



GSRANALYTIX

FOOD & CULINARY MAGAZINE

FOOD • BEVERAGE • GASTRONOMY

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PERU EDITION

01



PERU

LAND OF FLAVOURS,
CULTURE & HERITAGE



SOUTH AMERICA

FROM LOCAL FLAVOURS TO GLOBAL BRANDS

Tradition • Innovation • Export Potential

INSIGHTS • DEBATES • OPPORTUNITIES



INSIDE PERU

A LAND OF FLAVOURS, CULTURE & HERITAGE

From the cold waters of the Pacific to the majestic Andes and the lush Amazon rainforest, Peru offers one of the world's most diverse culinary landscapes.

Ancient ingredients, living traditions and modern creativity come together to create a cuisine that is authentic, vibrant and globally influential.

IN THIS ISSUE

- 03 **CULINARY OVERVIEW**
One country, many culinary worlds. 
- 04 **ICONIC FOODS OF PERU (I)**
Traditional dishes that define Peru. 
- 05 **ICONIC FOODS OF PERU (II)**
More flavours, more stories. 
- 06 **FEATURED DISH: CEVICHE**
The soul of Peru in a dish. 
- 07 **CEVICHE RECIPE**
Step-by-step recipe and tips. 
- 08 **PERU'S AGRICULTURAL TREASURES**
Products the world loves. 
- 09 **KEY STATISTICS & NUMBERS**
Production, exports and top markets. 
- 10 **TRADE & EXPORT PERFORMANCE**
A growing global food powerhouse. 
- 11 **KEY PLAYERS & OPPORTUNITIES**
Companies, clusters and opportunities. 
- 12 **GSR ANALYTIX – CONNECTING WORLDS**
Information. Intelligence. Opportunities. 

PACIFIC COAST

Fresh seafood, citrus, chilli and sea breeze in every bite.

THE ANDES

Potatoes, quinoa, ancient grains and centuries of agricultural wisdom.

THE AMAZON

Exotic fruits, native ingredients and a unique culinary world.

WORLD FAMOUS

CEVICHE

FRESH. VIBRANT. ICONIC.

More than a dish – it's a Peruvian experience enjoyed around the globe.



WHERE IS PERU?

Located on the western coast of South America, Peru is the world's top source of unique ingredients and extraordinary flavours.



PERU
SOUTH AMERICA



PERU



A LAND OF FLAVOURS, CULTURE & HERITAGE

From the Pacific coast to the majestic Andes and the lush Amazon rainforest, Peru is a country of extraordinary diversity.

Its cuisine is a reflection of ancient civilizations, rich ecosystems and centuries of cultural exchange that continue to inspire the world.

IN THIS ISSUE

03 CULINARY OVERVIEW

04 ICONIC FOODS OF PERU (I)

05 ICONIC FOODS OF PERU (II)

06 FEATURED DISH: CEVICHE

07 CEVICHE RECIPE

08 PERU'S AGRICULTURAL TREASURES

09 KEY STATISTICS & NUMBERS

10 TRADE & EXPORT PERFORMANCE

11 KEY PLAYERS & OPPORTUNITIES

12 GSR ANALYTIX – CONNECTING WORLDS

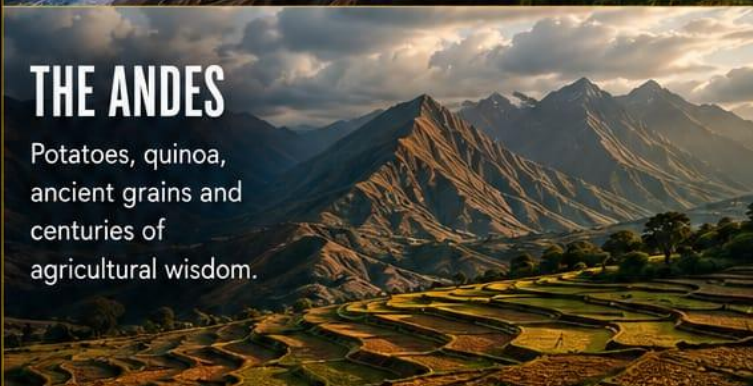

PACIFIC COAST

Fresh seafood, citrus, chilli and sea breeze in every bite.



THE ANDES

Potatoes, quinoa, ancient grains and centuries of agricultural wisdom.



