

ARTISANS REINVENTING FROZEN BAKERY

Annual Report
2024



Annual Report
2024

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Jordi Gallés
Executive Chairman

Throughout 2024, Europastry has continued to strengthen its position as a leader in the frozen bakery industry. With a history characterised by innovation and excellence, our company has continued to grow and adapt to new market demands, consolidating our presence in the main markets of Europe, the United States and Latin America.

This year, the joint effort of all Europastry employees, the trust of our customers, and the strong collaboration with our suppliers have been fundamental to achieving our objectives. We exceeded 1.5 billion euros in sales for the first time with a year-on-year increase of 11.8%. We also invested over 100 million euros in cutting-edge technology, including the new cookie production line in Oldenzaal and the hamburger bun production line at the Azuqueca plant.

It has also been an important year in terms of corporate development. The acquisitions of Dewiback in Germany and De Groot Edelgebak in the Netherlands have strengthened our presence in the *foodservice* and artisan channels in these countries. Thanks to this, we now serve over 90,000 customers in more than 90 countries every day.

2024 has also been a key year from an organisational point of view. The creation of the new Europe Business Unit has enabled us to integrate Marketing and Sales, R&D and Operations more effectively. This structure has made it easier for us to share our *know-how* in a cross-functional way, resulting in a more agile, coordinated and efficient way of working.

Thanks to the momentum of 2024, we expect to continue moving forward with our three-pillar strategy in 2025: ***we are specialist***: we can only achieve excellence by focusing on what we do best: frozen bakery doughs: ***we are innovative***: innovation is in our DNA and, thanks to that, our customers can increase their sales every day. ***We are international***: thanks to our international development, we can capture new market trends more quickly and become more efficient.

Finally, this has been a year in which we continued to build on the values that forge our culture: a company full of people who make things happen thanks to their talent, dedication and the experience gained through internal promotion. If baking is your passion, this is your home. Thank you for joining us on this journey and for being part of our history. Together, we will continue to bake a brighter and more delicious future. **We are bakers!**

Jordi Gallés
Executive Chairman and Baker

“We strengthened our global leadership by exceeding 1.5 billion euros thanks to our specialisation, innovation and international expansion”



OVERVIEW

We are Innovative,
We are Specialist,
We are International.

C

Management Committee



Jordi Gallés
Executive Chairman



Jordi Morral Hospital
Chief Executive Officer



Jordi Caballero Fuentes
*Group Research and Development (R&D)
Director Bread*



Miguel Fernández Valdearenas
*Group Research and Development (R&D)
Director Pastry*



Marta Cortés Casanovas
Group Marketing Director



Daniel Calvo Grau
Managing Director Europe



Joaquim Bauló Miralles
Chief Financial Officer



Josep Serret López
Group Industrial Director



Antonio Martínez Martínez
Group Procurement Director



Philippe Ghyoot
Managing Director EMEA & Asia



Andreu Venteo Casas
Group Supply Chain Director



Francesc Farnell Velasco
Group Human Resources Director



Bertrand Laffont
Managing Director LatAm



Fernando García Ferrer
Managing Director USA

T

2024, a year of growth

We closed 2024 with **1.506 billion euros of sales**, representing a 12% increase on the previous year.

Spain continues to be our main market, followed by the United States. Thanks to our internationalisation strategy, **sales outside of Spain already represent 56% of our total turnover**.

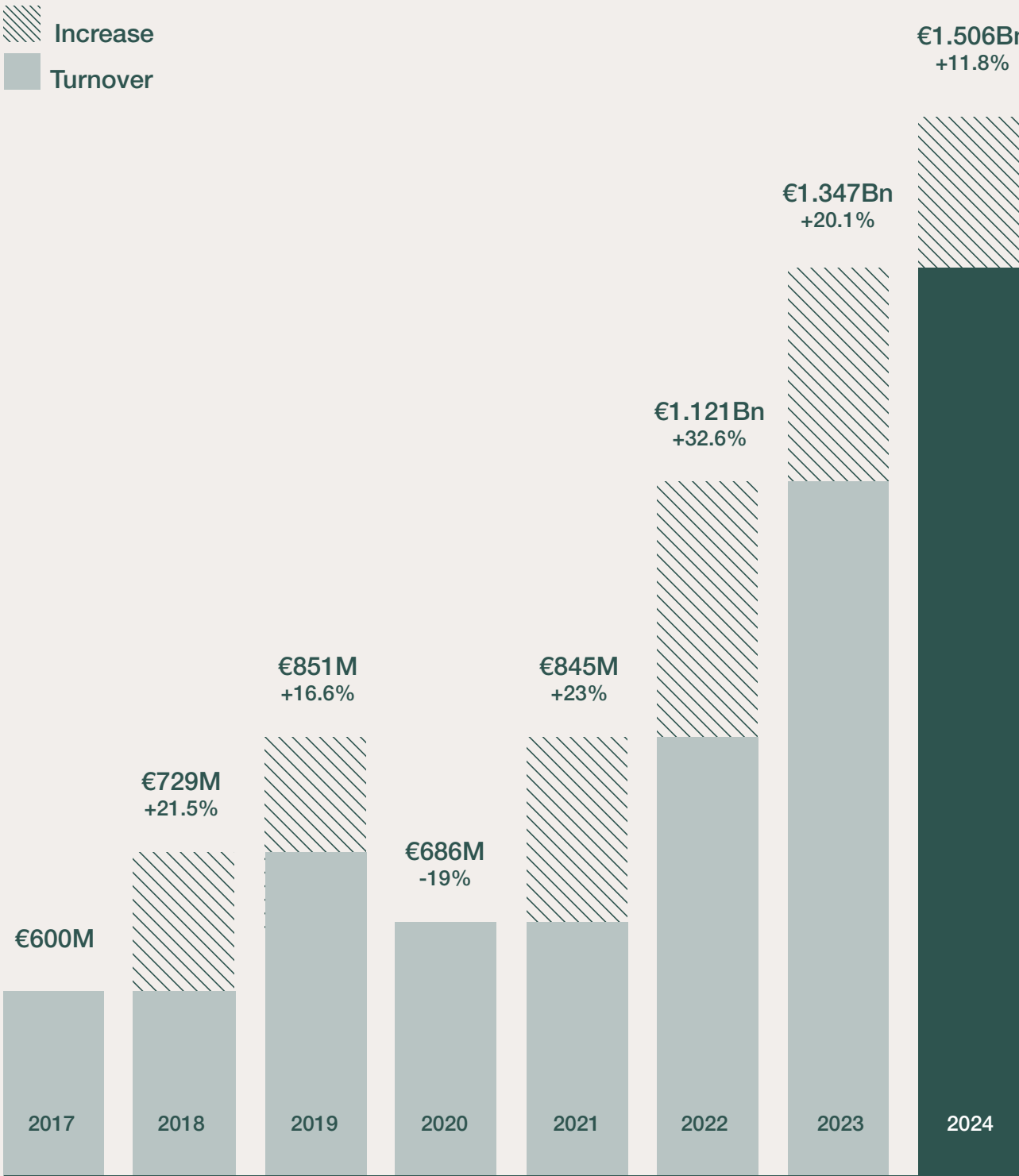
We have maintained a strong distribution across our various sales channels and continue to focus on diversification. This approach has enabled us to increase our number of customers by 10,000, and we now have more than 90,000 customers in the bakery, retail and foodservice channels.

