

# PRESS PACK



# ABOUT US

**ELPOZO ALIMENTACIÓN** is the most important company in the Grupo Fuertes Holding Company and is dedicated to the production of healthy and nutritional products.

The company's origins date back to 1935 with the opening of a modest food establishment located in 'El Pozo Concejil' square, in the Murcian town of Alhama de Murcia. In 1954 it started its industrial activity with its first sausage factory and it has continued to grow since then, based on a strategy of reinvestment and continuous improvement.

Last year, the company had a turnover of 1,804 million euros and capital investment reached 76,5 million, largely aimed at increasing efficiency and competitiveness in an increasingly more global market. Its current workforce exceeds 5,159 people, as well as the creation of 30,000 jobs indirectly.

ELPOZO ALIMENTACIÓN is a 100 per cent family-owned company with an efficient, human, social and environmental responsible business model.

Innovation is the basic pillar of its business philosophy. This applies to all areas of the business, from the production processes and the implementation of new technologies to the launching of new products which can improve the wellbeing and health of its consumers.

It has a single production centre in Alhama de Murcia, with a total land area of 400,000 m<sup>2</sup> and a capacity to produce 1,500 tonnes of food products daily.

## PURPOSE

We are driven to consolidate a business group that, with a sense of responsibility, creates shared value in the long term for consumers, customers, employees, suppliers, society as a whole and shareholders, by contributing to the promotion of healthy eating.

## MISSION

We are a business group focused on profitable growth with a core business in the healthy food sectors and with a focus on the markets of Spain, the European Union and some emerging market, whose strategy is based on the fundamentals of innovation, brand and competitiveness.

## VISION

To be an integrated and diversified European food group that is a leader in society, making a sustainable contribution to creating a better future for consumers, customers, employees and our environment. We want to continue to be a pioneering group in all areas of innovation and technology.

## VALUES

- Humility
- Integrity
- Honesty
- Loyalty
- Perseverance
- Responsibility and accountability
- Excellence
- Entrepreneurial spirit

# HEADLINE FIGURES

2023

**1,804** million euros turnover

**76,5** million euros investments

**5,159** people workforce

**30,000** outlets in the food and/or hospitality sector

**1,500** products both processed as well as fresh and cured products

**+80** countries in five continents





## MILESTONES IN ELPOZO ALIMENTACIÓN

**1935** Modest delicatessen opened in “El Pozo Concejil” square in Alhama de Murcia.

**1954** Start of Industrial production activity with first sausage factory and commercialisation of products on a regional scale.

**1968** Start of livestock activity.

**1971** First refrigerated slaughterhouse and cutting room started up. Commercialisation of processed and fresh meat products.

**1979** Part of the current factory inaugurated and start of great commercial expansion.

**1980** First television advertising campaign.

**1992** New cured ham plant means an expansion of 42,000m<sup>2</sup> and a total investment of 10.8 million euros.

**2002** New Head Office opened with an investment greater than 6 million euros aimed at workers.

**2005** Start-up of pre-school centre for children aged between 0 and 3 years for employees’ children.

**2006** Meat Processing Centre (CPC) begins its trajectory.

**2008** ELPOZO ALIMENTACIÓN Workers Foundation is created.

**2012** The ELPOZO Brand reaches leader status for meat industry market share.

**2016** ElPozo’s turnover breaks the thousand million euro barrier and takes over from Coca-Cola as the most present brand in Spanish households.

**2017** It begins the construction of the production factory for Iberian pork products in Jabugo.

**2019** The company’s 65th Anniversary.

**2020** The company successfully facilitates food supply during the Covid-19 crisis.

**2024** The company's 70th Anniversary. ELPOZO has been chosen the most popular brand by spanish households for the ninth consecutive year.



1954



1960



1970



1980



1990



2000



2019



TODAY

# ORGANISATIONAL MODEL CIP

What really makes ELPOZO ALIMENTACIÓN different is its organisational system: it has a unique circular integration model, called Integrated Process Control (CIP), which enables the company to intervene at any point of the production process to guarantee maximum food quality, safety and environmental respect.

It is a system which controls all business activity, from agriculture, livestock and selection of raw materials, to product preparation and customer service.

The consumer is the very core of this model, designed to generate value and future for all stakeholders: customers, providers, employees, society and shareholders.

## TOTAL TRACEABILITY

ELPOZO ALIMENTACIÓN's business activity is characterised by total vertical integration with the agro-food core companies of the Grupo Fuertes holding company. These intertwine their activity to achieve traceability in all products they commercialise.