THE AMAZON

Exotic fruits, native ingredients and a unique culinary world.



THREE WORLDS. ONE CUISINE.



PACIFIC COAST
Seafood, citrus,
chilli and more.



THE ANDES
Grains, potatoes,
traditions.



THE AMAZON
Exotic fruits,
nature's gifts.



ICONIC FOODS OF PERU (I)

Peruvian cuisine is recognized worldwide for its diversity, bold flavors and unique ingredients. Here are some of the most iconic foods that define Peru's rich gastronomic identity.

01 CEVICHE

Peru's national dish. Fresh raw fish marinated in lime juice, mixed with red onion, chili, cilantro and served with sweet potato and corn.



02 LOMO SALTADO

A delicious stir-fry of beef, onions, tomatoes and fries, seasoned with soy sauce and served with rice.



03 AJÍ DE GALLINA

Shredded chicken in a creamy, mildly spicy yellow chili sauce with walnuts, cheese and served with rice and potatoes.



04 CAUSA LIMEÑA

A cold layered dish made with yellow potatoes, filled with tuna or chicken salad, avocado and egg.



05 ANTICUCHOS

Grilled beef heart skewers marinated in aji panca, garlic, vinegar and spices. A popular street food favorite.



06 ROCOTO RELLENO

Stuffed spicy rocoto pepper with a mix of ground beef, onions, spices, cheese and baked to perfection.



07 CAUSA ACEVICHADA

A creative twist combining causa limeña with ceviche on top. The best of both worlds!



A COUNTRY OF INFINITE FLAVORS

From the sea to the mountains and the Amazon, Peru offers a unique culinary journey.



DID YOU KNOW?



Peru has over 3,000 km of coastline rich in marine biodiversity.



We are the world's largest producer of aji peppers (over 300 varieties).



The potato was domesticated in the Andes over 7,000 years ago.



Peru has more than 55 varieties of native corn in all colors!



Peruvian cuisine has been ranked among the best in the world.



ICONIC FOODS OF PERU (II)



Peru's culinary heritage is as diverse as its landscapes. From the coast to the highlands and the Amazon, these iconic foods showcase the richness of tradition, creativity and culture.

01 TACU TACU

A delicious fusion of rice and beans, pan-fried until crispy on the outside and soft inside. Often served with lomo saltado, seafood or aji sauce.



02 PAPA A LA HUANCAÍNA

Boiled yellow potatoes covered in a creamy aji amarillo cheese sauce, topped with black olives and sliced hard-boiled egg.



03 ANTICUCHOS

Grilled beef heart skewers marinated in aji panca, garlic, vinegar and spices. A true taste of Peruvian street food culture.



04 CAU CAU

A traditional tripe stew cooked in a yellow aji sauce with potatoes, herbs and spices. Hearty and full of history.



05 CHUPE DE CAMARONES

A comforting shrimp soup with potatoes, corn, peas, carrots and a touch of milk and cheese. A coastal classic.



06 AJÍ AMARILLO

The golden soul of Peruvian cuisine. This vibrant chili is the base of many iconic dishes and sauces.



07 SUSPIRO A LA LIMEÑA

A traditional lime mousse dessert made with leche condensada and meringue, crowned with a touch of cinnamon.



A TASTE OF PERU

Peruvian cuisine reflects the country's cultural diversity and natural abundance. Every dish tells a story of ancient civilizations, local ingredients and a passion for flavorful food.



PERU BY REGION – DISTINCT FLAVORS



COAST

Rich in seafood, fresh ceviches, tiraditos and marine delicacies.



HIGHLANDS

Hearty dishes with potatoes, grains, meats and ancient Andean traditions.



AMAZON

Exotic fruits, fish, cassava, plantains and unique jungle ingredients.

“ Peru is not just a destination, it's a culinary journey. ”



FEATURED DISH: CEVICHE



PERU'S GIFT TO THE WORLD

Ceviche is more than a dish;
it is a symbol of Peru.
Fresh fish, citrus, chili and tradition
come together in perfect harmony.



KEY INGREDIENTS



FRESH FISH
Firm white fish like corvina
or lenguado.



LIME JUICE
The citrus that "cooks"
the fish and gives ceviche
its unique flavor.



RED ONION
Adds crunch, color and
a mild, sweet sharpness.