Growth in 2024

+11.8%

Evolution of our turnover

Net in euros



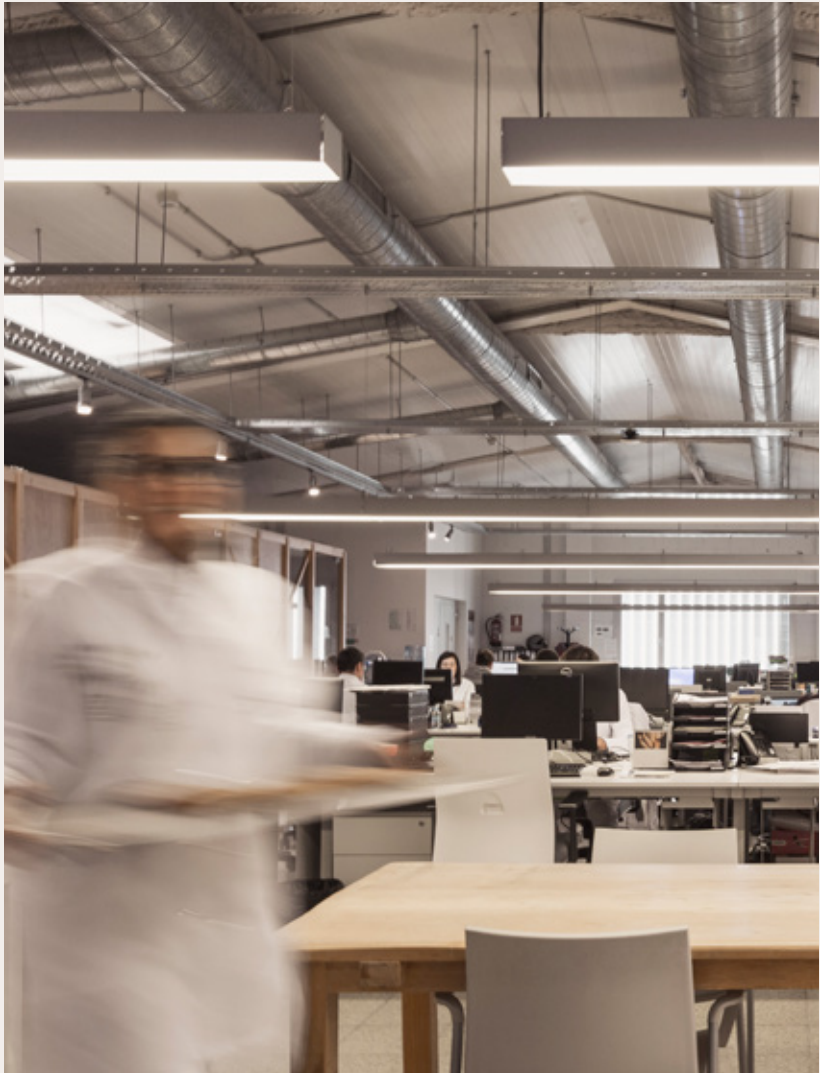
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2024 Milestones

Among the most important milestones of the year were the acquisitions of the Dewiback in Germany and De Groot Edelgebak companies in the Netherlands, **and the launch of the new Cookies line in Oldenzaal (Netherlands).**

Total bakers in the world

+5,000



Sales offices

29

Production plants

29

Customers

+90,000

Sales

€1.506Bn

Country presence



New cookies line (Netherlands)



Acquisition of De Groot Edelgebak (Netherlands)



Acquisition of Dewiback (Germany)

+90

R

Investment in innovation and R&D

We continue to strengthen **our commitment to innovation**. The company now has **six Cereal innovation centres worldwide**, consolidating its presence in Barcelona with two centres: the recently opened one focused on pastries and the pioneering one in St Joan Despí. **The R&D investment is 124M euros, where a** team of 90 bakers is working on the development of new solutions for the sector.

Million euros in R&D and technology (2024)

€124M



CEREAL Labs in the world

6

R&D projects

1,500

New products launched

+480

S

Commitment to sustainability

Europastry aims to ensure that **100% of its production plants use electricity from renewable sources by 2027**. In 2024, it started up a new carbon-neutral cookies production line at its Oldenzaal plant in the Netherlands, which runs on 100% renewable energy.

This year, Europastry is working on one of its most ambitious projects in Spain: the installation of solar panels at its centres in Sarral and Vallmoll (Tarragona). This industrial self-consumption initiative will generate 6,436 MWh per year, reducing CO2 emissions by 2,030,800 kilograms per year and **reducing the company’s electricity consumption by 25%**.

