudly backed by 45+ years of product expertise
- ✓ HoReCa market leader
- ✓ 50%+ market share
- ✓ Wide hotel network
- ✓ Partners with top hotels chains
- ✓ Innovation awards
- ✓ Import-substitute Mexican ingredients
- ✓ Serving Global Players
- ✓ Pan-India distribution
- ✓ 50+ Pan-India distributors
- ✓ Global presence
- ✓ Strong online presence
- ✓ Pioneers of Mexican cuisine in India
- ✓ Empowering local farmers

Consistency & Quality

- ✓ Measured ingredients
- ✓ Standardized processes
- ✓ Advanced machines used during production
- ✓ Dedicated quality checks
- ✓ Protected recipes
- ✓ Premium ingredients
- ✓ Guaranteed consistency
- ✓ Chef-tailored solutions
- ✓ Strict safety compliance
- ✓ Long-term value

Product Availability & Reliability

- ✓ Large-scale setup
- ✓ Planned inventory stocking
- ✓ Demand-spike readiness
- ✓ Reliable at all volumes
- ✓ Infrastructure advantage
- ✓ Not just a vendor, but a partner

Handling & Packaging

- ✓ Professional packaging
- ✓ Multiple quality checkpoints
- ✓ Safe handling of fragile products
- ✓ Durable and strong
- ✓ Less wastage
- ✓ Reliable supply

Operational Efficiency

- ✓ Time-saving
- ✓ Reduced labor costs
- ✓ Transparent pricing
- ✓ Pre-portioned sizes
- ✓ Multi-use ingredients
- ✓ Faster cooking helps during peak hours
- ✓ Custom solutions based on restaurant format
- ✓ Easy storage

Authenticity & Ingredient Integrity

- ✓ Mexican ingredients that substitute for imported products
- ✓ Crafted by experts
- ✓ Authentic taste every time
- ✓ Original flavours
- ✓ Signature seasoning blends
- ✓ Farm-fresh products

Convenience & Hygiene

- ✓ Ready-to-use products
- ✓ Less food preparation time
- ✓ Space-saving packaging
- ✓ Stackable cartons
- ✓ Hygienic handling options
- ✓ Cleaner kitchen workflow

Service, Support & Trust

- ✓ Fast communication
- ✓ Quick problem solving
- ✓ On-time deliveries
- ✓ Door-to-door service

WHICH ROKITOS PLUS PRODUCT FITS YOUR MENU?

 TYPE OF CATERING & BANQUET RANGE	 MUST-HAVE PRODUCTS	 RECOMMENDED PRODUCTS
Standard Buffet 	 Tostadas, Taco Shell, Hard Shell tacos, Retort Items (Red Beans, Chickpea Paste, Boiled Chickpea), French Fries, Pasta, Wafer Cups, Vol-au-Vent, Taco cones, Cheese Sauce	 Seasonings, Soft shell tacos, Corn Strips, Mexican Range
Premium Buffet 	 Tostadas, Flat Tostadas, Soft shell Tacos, Hard shell tacos, Taco Shells, Wafer Cones, Retort Items (Red Beans, Chickpea Paste, Boiled Chickpea), French Fries, Vol-au-Vent, Corn Strips, Pasta, Wafer Cups, Taco cones, Cheese Sauce	 Corn Flour Tortillas, Wafer Cups, Seasonings, Flat Tostadas, Mexican Range, Wafer Cones, Retort Items (Black beans, Pinto beans)
Luxury Banquet 	 Tostadas, Soft Shell Tacos, Taco Cones, Taco Shells, Hard Shell tacos, Wafer Cups, Retort Items (Red beans, Black beans, Kidney Beans, Pinto beans, Chickpea Paste, Boiled Chickpea), French Fries, Vol-au-Vent, Flat Tostadas, Corn Strips, Pasta, Wafer Cones, Seasonings, Cheese Sauce	 Corn Flour Tortillas, Mexican Range

HAPPY CUSTOMERS

Graciano's

Matches Imported Product Quality

We were initially relying on imported ingredients, but their products give the same authenticity – without the long lead times or higher costs.

Consultant Chef Gracian

TIMEZONE

Top-Selling Nachos Loved Nationwide – Backed by Excellent Support!

Nachos have become a top seller at our entertainment zone – guests love the authentic taste and crispiness. Also the support of the team for Pan India supply is great, Cheers!

Chef Rahul Kulkarni
Pan India Chef, Timezone

Khayber

Consistent Quality Across Properties

We use their products across multiple properties, and the quality and taste remain absolutely consistent everywhere.

Amol Patil
Executive Head Chef



Inns-Venue

The Original Ethnic Mexican Taste and the real earthy Corn Masa

The Only 1 is with Joy Products, now over around 2 decades been very consistent. The additions of Retort Ready to use products have also been helping the stand-alone restaurants with limited kitchen spaces to produce variety of Foods on their Menus.

Chef Anurag
Head Chef, CPK

chili's

Trusted Partners in Innovation and Quality for Over 6 Years

We've been using Joy products for over 6 years and have immense faith in their products and service. They have a robust understanding of product technicalities and have assisted in new product development for us as well. The white corn chips were one such product which only they could provide us. Definitely recommend Joy products to everyone

Abhijeet Gomare
Ex Area Manager- Culinary,
Innovations and SCM Chilis-
South and West India



CALIFORNIA
PIZZA KITCHEN

Reliable Tortilla Sourcing Made Easy

The responsibility was given to me by the team of foreign chefs to source good quality tortillas, which was made easy for me by Joy Products. Since then, we have never looked elsewhere.

Chef Bakul
Ex-Chef, California Pizza and Kitchen



Book Your Product DEMO

Book a LIVE DEMO to get all your queries answered.

Book your demo and get this book for free.



Scan For Product Video



 +91 84520 09955

 +91 91362 17974

 +91 79770 87595

Visit our website for more information
www.joymexfoods.com



This book will help you with:
Reliable bases for Mexican food ✓
Time-saving culinary solutions ✓
A guide to creating new menu possibilities ✓
Healthy soutions ✓

**Train Your Team
TO MASTER EVERY
ROKITOS PRODUCT.
Enroll Today in ROKITOS
PKTP**

(Professional Kitchen Training Program)



**Train
Your Team**



**To Master
Rokitos
Product Use**