AJÍ PEPPER
Brings heat, flavor
and Peruvian identity.



GIANT CORN
Boiled to perfection,
it adds texture and
authenticity.



SWEET POTATO
A subtle sweetness that
balances the acidity
and spice.



CILANTRO
The fresh herb that
completes the harmony.

THE PERFECT CEVICHE

- 1 Cut the fish into bite-sized cubes.
- 2 Season with salt and mix with lime juice.
- 3 Add sliced red onion and aji pepper.
- 4 Let it marinate for 8–10 minutes.
- 5 Stir in cilantro.
- 6 Serve with sweet potato, giant corn and lettuce.



CHEF'S TIP

The key to great ceviche is fresh
fish and the right balance between
acid, spice and freshness.

NUTRITIONAL HIGHLIGHTS

(Per serving)



PROTEIN
High-quality and lean



VITAMIN C
Boosts immunity



OMEGA-3
Good for heart health



LOW FAT
Light and healthy



GLUTEN FREE
Naturally gluten free

TRADITIONAL COOKING METHODS



MARINATION
Citrus juice "cooks"
the fish, creating
a fresh and delicate
texture.



HAND PREPARATION
Ingredients are cut by hand
to preserve texture
and authenticity.



BALANCE OF FLAVORS
The perfect combination
of sour, spicy, sweet
and savory.



LOCAL HERITAGE
Prepared with techniques
passed down through
generations.



FROM SEA TO TABLE
From the Pacific Ocean,
straight to your plate –
fresh and vibrant.

“ One bite of ceviche is one bite of Peru. ”



CEVICHE RECIPE

THE PRIDE OF PERU

Fresh, vibrant and full of flavor, ceviche is Peru's most iconic dish. A perfect balance of citrus, spice and freshness that captures the essence of the Pacific.



★
PERU'S
NATIONAL
DISH

INGREDIENTS (Serves 4)

- 500 g white fish (corvina or lenguado), cut into cubes
- 1 cup fresh lime juice (about 10–12 limes)
- 1 red onion, thinly sliced
- 1 aji limo or red chili, thinly sliced
- 2 tbsp chopped fresh cilantro
- 1 tsp salt
- Sweet potato, cooked
- Giant corn (choclo), cooked
- Lettuce leaves (optional)



DID YOU KNOW?

Ceviche has been part of Peruvian culture for over 2,000 years and reflects the harmony between the sea and tradition.



WHY WE LOVE IT



Fresh and light



Rich in protein and nutrients



Low in calories



Quick and easy to prepare



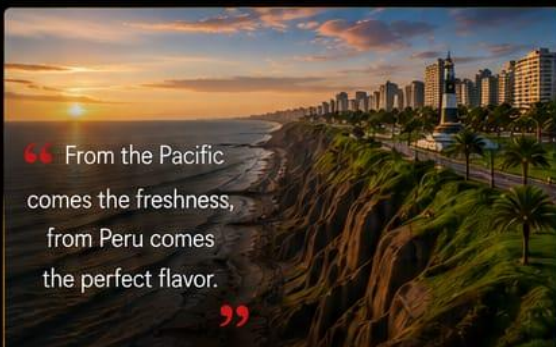
A taste that represents Peru around the world

STEP-BY-STEP PREPARATION



CHEF'S TIPS

- ✓ Always use very fresh fish.
- ✓ The acidity of lime "cooks" the fish.
- ✓ Do not marinate for too long, ceviche should be fresh and firm.
- ✓ Adjust chili to your taste.
- ✓ Serve immediately for the best experience.



PERFECT PAIRINGS



Pisco Sour
Peru's iconic cocktail complements ceviche perfectly.



Chicha Morada
Traditional purple corn drink, sweet and refreshing.



Light White Wine
A crisp white wine enhances the citrus and freshness.



PERUVIAN INGREDIENTS

NATURE, DIVERSITY AND HERITAGE IN EVERY INGREDIENT

Peru is one of the world's most biodiverse countries, with unique ingredients found nowhere else. These native treasures are the soul of Peruvian cuisine.



POTATOES

Thousands of native varieties from the Andes. Rich in flavor, color and nutrition.



QUINOA

The ancient superfood of the Incas. High in protein, gluten-free and incredibly versatile.



AMARANTH

An ancestral grain packed with protein, fiber and essential minerals.