Europastry has also obtained the second star in the **Lean & Green Certification for achieving a 30% reduction in its emissions**, consolidating its commitment to a more sustainable production model.

2nd Lean & Green star

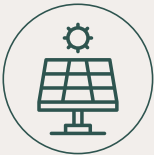


Savings in tonnes of CO2 in 2020-2024

26,000



Solar panels at the Sarral plant (Tarragona)



Reduction of our water consumption between 2020-2024

-14.5%

Renewable electricity in our production plants

91%

Reduction of our carbon footprint between 2020-2024

-51%

Reduction of our gas consumption between 2020-2024

-4.3%

S

Responsible Wheat

The **Responsible Wheat seal** is a pioneering initiative in Spain through which Europastry promotes sustainable agriculture that is responsible towards the environment and people. 5,500 hectares are currently cultivated under this seal, and the aim is to reach 25,000 hectares in 2025. The work of local farmers in Lleida, Huesca and Albacete is recognised, rewarding their labour with up to 20% higher payments. The farming adheres to criteria such as the use of certified seeds, reduced fertiliser use, crop rotation and traceability. In addition, regenerative agricultural principles are applied to improve soil health sustainably.

Hectares of Responsible Wheat

5,500



2026 Target: 26,500 hectares of Responsible Wheat

26,500

Reduced fertiliser use



Biodiversity protection



Increased crop rotation



Respect for farmers' working conditions



Gran Reserva from the field to the table



Responsible Wheat is our seal under which we guarantee responsible farming that is considerate of people, the environment and the product



Europastry actively promotes the use of *Free Range* and *Cage-Free* certified eggs. Currently, almost 35% of the total volume of eggs purchased meets this requirement and the target for 2030 is 100%.





GLOBAL PERSPECTIVE

One year closer to becoming
the world's leading Baker

G

Europastry Europe

Sales 2024

€1.198Bn

Group sales 2024

80%

Production sites

23

Sales offices

21

Bakers in Europe

3,760

P

Production plants: 23

Iberia:

Spain: Sant Joan Despí; Rubí; Barberà del Vallès; Barberà del Vallès (Cereal); Sarral; Vallmoll; Madrid; Paterna; Lugo (Koama); Outeiro de Rei; Lugo (CEAO 1); Lugo (CEAO 2); Begonte; Tenerife.

Portugal: Carregado (2); Trofa; Tábua.

Europe:

The Netherlands: Beuningen; Oldenzaal; Steenbergen.

Romania: Bucharest.

Germany: Berlin.

S

Sales offices: 21

Iberia:

Spain: Barcelona; Azuqueca; Malaga; Palma de Mallorca; Valencia; Galicia; Bilbao; Girona; Tenerife;

Portugal: Lisbon; Porto; Tábua.

Europe:

The Netherlands: Amsterdam.

United Kingdom: London.

Belgium: Brussels.

Germany: Berlin.

Czech Republic: Prague.

Romania: Bucharest.

Croatia: Zagreb.

France: Paris.

Italy: Milan.

G

Innovation Centre: 5

1. St. Joan Despí (Barcelona).
2. Barberà (Barcelona).
3. Lugo (Galicia).
4. Beuningen(Netherlands).
5. London (United Kingdom).



G

Europastry Europe Sales Management Team



Ricard Valls
Field Commercial Director Spain



Koldo Adrian
*Foodservice & Global
Accounts Director*



David Díez
*Modern Distribution & Global
Accounts Director*



Luis Costa
General Manager Portugal



Tino Leder
General Manager Germany



John Selwood
Country Manager UK & Ireland



Nathalie Yanez
Country Manager France



Mark Hanemaaijer
Country Manager Benelux



Salvatore Coletta
Country Manager Italy

G

USA, LATAM and APMEA

Sales 2024

€308M

Group sales 2024

20%

Production sites

6

Sales offices

8

Bakers around the world

1,130

P

Production plants: 6

America

United States:

New Brunswick (New Jersey); Ronkonkoma (New York); Laurens (South Carolina).

Mexico:

Mexico City (2 plants).

Asia:

Thailand: Bangkok.

S

Sales offices: 8

America

United States: New Brunswick (New Jersey).

Costa Rica: San José.

Colombia: Bogotá.

Chile: Santiago.

Mexico: Cancún; Mexico City.

Asia

Singapore: Singapore.

United Arab Emirates: Dubai.

G

Innovation Centre: 1

1. New Brunswick (New Jersey).



G

USA, LATAM and APMEA
Sales Management Team

USA



Pierre Jolly
Sales Director Retail



Brian Keegan
Sales Director Foodservice

LATAM



Deborah Santos
Country Manager Brasil



Pablo Andrés González
General Manager Chile



Ciro Chiguera
General Manager Colombia



Oscar Oporta
*Commercial Director Central
America & Caribbean*

APMEA



Elisabeth Paloma
Commercial Director Switzerland



Luis Peixoto
General Manager Romania



Miguel Romero
Commercial Director Asia-Pacific



Sergi Lloveras
*Commercial Director
Mediterranean & Africa*



Dovile Vilkenė
*General Manager Middle East,
India & CIS*



Mirek Charvat
*Commercial Director
Eastern Europe*

ACQUISITIONS 2024

Integration and expansion of unique companies as a lever for our international leadership. A constant expansion by incorporating the best partners.

A

Acquisition of De Groot Edelgebak in Ede (The Netherlands)

Europastry has acquired 100% of De Groot Edelgebak, a Dutch distributor of high-quality bakery products. **Product ranges include cakes, bread rolls, loaves, high-quality butter pastries and Dutch specialities.** With headquarters in Ede and around 2,700 customers, this acquisition allows Europastry to expand its product range and strengthen its presence in the Foodservice channel, a key objective for the coming years. In addition, the De Groot customer network is expected to strengthen the distribution of Europastry’s existing products in this channel.