**CONSUMER/DISTRIBUTION:** The Company centres its daily work on getting to know better the expectations, wishes and needs of its two main customers: distributors and end-consumers.

**AGRICULTURAL HOLDINGS:** It controls the origin of raw materials needed to fatten the livestock and grows crops, mainly barley, wheat and corn.

**LIVESTOCK FARMING:** They produce optimum animal feed in their own productions plants to ensure the perfect food for their cattle. They genetically select the best breeds to achieve meat quality excellence. We work with four species: White and Iberian pig, turkey and cattle.



**MEAT PROCESSING CENTER:** Since 2006, an exhaustive control has been carried out in this plant with a complete understanding of the animals' characteristics enabling us to select the best destination for the meat and its later processing. The facilities are equipped with state-of-the-art technology and a large part of the transformation process is automated.

**PRODUCTION:** The cold chain remains uninterrupted at all times. The meat passes to the different processing plants where more than 1.500 different products are produced. These include fresh and processed products, a wide range of cooked ham, delicatessen products, sausages, as well as a large variety of cold dry sausage and cured hams.

**COMMERCIALISATION:** The company has a structure with three business areas, each one responsible for developing a different product line: National Produce, International Produce and Fresh Produce. A strong sales network means that the ElPozo brand is present in 82 countries.

**LOGISTICS:** The products, once developed, are labelled and distributed according to the needs of each customer, channel or market, to whom the merchandise arrives in record time. The area of logistics coordinates with Production, Sales and Demand Planning, areas which in connection with customers, organises its daily production activity.

# COMPETITIVE INNOVATION

**ELPOZO ALIMENTACIÓN** offers a wide range of products which respond, with maximum quality and profitability, to the real needs of its consumers in taste, variety, format, concept and use.

A wide portfolio which includes fresh and processed products as well as products made in all their categories: cooked ham, cold cuts, sausages, (salchichón, salami, chorizo, fuet, longanizas), pork spreads, or cured hams, white as well as Iberian pork.

The company undertakes important investments in research, development and innovation, in order to offer products with added value. Thanks to this work, the company permanently creates new concepts, taking into account the needs and trends of the markets where it has a share.

Leaders in the healthy food sector, its products fit mainly into four development lines:

**HEALTH:** Aimed at satisfying the demands of consumers who worry about their health and having a healthy balanced diet. All the BienStar products are lactose and gluten free as well as low in salt and fat.

**NATURAL:** Aimed at consumers who are aware of what they eat and want to improve it by eating additive free food.

**TASTE:** ElPozo Selección and Legado Ibérico make up the range of products with the maximum quality and flavour.

**TRADITION:** This encompasses a variety of traditional pork, Iberian pork, turkey, chicken and beef products.



# ELPOZO ALIMENTACIÓN'S BRANDS



ELPOZO ALIMENTACIÓN's products, for the ninth consecutive year, are the most present in Spanish households, according to the 'Brand Footprint' ranking undertaken by consultancy firm Kantar WorldPanel.

## EXTRATIERNOS

The meat used in ElPozo ExtraTiernos comes from their own farms and is the freshest, tenderest and juiciest on the market, thanks to an exclusive and special marinating process. Made up of the best cuts of pork, turkey and beef.



## LEGADO IBÉRICO

Includes the great values of their 100 per cent own Iberian livestock. The animal feed is enriched with oleic acid which ensures an optimum product, with a healthy and nutritional profile and the best Iberian taste.

## BIENSTAR

Committed to healthy eating, Bienstar offers the most complete range of products with an optimised nutritional profile, enabling the family to enjoy a healthy and balanced lifestyle without having to sacrifice the best flavours.



## EDICIÓN 1954

Includes cooked products and the classic Imperial. The brand's origin refers to the company's founding year. ElPozo 1954 incorporates a more emotional concept towards the consumer.

## ALL NATURAL

This range looks for the essence of the classic delicatessen and the most natural recipe, prepared by hand. Therefore, this is a range of the highest quality products, where aroma and taste transmit the subtleties of the best pieces.



## KING UPP

It is the youngest, freshest and funniest brands, aimed at millennials and Z generation.

## ALLPLATO

ELPOZO enters the refrigerated ready meals segment, one of the fastest growing food categories in the Spanish market.



# INTERNATIONAL MARKET

## ELPOZO ALIMENTACIÓN

Began its exporting activity in 1990. It initially concentrated on adapting some products, such as chorizos and cooked ham, to the features of the target markets. Today the brand is present in 82 countries and its objective is to open new markets and consolidate in geographical areas with great potential, such as Asia and the Eastern European countries.