AJÍ PEPPERS

Over 55 native varieties with diverse heat levels, aromas and vibrant flavors.



GIANT CORN

Large-kernel corn with a chewy texture and sweet flavor. A staple in many traditional dishes.



CACAO

Fine aroma cacao from Peru, the origin of premium chocolate and tradition.



CAMU CAMU

One of the richest natural sources of Vitamin C in the world.



LUCUMA

The "Gold of the Incas". Sweet, creamy fruit used in desserts and smoothies.



MACA

A powerful Andean root known for its energy-boosting and balancing properties.



COCA LEAVES

Sacred leaf of the Andes. Used for centuries in traditional rituals and natural energy.



YACON

A sweet Andean root rich in prebiotics and excellent for digestive health.



CHIRIMOYA

A creamy, fragrant fruit with a tropical sweetness that melts in your mouth.



NATIVE SPICES & HERBS



HUACATAY

Aromatic herb with a unique flavor, essential in many traditional sauces.



MUÑA

Andean mint with a refreshing aroma, used in infusions and dishes.



COCHINEAL

Natural red dye from the cochineal insect, used for centuries in food and textiles.



BLACK CORN

Packed with antioxidants and a key ingredient in drinks and desserts.



TRADITIONAL BEVERAGES



CHICHA MORADA

Refreshing drink made from purple corn, pineapple, cinnamon and clove.



PISCO SOUR

Peru's iconic cocktail made with Pisco, lime, syrup and egg white.



INCA KOLA

The golden soda of Peru, unique and one-of-a-kind.



COCA INFUSION

Traditionally used for energy and altitude relief.



PERFECT PAIRINGS



CEVICHE

SAUVIGNON
BLANC



AJÍ DE GALLINA

CHARDONNAY



LOMO SALTADO

MALBEC



CUY AL HORNO

CABERNET
SAUVIGNON



SUSPIRO A LA LIMEÑA

MOSCATO



4 REGIONS

Coast, Highlands, Amazon and their unique ingredients.



NATURAL WEALTH

Over 3,000 native plant species used in Peruvian cuisine.



ANCESTRAL KNOWLEDGE

Centuries of traditions passed down through generations.



WORLD RECOGNITION

Peruvian cuisine is among the best in the world.



FROM PERU TO THE WORLD

Sharing our flavors, culture and passion with the world.

“ Our ingredients are our story, our culture and our future. ”

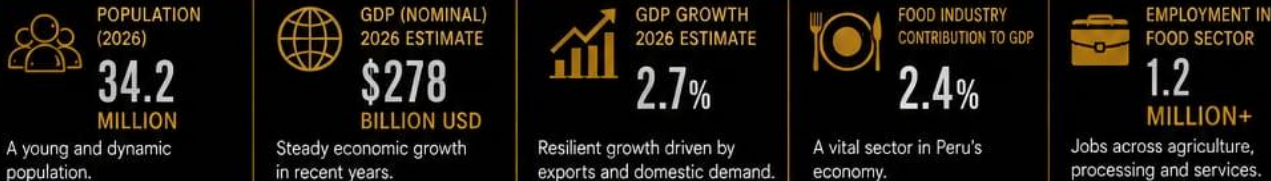
PERU FEEDS THE WORLD WITH FLAVOR AND SOUL.



KEY STATISTICS & NUMBERS

A COUNTRY OF ABUNDANCE

From rich biodiversity to a growing food industry, Peru's numbers reflect a powerful culinary legacy and a promising future.

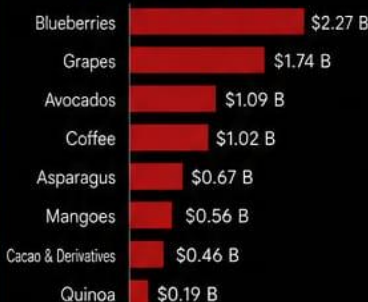


AGRICULTURAL DIVERSITY – A GLOBAL LEADER



 **PERU IS ONE OF THE WORLD'S TOP 10 MEGADIVERSE COUNTRIES**
A natural pantry for the world.

TOP FOOD EXPORTS (2025) BY VALUE (USD)



 Peru exports food to more than **120** countries worldwide.