Marleen Strootman
Administrative
Director



Jacco van Beek
Supply Chain
Director



Mark Cupédo
Sales & Procurement
Director

De Groot Edelgebak Customers

+2,700



Products
+300

Delivery trucks
26

A

Acquisition of new cookie line at Dewiback in Germany

Dewiback is one of the largest distributors of frozen dough in the German catering industry. Dewiback achieves sales of **110 million euros** and has **more than 5,000 customers**. Dewiback has a production plant in Berlin (where it produces cinnamon rolls and different types of assorted pastries), as well as warehouses in Hamburg, Rostock, Unna and Frankfurt.

Production plant and warehouses



Dewiback sales

€110M



Customers
+5,000

A

New cookies line in the Netherlands

With the integration of a new carbon-neutral cookie production line in Oldenzaal (The Netherlands), **Europastry strengthens its American Bakery product portfolio** and consolidates its position as a leader in the retail and foodservice channels. This addition makes Europastry the European leader in the frozen Muffins and Cookies category, with a presence in over 20 markets and a significant market share in the **foodservice channel in the UK, France, Germany and the Benelux region**. Furthermore, this acquisition follows the integration of a production plant located in Steenberghe (The Netherlands).

Investment in a new *cookie* plant in Oldenzaal

€19M



A

Acquisition of Frisalgados Lda. in Portugal

Europastry has strengthened its presence in Portugal by **acquiring Frisalgados Lda**, a Portuguese manufacturer of speciality products and owner of the Cruídoce brand. Frisalgados Lda. is headquartered in Tábua and has a sales office in Sintra. It also has a 3,500m² production plant and **will hire more than 80 new bakers**. This acquisition enables Europastry to significantly expand its product portfolio by incorporating the renowned diversity and quality of the Cruídoce brand, which brings with it a wide variety of **sweet and savoury pastries**, including traditional Portuguese specialities such as the famous *pastéis de nata*, *croquettes*, *pastéis de bacalhau*, *rissóis* and *pataniscas*, among others.



Customers in Portugal

+12,000



P

Our global production network

Europastry has a strong network of production centres in Europe and America. Each plant is equipped with advanced technology and specialises in different product lines. This enables us to guarantee quality, efficiency and proximity to our customers worldwide.

Total production sites worldwide

29

Sites in Europe



Valmoll
Capacity: 100 thousand tonnes
Production lines: 9
Bread production



Rubí
Capacity: 50 thousand tonnes
Production lines: 7
Bread and Pastry Production



Sarral
Capacity: 84 thousand tonnes
Production lines: 10
Bread and Pastry Production



Sant Joan Despi
Capacity: 4 thousand tonnes
Production lines: 3
Bread production



Barberá del Vallés
Capacity: 0.8 thousand tonnes
Production lines: 2
Bread and Pastry Production



Paterna
Capacity: 15 thousand tonnes
Production lines: 3
Bread production

Sites in Europe



Azuqueca
Capacity: 9.5 thousand tonnes
Production lines: 1
Bread production



Tenerife
Capacity: 8 thousand tonnes
Production lines: 1
Bread production



Ceao 1 (Galicia)
Capacity: 5 thousand tonnes
Production lines: 2
Empanada production



Ceao 2 (Galicia)
Capacity: 9 thousand tonnes
Production lines: 4. Production of Empanadas, Pastries and Bread

Sites in Europe



Lugo, Koama (Galicia)
Capacity: 0.2 thousand tonnes
Production lines: 2
Ready Meals Production



Outeiro de Rei (Galicia)
Capacity: 3 thousand tonnes
Production lines: 4. Production of Empanadas, Pizzas and Sandwiches



Hornos San Fiz (Galicia)
Capacity: 14 thousand tonnes
Production lines: 4
Bread Production



Carregado
Capacity: +10 thousand tonnes
Production lines: 5
Pastry production

Sites in Europe



Trofa
Capacity: 11 thousand tonnes
Production lines: 3
Pastry production



Tábua
Capacity: 4 thousand tonnes
Production lines: 4
Production of Pastries and Ready Meals



Oldenzaal
Capacity: 51 thousand tonnes
Production lines: 6
Production of Pastries



Beuningen
Capacity: 26 thousand tonnes
Production lines: 4
Bread and Pastry Production



Sites in Europe



Steenbergen
Capacity 23 thousand tonnes
Production lines: 3
Pastry production



Romania
Capacity: 2 thousand tonnes
Production lines: 2
Bread and Pastry Production



Berlin
Capacity: 19 thousand tonnes
Production lines: 5
Bread and Pastry Production

International Sites



New Brunswick
Capacity: 64 thousand tonnes
Production lines: 6
Bread production



Laurens, South Carolina
Capacity: 5 thousand tonnes
Production lines: 1
Brioche production



Ronkonkoma
Capacity: 15 thousand tonnes
Production lines: 1
Bread production



Mexico City (COA)
Capacity: 5,4 thousand tonnes
Production lines: 4
Bread and Pastry Production



Mexico City (Tepo)
Capacity: 41 thousand tonnes
Production lines: 3
Bread and Pastry Production



Bangkok
Capacity: 15 thousand tonnes
Production lines: 4
Bread, Pastries and Snacks Production



R&D

By doing this, we are leading the industry and developing products that, up to now, have only been available in artisan bakeries.

CEREAL Labs: Our origin, our future

In 2024, at our CEREAL innovation centres, we continue to lead by following a unique formula: creativity, science, technology and ancestral knowledge. A sum that not only shapes the future of Europastry, but also that of bakery culture worldwide. We currently have six innovation centres in strategic locations, and non-conformist multidisciplinary creative teams that specialise in combining tradition with new ways of baking. More than 60 people working in R&D: bakers, nutritionists, food technicians and chefs. Thanks to our CEREAL centres, we are able to offer a rapid response to market demands and new trends by offering the most advanced products. It all starts at CEREAL.