In the last few years, despite the economic recession, the company has managed to maintain a rhythm of growth superior to double digits annually. The company currently has delegations in France, Portugal and China, countries where it is well positioned.

Its management model based on innovation and flexibility and the way it understands food has led to significant international expansion and excellent reception of the marketed products.

The export model is based on the differentiation of food products based on consumer needs. This is the case of the Sarta chorizo (sweet, spicy and extra spicy), adapted to the taste of the French consumer and to other European countries such as Germany, Belgium and Holland. In the serrano ham category, the company has developed different characteristics adapted to the different markets.

## QUALITY AND ENVIRONMENTAL CERTIFICATES

ELPOZO ALIMENTACIÓN has different certifications that guarantee the maximum quality of its products and the best management of its processes. Among them, the following stand out:



## AWARDS



Award for the best quality food product (Germany)

Product of the year (Lebanon)

Most popular product (Lithuania)



# BUSINESS EXCELENCE

## STAKEHOLDERS

ELPOZO ALIMENTACIÓN takes responsibility for generating value and future for all its stakeholders: shareholders, customers, consumers, employees, providers and society.

**Consumers** They are at the very heart of the company's organisational model. The objective is to offer them products which exceed their expectations and provide an added bonus for their health, convenience and wellbeing.

**Customers.** They maintain a close relationship with customers focused on continuous improvement in all services offered. They look for joint ways of achieving the common challenge of satisfying consumers.

**Employees.** The company is firmly committed to the management by competences which values merit and for an internal communication policy which keeps the organisation united and focussed on the project. The workers have important services and social benefits at their disposition, which includes a pre-school centre for children up to 3, grants for studies and discounts on leisure activities.

**Providers.** The relationship with our providers is based on objectivity, transparency, professionalism and equal opportunities.

**Shareholders.** The company bases its economic policy on continuous reinvestment of profits, which guarantees an optimistic future for the organisation.

## INNOVATION AT THE SERVICE OF HEALTHY EATING

Research and innovation are the company's hallmarks, with clear commitment to satisfying consumers' highest demands through balanced and nutritional food which has an added bonus of pleasure, wellbeing and convenience.

ELPOZO ALIMENTACIÓN is a pioneer in healthy eating in the meat sector, thanks to the ranges of products such as BienSitar, All Natural, or its line ExtraTiernos in fresh pork, turkey, chicken and beef. These are the fruit of research undertaken by the company's team of professionals.

The objective of the R+D+I area is to give the best nutritional

properties to the meat and meat-based products, so that when they are eaten there is an additional benefit for the consumer.

It collaborates with universities and scientific associations in research projects that contribute to improving the health and well-being of the population. These include the universities of Navarra, Barcelona, Granada, Complutense de Madrid, Murcia, UPCT Cartagena, Córdoba, UCAM, and institutions such as the Spanish Agency for Food Safety and Nutrition (AESAN), the National Association of Food Science and Technology (ANCyTA), the research institute of the Generalitat de Catalunya (IRTA) or the CEBAS-CSIC.

## PROTOCOL OF ANIMAL WELLBEING AND BIOSAFETY

ELPOZO ALIMENTACIÓN has been the first meat company in Spain to obtain the Animal Welfare seal in white layer pork of INTERPORC, and in Iberian, of ASICI. In addition, we developed an ambitious animal welfare and biosafety project that has been implemented in more than 2,700 livestock farms. Our production model is also governed by the principles of the World Organization for Animal Health (OIE), which guarantees the 'Five Freedoms'.

## INVEST IN THE FUTURE

ELPOZO ALIMENTACIÓN believes in the future and in its evolution as an organisation. This is demonstrated by the fact that over the last seven years, the most difficult of the economic recession, we have invested a total of 346 million euros in technological improvements, production equipment or in actions supporting the brand.

This investment has allowed us to reach the necessary dimension and efficiency to be competitive in an increasingly global and competitive market.

The company is prepared to face the future with growth fully guaranteed. It has state-of-the-art facilities, a leading team in competences and innovative products.

The objectives for the next few years include growing 10 per cent annually, boosting the foreign area, keeping jobs, as well as supporting innovation and focusing on the discipline of each process to reach their absolute standardisation. These are ambitious objectives to meet



# CORPORATE SOCIAL RESPONSABILITY

## A COMPANY WITH VALUES

In ELPOZO ALIMENTACIÓN, CSR is about the conviction to do things better every day. Its policy is structured around three themes: employees, social action and environmental management, where it invests in numerous resources in aspects related to nutrition and health, research and development, helping the underprivileged, education and culture, sport or the environment.