A WORLD-RENNOWNED CUISINE



EXPORT DESTINATIONS (TOP MARKETS)



FOOD PRODUCTION & CONSUMPTION (ANNUAL)



 **DOMESTIC FOOD MARKET**
(2026 ESTIMATE)
\$68
MILLION USD
A growing market with strong local demand.

 **FOOD & BEVERAGE SECTOR GROWTH**
(2026 ESTIMATE)
3.6%
Driven by innovation, exports and investment.

 **SUSTAINABLE & ORGANIC AGRICULTURE AREA**
1.2
MILLION HA
Peru leads in organic Andean crops.

 **FRESHWATER RESERVES**
1.8%
Of the world's freshwater resources are in Peru.

“ The numbers tell the story, but the flavor tells the soul of Peru. ”

FOOD SECTOR AT A GLANCE



Peru's food sector is a vital pillar of its economy, driven by rich natural resources, innovation, and a deep culinary heritage that continues to inspire the world.

ECONOMIC CONTRIBUTION OF THE FOOD SECTOR (2025)



\$22.4
BILLION USD

Total contribution to GDP



8.1%

Share of national GDP

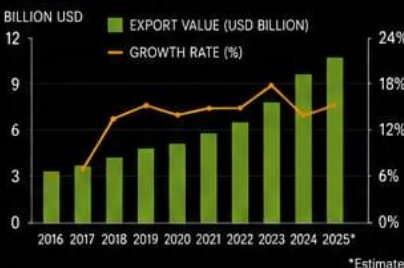


1.2

MILLION+

People employed across the food value chain

FOOD EXPORTS OVERVIEW (2016–2025)

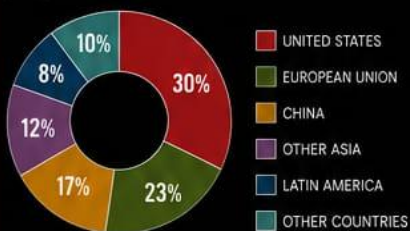


Peru's food exports have grown steadily, reaching an estimated **\$11.8 billion** in 2025.

TOP FOOD EXPORT PRODUCTS (2025) BY VALUE (USD BILLION)



AGRICULTURAL EXPORT DESTINATIONS (2025)



Peruvian food reaches more than **120** countries worldwide.

PERU'S FOOD SECTOR STRENGTHS



BIODIVERSITY

One of the most biodiverse countries in the world.



CLIMATE ADVANTAGE

Diverse microclimates ideal for a wide variety of crops.



STRATEGIC LOCATION

Access to global markets through key trade agreements.



INNOVATION

Modern agricultural practices and a growing food tech ecosystem.



CULINARY RECOGNITION

Peruvian cuisine is internationally celebrated and influential.

SUSTAINABILITY & THE FUTURE



SUSTAINABLE AGRICULTURE

Promoting responsible farming and environmental care.



WATER MANAGEMENT

Efficient use of water resources for future generations.



SUPPORTING COMMUNITIES

Empowering local farmers and preserving traditions.



QUALITY & TRACEABILITY

Ensuring food safety, quality and international standards.



A PROMISING FUTURE

Innovation, sustainability and passion drive Peru's food legacy forward.

PERUVIAN SUPERFOODS: A GIFT TO THE WORLD



QUINOA

High in protein, gluten-free and rich in amino acids.



MACA

Ancient root known for energy, balance and endurance.



CAMU CAMU

One of the richest natural sources of Vitamin C.



LUCUMA

Naturally sweet superfood, rich in beta-carotene.



CACAO

Fine flavor cacao, the origin of premium chocolate.



CHIA

High in omega-3, fiber and essential nutrients.

“ From the Andes to the world, Peru nourishes with heritage. ”

THE FLAVORS OF PERU



A CULINARY HERITAGE THAT CONNECTS WORLDS

Peruvian cuisine is a unique blend of ancient traditions and global influences, recognized worldwide for its creativity, diversity and extraordinary flavors.



A MELTING POT OF CULTURES



This rich cultural fusion gives Peru one of the most diverse and exciting cuisines in the world.

THE POWER OF PERUVIAN CUISINE



Peru is a global gastronomic destination. Peruvian chefs lead with innovation. Fresh, natural ingredients full of nutrients. A growing sector creating jobs and opportunities.