The CEREAL Labs innovation centres are essential to preserving and disseminating the baking tradition, promoting new products and sharing expertise

globally. They serve as a key meeting point for professionals and customers. The main centre in St. Joan Despí (Barcelona) is the hub for transforming ideas into successful products. It facilitates the exchange of knowledge, and offers the Academy as a traditional hands-on workshop. It also tests concepts via the online store. Complementing this base, CEREAL operates specialised sites around the world: in Spain (Lugo for pastries/empanadas, Barberà for bakery products) and internationally, with laboratories focused on markets such as North America (New York), Central Europe (Beuningen, frozen doughs) and the United Kingdom (London, cookies/baked goods). This global network drives constant innovation in the sector.

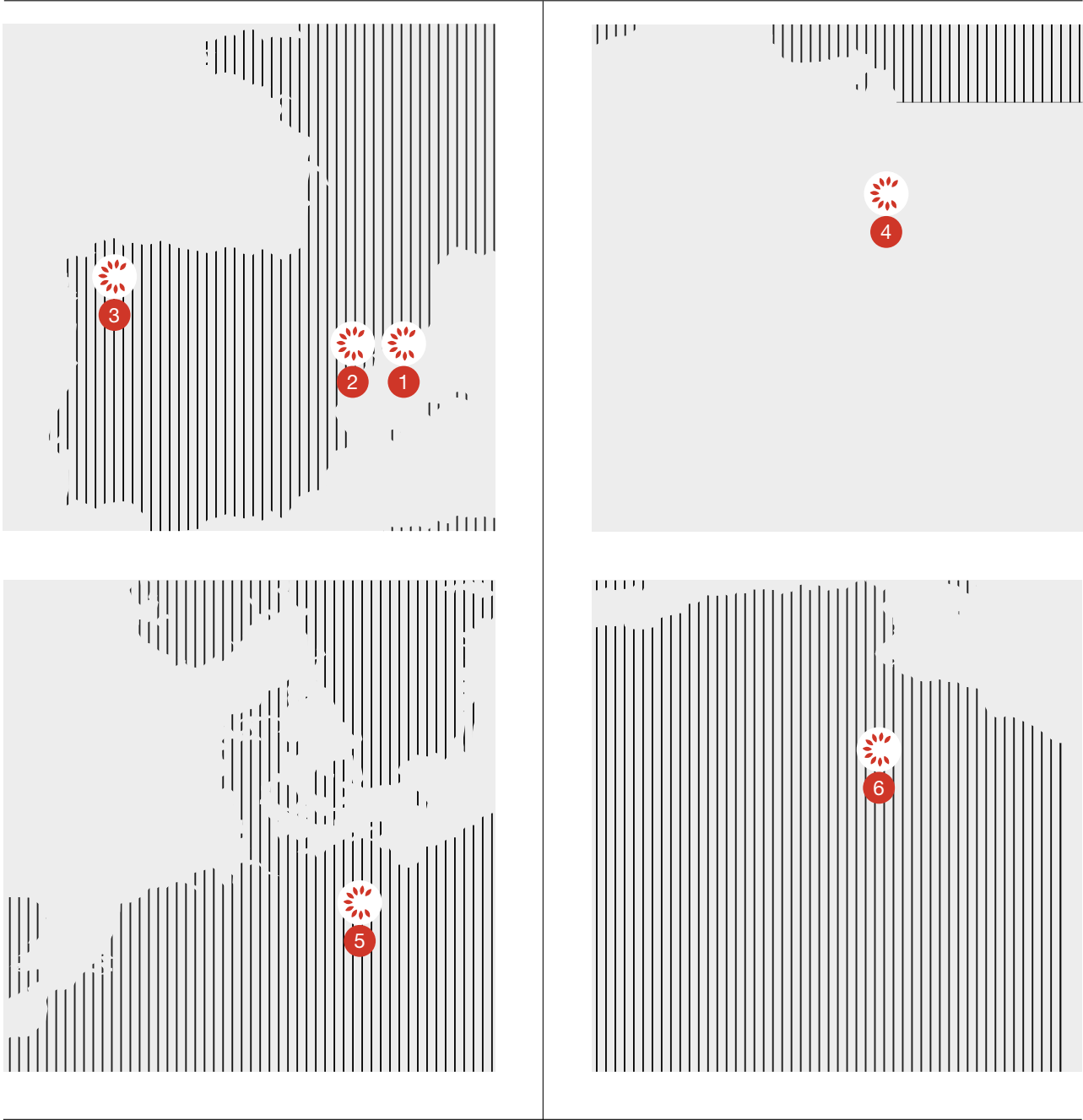
Get to know us better at cerealbakery.com

CEREAL
Centre for
Research
Europastry
Advanced Lab.



- 1. CEREAL St. Joan Despí (Barcelona)
- 2. CEREAL Barberà (Barcelona)
- 3. CEREAL Lugo (Galicia)
- 4. CEREAL Beuningen (The Netherlands)
- 5. CEREAL London (United Kingdom)
- 6. CEREAL New Jersey (USA)

6 LABS



CEREAL Academy and talent

CEREAL has established itself as an essential meeting point for brands, entrepreneurs, chefs and bakers, helping to convert ideas into tangible products. It also acts as a global platform for the exchange of trends in the bakery and pastry sector. This environment is conducive to the generation and dissemination of high-value professional content. This year, we had the pleasure of welcoming outstanding figures such as **Ramón Garriga (@gluten.morgen)**, **Daniel Jordà**, **Edu Lavandeira (@opelouro)** and **Nico Guzman (@hacedordepan)**, **Alberto de Deleito** and **Carlos Ríos**. Expanding its vision, CEREAL has transformed itself into an **academy accessible to all**, offering 10 specialised training courses taught by renowned professionals.

As a token of its support for talent in the sector, CEREAL sponsored **Daniel Jordà in the Panettone World Championship**, held in Milan in October 2024.

New products launched

+480



IDays with key customers

+500

R&D Specialist

+60



Customised products derived from own ideas

50%



UK team visiting CEREAL
San Joan Despí

Premiumisation. Products with added value and artisan quality

At CEREAL, we are guided by the philosophy “*believe in excellence*”. We believe that the essence of things is within us and in how we project them, and that this projection is fully manifested in our complete and **versatile range of products**.