## EMPLOYEES

The workers are those who have the most social dimension of the company at their disposal, with services including educational grants, a nursery for the exclusive use of employees' children, a fitness centre, a sports centre, paddel and tennis courts, as well as a bank and shop.

In addition, ELPOZO ALIMENTACIÓN has two clinics with medical assistance 24 hours a day, as well as an emergency cardiology unit. Employees have annual check-ups in different medical specialities available to them for free as well as a clinical psychology service, free for any worker who should need it.

## THE ENVIROMENT

Environmental policy is integrated in the company's business strategy, which guarantees regulatory compliance and ensures that the environmental effects from their activity are controlled.

It has the Environmental Management Certificate UNE-EN ISO 14001, and incorporates the best technologies available to conserve as much as possible the surroundings where they operate. The company promotes a more efficient use of resources and energy and treats all its waste water for later agricultural use.

## NUTRITION AND HEALTH

It actively participates in congresses and forums aimed at training healthcare professionals. It has a Committee of Experts, made up of notable doctors in different specialities which advise it when developing new launches or improving existing products.

In addition, the company is part of the HAVISA Plan, concerned with the promotion of healthy lifestyle habits and which is supported by the Spanish Agency of Consumption, Food Safety and Nutrition, and the Foundation Alimentum together with the Ministry of Health, social Services and Equality.

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## SOCIAL ASSISTANCE

The company promotes actions of a solidarity and humanitarian nature and supports development and social assistance projects with underprivileged groups. It collaborates with a multitude of institutions such as food banks, support associations for handicapped people and some NGOs dedicated to helping the third world.

It also sponsors the campaign "Restaurantes contra el Hambre" (Restaurants against Hunger) which helps the NGO 'Acción contra el Hambre' (Action Against Hunger) to fight against child malnutrition.

## SPORT AS A SCHOOL OF VALUES

Sport represents values which are very much in line with the company's business philosophy, values such as effort, discipline, commitment, overcoming difficulties and team work.

A clear example of this commitment is that it has been sponsoring EIPOZO indoor football team for 30 years, which is in First Division and is one of the few Spanish teams which is represented in all categories. Currently, the world's number one tennis player, Carlos Alcaraz, is our brand ambassador.

ELPOZO ALIMENTACIÓN also sponsors the Spanish Paralympic Team and the Cycling Tour of Spain. Furthermore, the company has been declared a Sports and Health European Company, a recognition promoted by the European Parliament.

## ELPOZO ALIMENTACIÓN WORKER'S FOUNDATION

ELPOZO ALIMENTACIÓN Workers' Foundation is a not-for-profit organization founded in 2008 whose objective is to develop actions for charitable purposes and social and cultural promotion, aimed at its employees.

The Foundation is sustained by mixed funds, 50 per cent workers and the company, a provision which enables them to collaborate with other NGO and not-for-profit entities as well as the promoting sporting, educational and formative encounters. 95% of the workforce form part of this foundation, considered to be one of the largest in Spain.

# ETHICS AND CORPORATE GOVERNANCE

ELPOZO ALIMENTACIÓN is committed to excellence and responsible business management, in accordance with ethics and transparency principles. The company has its own code of conduct which promotes integrity among its people and respect for the environment.

The text contains the principles and values which should guide the behaviour of all employees, management, board members, people on work experience, as well as customers, providers, sales agents or any other person who has a direct or indirect relationship with the company.

The document calls for the respect of human rights, especially for equal opportunities, non-discrimination and the values of each culture. The fight against fraud and corruption, as well as respecting free competition, food safety and transparency are also the basic principles of this code.

## MANAGEMENT TEAM

**Tomás Fuertes**  
President

**José Fuertes**  
Managing Director

**Rafael Fuertes**  
Director General

**Juan Pedro Florido**  
Operations Coordinator

**José Ángel Cerón**  
Communication and External Relations Director

**José Andrés Alarcón**  
Sales Director Processed produce

**Juan Antonio Cánovas**  
Sales Director Fresh produce

**Gilberto Sánchez**  
Export Director

**Pablo Olivares**  
Marketing Director

**Jorge Angulo**  
Purchasing Director

**M<sup>a</sup> José Cánovas**  
Corporate Director of Human Resources

**Antonio Avellaneda**  
Innovation and Development Director

**Antonio Morejón de Girón**  
Quality and Environment Director

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