GLOBAL GASTRONOMIC RANKINGS

- No. 1** World's Leading Culinary Destination 2024
World Travel Awards
- Top 10** World's Best Food Countries
TasteAtlas 2024
- Top 10** Best Cuisine in the World
Condé Nast Traveler 2024

PERU'S ICONIC DISHES

- CEVICHE**
Fresh fish marinated in lime juice with chili, onion and cilantro.
- LOMO SALTADO**
Stir-fried beef with onions, tomatoes and French fries, served with rice.
- AJÍ DE GALLINA**
Shredded chicken in a creamy yellow chili sauce with potatoes and rice.
- ROCOTO RELLENO**
Spicy stuffed pepper with meat, cheese, nuts and olives.
- SUSPIRO A LA LIMEÑA**
A traditional dessert made with manjar blanco and meringue.

PERU IN THE WORLD: FOOD EXPORTS (2025)



WHY PERU? WHY NOW?

- ✓ **Strategic Location**
Gateway between South America and the world.
- ✓ **Trade Agreements**
Access to more than 60 international markets.
- ✓ **Natural Advantage**
Diverse ecosystems providing unique and high-quality ingredients.
- ✓ **Sustainable Future**
Commitment to sustainable agriculture and responsible practices.
- ✓ **A Country of Opportunities**
Invest in flavor, invest in Peru.

PERUVIAN INGREDIENTS MAKING AN IMPACT GLOBALLY

- AVOCADO**
Peru is the world's second largest producer.
- GRAPES**
Sweetness and crunch from the Andes.
- BLUEBERRIES**
Superfood from the Peruvian highlands.
- QUINOA**
The ancient grain for the modern world.
- COFFEE**
High-quality Arabica coffee with unique aromas.
- AJÍ PEPPERS**
Over 55 native varieties with vibrant flavors.
- CACAO**
Fine flavor cacao from Peru, a true treasure.

DID YOU KNOW?

Peru has more than 3,000 native potato varieties.

One of the richest agricultural biodiversities on the planet.



“ Peru is not just a destination, it's an experience for the senses. ”

GSR ANALYTIX: CONNECTING WORLDS

FROM PERU TO THE WORLD,
FROM THE WORLD TO PERU.

We connect businesses, markets and cultures through data, insights and meaningful partnerships. Together, we create value, opportunities and a sustainable future.



OUR MISSION

To empower businesses and decision makers with accurate intelligence, innovative solutions and strategic connections for global success.



OUR VISION

To be the world's most trusted platform for business intelligence, bridging markets, unlocking potential, and shaping a better tomorrow.

WHAT WE OFFER



Country Intelligence & Market Reports
In-depth analysis for smarter decisions.



Business Matchmaking & Networking
Connecting the right people and opportunities.



Sectoral Magazines & Digital Media
Showcasing industries, innovations and trends.



Event & Trade Fair Support
From planning to participation and beyond.



Marketing & Promotion Solutions
Maximize your visibility in global markets.



WHY PARTNER WITH US?

- ✓ Global reach with local expertise
- ✓ Data-driven insights you can trust
- ✓ Strong network across key industries
- ✓ Multilingual, multicultural team
- ✓ Commitment to quality and integrity
- ✓ Your success is our priority

"We don't just share information, we build connections that create lasting impact."

OUR GLOBAL NETWORK



120+
COUNTRIES
COVERED



50,000+
BUSINESS
CONTACTS



25+
INDUSTRY
SECTORS



1,000+
STRATEGIC
PARTNERS



10,000+
OPPORTUNITIES
CREATED

FOCUS AREAS



Agriculture & Superfoods



Food & Beverage Trade



Gastronomy & Culinary Tourism



Sustainable Food Systems



Innovation & Food Technology



Export & Global Markets

PERU: A PARTNER FOR THE FUTURE



Peru is open to the world. With its natural riches, talented people and strong cultural identity, Peru continues to inspire, feed and connect.

Let's build a future of shared growth, collaboration and prosperity.



HERITAGE



INNOVATION



QUALITY



SUSTAINABILITY



PASSION

GET IN TOUCH

Let's explore how we can create value together.

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BE PART OF OUR GLOBAL JOURNEY
TOGETHER, WE FEED THE WORLD.

INSIGHT • CONNECTION • GROWTH • IMPACT

Local flavors.
Global impact.
Limitless possibilities.
Let's make it happen.