At Alma de CEREAL, our ambition is to raise the value proposition for *haute* cuisine and gourmet bakery products. Beyond offering an exceptional range of artisan breads and premium pastries, **we differentiate ourselves by our ability to tailor our products to each business**. We work closely with each customer to understand their vision and adapt our creations or develop new options that integrate seamlessly into their current offering and enrich the customer experience.

ALMA
DE CEREAL

Ingredients matter

Wheat, Sourdough,
Seeds, Butter, Olive Oil

Pastries
Loaves
Muffins
Sandwich Loaves
Flutes





PORTFOLIO

More than 5,000 products to reach all consumers, in all markets

B We are bakers



A global strategy with local teams, driving growth around the world by connecting with our customers and consumers.



Joaquim Riera
*Trade Marketing Eastern
Europe & Africa*



Ana Thielen
International Marketing Manager



María Álvarez
Marketing & Innovation Galicia



Tamara Segura
FoodService Trade Marketing

B We are bakers



Shaira van Alst
Trade Marketing Benelux & Nordics



Vanessa Moscote
*Trade Marketing Germany,
UK & Ireland*



Manuela Murillo
Trade Marketing LATAM



Blanca Janssen
Trade Marketing Field North East



Carolina More
Marketing Director USA



Teresa Lakeman
Product Manager Benelux & Nordics



Miguel Costa
Product Manager & Innovation Galicia



Alessandro Milani
Europe Digital Manager

B

We are bakers



Laura Jacob
Product Manager USA & LATAM



Laura Villanueva
Product Manager UK & Ireland



Amalia Almeida
Trade Marketing Portugal

We reinvent ourselves with passion, driven by the talent of a team committed to revolutionising our industry.



Lucile Ouf
Trade Marketing France



Lucía Bueno
Communications Manager



Kevin Matos
Audiovisual Communication Specialist

Our Portfolio

At any time of the day and in any country, Europastry turns ordinary moments into something special. Whether it's a quick breakfast or a family reunion, tradition or innovation, we offer the perfect snack. Whether sweet or savoury, classic or surprising, our products make thousands of people's days better. We reach hearts and tables around the world, earning the trust of countless professionals. This connection drives our impact. We are bakers baking unforgettable experiences.



Bread

**SAINT
HONORÉ**

High-quality rustic
breads

**Gran
Reserva**

Triple-proofed
bread

Cristallino

Crystal
breads

MAESTRA

Rustic
loaves

Le BRIÓ

Butter
brioche

Wenner Bakery

Raw
doughs

RUSTICA

Italian-style
breads

EuroClassic

Brioche and European
pastries



Pastries and cakes



High-quality pastries
made with butter

LØVEN

Nordic
pastries

Lykke

Pastries for
all channels



Portuguese
products



Savoury

CHÓUSA

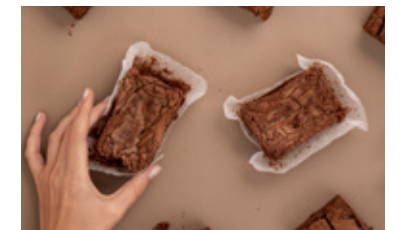
Galician
empanadas

knots

Delicious handmade
knots

**LA MASSA
NOSTRA**

Stone-baked
sourdough pizzas



American bakery

DOTS
ORIGINAL

Ruth's

Cookies
and muffins



EXCLUSIVE
SOURDOUGHS

BAKED IN
STONE OVEN

LONG
PROOFING

SAINT HONORÉ

The baker's craft in a loaf, breads baked in the warmth of tradition.

Our family of artisan breads that pays homage to the baker's craft. This range offers unique products such as Organic Buckwheat Bread with a tender, long-lasting crumb, or the baker's loaves, a monument to tradition. All of them are baked in a stone oven using one of our most special ingredients; sourdough, which is currently part of the only Sourdough Library in the world, based at *The Centre for Bread Flavour* in Belgium.

SAINT[®] HONORÉ



Saint Honoré Ear-of-Wheat
Country Loaf



Saint Honoré Sultana
and Walnut Bread



Saint Honoré
Beer Bread



Saint Honoré Round
Organic Loaf



Saint Honoré Spelt &
Rye Round Summum



Saint Honoré
Torsade



Saint Honoré Baguette
Ancienne



Saint Honoré Kalamata
Olives Baguette



Saint Honoré
Kombucha Loaf



Saint Honoré Chocolate
and Orange Bread



Saint Honoré
Le Noir Loaf

GRAN RESERVA

To savour the taste of time in sustainable and responsible bread

Gran Reserva breads stand out for their sourdough, their triple-proofing process, their texture and flavour. They are made with intangible ingredients, such as time and rest, as well as tangible ingredients that give them a very high added value, such as flour from the best sustainably-cultivated wheat fields in the Ebro Valley, Huesca and the Vega de Albacete. A clear and identifiable origin that has the Responsible Wheat seal for best practices with local farmers. The result is a product with a highly attractive appearance, a hydrated and crunchy texture, and an unmistakable hazelnut flavour. This year we're extending the range with a great new development: the Gran Reserva breads are now *fully baked*.

Gran[®]
Reserva



Gran Reserva Rustic
Country Loaf



Gran Reserva Seed
and Cereal Loaf



Gran Reserva Soya
Country Loaf



Gran Reserva Kalamata
Olives Loaf



Gran Reserva
3 Cereals Loaf



Gran Reserva
Cuvée Baguette



Gran Reserva
Loaf



Gran Reserva
Spelt Loaf



Gran Reserva Fully
Baked Loaf



CRYSTAL BREAD



From innovation to global excellence: Europastry is creator of the “crystal bread” category of unrivalled quality that is conquering markets all over the world and of which it is the world’s leading producer with its “Cristallino” and “Cristal” (USA) brands.



CRISTALLINO

100% natural, 100% crunchy and 100% surprising Cristallino

Improvising a meal has never been easier. When we developed the Cristallino Burger Bun, we knew we had come up with a bread of extraordinary gastronomic quality. A honeycombed, almost crumbless interior. A thin crispy crust is achieved thanks to the high hydration. And what makes it truly groundbreaking and innovative: 2 minutes in the toaster and it's ready to eat. A 100% natural bread with no additives. Cristallino has all the qualities to offer the consumer a unique and delicious *gourmet experience*.

Cristallino®
100% NATURAL



Cristallino Mini Round Algarroba



Cristallino Burger



Cristallino Beer Ciabatta



Cristallino



Cristallino Kalamata Olives Focaccia



Cristal Burger Bun



Cristal Square Bun



Cristal Artisans Sliced Bread



Cristallino Seeds Wholegrain



Cristallino Mini Focaccia Plain



Cristallino Bagel



Cristallino 50% Wholemeal

MASA

Natural, fine and versatile: a journey of flavours and authenticity to the Middle East and India begins

A new category of products that is truly unique in the market: Flatbreads. These breads originate from the Middle East and India and are characterised by being very thin. They're perfect for filling or *dipping*. We make them with natural ingredients following the most traditional processes: a short cooking time at a very high temperature in a stone oven. We currently have a total of five different Flatbreads.



La Peca Pizza Base



Schiacciata Wholemeal



Schiacciata Plain



Pita



Wholegrain Pita



Schiacciata Olives



Schiacciata Oregano



Schiacciata Tomato





RUSTICA

All the flavour of Italian baking at the service
of the Made in USA gastronomy

The legacy of the Italian bakery makes its way to the United States with Rustica. A range based on the concept of “conviviality”. Hence, the range includes different flavours and presentations. With this, we provide a solution for the most diverse uses: bread for sandwiches, buns for *burgers*, mini pizzas, savoury and sweet toasts, and even *hot dog* rolls with an Italian-American twist.

RUSTICA®

NEW ITALIAN TRADITION BREAD



Ciabatta
Rolls Plain



Ciabatta Rolls
Asiago Cheese



Ciabatta Rolls
Onion



Ciabatta Rolls
Multigrain



Round Bun



Sausage Bun

BRIOCHE BUNS



Our brioche dough has conquered the largest market, leading the category in the United States and Europe, by following an authentic artisan process to bake spongy, irresistible breads: Europastry sets the world standard for brioche buns.

EUROCLASSIC

From the old to the new continent: a journey
through the European pastry tradition

Euroclassic brings the taste of Europe to the United States. A journey to share the great legacy of European confectionery. Our products epitomise the spirit of the cosy cafés of Paris, the bustling streets of Rome, the centuries-old bakeries of Copenhagen, and the romantic atmosphere of Lisbon. A range that approaches the most delicate flavours of traditional European desserts and cakes and bakes them with care to be enjoyed in North American homes.

EuroClassic®
EUROPEAN STYLE BAKERY



Vegan Brioche
Style Buns



Authentic Brioche
Burger Buns



Everything Brioche
Burger Buns



Pumpkin Brioche
Twist



Authentic Braided
Brioche



Cranberry Orange
Braided Brioche



Authentic Brioche
Hot Dog Buns



Authentic Brioche
Dinner Rolls



Brioche Croissant
Rolls





LE BRIÓ

A caress for the senses, the most tender and tasty bread.

Softness and tenderness are the adjectives that best describe Le Brió: our brand of buttery brioches. We offer a wide variety of formats, from a mini brioche to *bagels* and *burgers*. All of them are made in the tradition of authentic *French boulangerie*.

Le BRIÓ®



Hot dot brioche



Brioche burger bun



Brioche bun



Ciabatta brioche



Hot Dog Beach



Burger Beach



Mini Flautin



Mushroom Beach Burger



Beach Burger Cube

MAESTRA

The traditional bread adapted to today's lifestyle

Maestra is the family of loaves that best symbolises real bread that transcends generations. Made from sourdough and baked in a stone-floored oven, it is faithful to the most authentic baking tradition. The result? A 100% natural bread, with the same taste as always but adapted to the modern pace of life. Maestra's loaves come pre-packaged, pre-cut, and ready for our customers to toast for just two minutes and enjoy.

MAESTRA®



FRENCH PASTRIES



World leader in French *pâtisserie*, the most emblematic traditional recipes to the five continents: Europastry elevates its French pastries to a global icon.

SOPHIE

The magic of *boulangerie*, a miracle of irresistible taste and texture

Sophie is our most select range of butter bakery products. Thanks to an advanced control of temperature to achieve a slow cooling process. A method from the purest *boulangère* tradition to achieve a firm structure, a regular lamination, a spongy texture, and a balanced and full flavour of a fine intensity. For example, the well-known Sophie Pain au Chocolat, the melt-in-the-mouth Sophie Double *Pointage* Croissant and the balanced Sophie Pain aux Raisins.



Sophie Croissant



Sophie Curved Viennese Croissant



Sophie Micro Croissant



Sophie New York Cacao



Sophie Pain aux Raisins



Sophie Pain au Chocolat



Sophie Croissant with Sourdough



Sophie Croissant





LØVEN

Just the right amount of warmth and tenderness,
the unique personality of Nordic patisserie.

Personality, tradition and presentations that exude a love for detail. A range inspired by the best Nordic recipes: from the classic *Cinnamon* Roll to delicate Danish crowns. Løven is a family of pastries that conveys a friendly and homely character without compromising on style. Its secret? A quality dough and a wide variety of fresh fruit fillings. Ingredients that give Nordic sweet pastries their characteristic pleasant taste.



LØVEN®

PORTUGUESE PASTÉIS DE NATA



“Portuguese tradition, global projection: Europastry turns the pastéis de nata into an international icon”. We are the world’s largest producer of the famous Portuguese pastries. From the heart of Lisbon to the display cases of the world.

SAUDADE

A stroll through the streets of Lisbon
with its sweet traditions

The finesse of the *Croissant Brioche*, the subtlety of the *Pão de Deus*, the charm of the Bolo de Arroz, the diversity of the Paséis de Nata in all its flavours and, of course, the authenticity of the *Queques* and the *Pastéis de Feijão*. Saudade is the brand of pastries and bread inspired by the most prestigious Portuguese tradition. Specialities that surprise with their sweetness and artisan spirit inspired by the beloved pastry shops of Lisbon.



LYKKE

Refinement and innovation at the service
of traditional haute patisserie

Lykke is a family of elegant, delicate and creative pastries, whose recipes update the great European patisserie traditions to the present day. We offer a wide variety of options and finishes, as well as great collections that derive from the latest product and presentation trends. Like the avant-garde *Cake Collection* by Albert Adrià.

Lykke®



CHOUSA

The small gesture that makes all the difference
in these great empanadas

Straight from our bakery workshop, Chousa embodies all the authenticity and flavour of the traditional Galician empanada. Five decades of experience are behind the special touch that defines our artisan production process: the gesture of sealing the empanadas by hand. Our range of empanadas includes tasty classic specialities, such as the exclusive 1959 empanadas, classic meat or cod empanadas, or the most innovative and trendy recipes, such as the Yummies family.

CHOUSA®



LA MASSA NOSTRA

Sourdough pizzas: a treat for the palate
from the very heart of Italy

Our pizzas are made following the purest Italian tradition, respecting the classic recipes; but their secret is also based on the quality and freshness of the ingredients. The bases are made with long-proofed dough to which olive oil is added, and are baked in a stone oven. To satisfy every palate, our family of pizzas offers a wide variety of flavours.

**LA MASSA
NOSTRA®**





KNOTS

The bread that always tastes good

An original and tempting product in the purest American style. Our Knots range from the most traditional presentations to the most innovative options in finishes and toppings. An authentic and versatile range, appetising for any occasion and very practical for both professionals and consumers. What's more, it has been awarded the *Clean Label* and is made with GMO-free ingredients.

knots®



Knots box apple



Knots box cinnamon



Knots box garlic



Knots box spicy



Knots box tomato

DOTS

The tastiest, most original and fun way
to break the circle of temptation

Delicious and imaginative. A temptation for young and old alike. That's Dots! Simply defrost them and you can enjoy an endless variety of sizes, shapes, fillings, decorations and even double toppings. Made without using any partially hydrogenated fats or artificial colourings. The unmistakable hallmark of this piece of cosmopolitan pastry. Add a Dots to any occasion of our life, and everything improves.

DOTS[®]
ORIGINAL



Prime Dots Salty Caramel



Chocolate Duet Dots



Dots Pistachio



Pink Square Dots



Blueberry Dots



Crunch Dots



Dots Black and White



Big ClassicDots



Matcha Dots



Coconut Dots



Yuzu Flower Dots



Dubai Dots



AMERICAN BAKERY



“Cookies, brownies, cakes: the taste of America with the global Europastry stamp”. We are Europe’s largest producer of cookies and brownies.



RUTH'S BAKERY

A realm of fantasy, fun and colour
created by the trendiest bakery

Ruth's Bakery is the new range of products from American Bakery with a wide variety of flavours, colours, sizes and formats: *cookies*, *muffins* and *brownies*. A range of desserts in great demand among consumers, which we offer as the perfect solution for all kinds of meetings, parties and celebrations. In addition, our customers can choose to receive the product already prepared (thaw and go!) or they may prefer to give it their own personal touch thanks to our *cookie pucks* and *scoops*; raw doughs ready to customise and bake. There's only one limit: your imagination.



American Style Recipe



Double Choc Cookie Puck



Triple Choc Cookie Puck



Salted Caramel Cookie Puck



Muesli Cookie



White Choc Cookie



Dubai Muffin



Triple Choc Muffin



Blueberry Crumble Muffin



Vegan Lemon Poppy Seed Muffin



Walnut Brownie



Brookie



Vanilla Scoop



Chocolate Chip Scoop

TOP CHEFS

Products customised by top chefs

Michelin star chefs and renowned master pastry chefs have partnered with us to create products and collections designed to satisfy the most exquisite palates. Of all the products, the Cake Collection by Albert Adrià stands out, with delicatessen pieces such as the Cheesecake by Albert Adrià.



LICENSING

Together, it's time to create and grow

Cobranding is the creation of products together with other reference brands. We continue to work with licensors such as Biscoff, Dunkin, KitKat, Lion, Nutella or Nocilla. Over the last year we have expanded our portfolio with new products such as Lion Dots, Biscoff Dots and Biscoff Pop Dots in bulk.™





WE ARE BAKERS

The recipe for success,
our sourdough: our bakers.

WE ARE
BRAVE
AGILE
KEEN
ENGAGED

To take risks, to strive until you get what you want, to innovate without fear of making mistakes, because even a mistake can yield results. Asking questions and assuming that in most cases there may be more than one answer. These are the qualities of our Bakers. People who dream, who experiment, and who are very clear about one thing: to progress from an idea to a product, it is essential to collaborate. The ability to exchange knowledge, to mix talent, is what allows us to grow. That's why we're committed to a healthy ecosystem where innovation and complicity go hand in hand.



We are Bakers

Our international expansion also offers career opportunities in different countries such as the United States, the Netherlands, Portugal and Mexico. We promote international mobility, not only for management positions, but also for a wide variety of profiles (from electromechanical maintenance to R&D or quality technicians, financial or operations managers).



Pere Roche
Strategic R&D Manager



Pol Vila
Group Controlling Manager



Martí Rull
Plant Manager Sarra

A global team of Bakers

+50
NATIONALITIES

+4,500
BAKERS

3,760
BAKERS IN EUROPE

1,130
INTERNATIONAL BAKERS

We are Bakers

"Europastry is what it is because of the people in it. When we add a new person to our team, we always think about the long term. That's why we take care of the onboarding processes so that each new "baker" gets to know our products, our values and is quickly integrated into the company's culture"

Francesc Farnell, *HR Director at Europastry*



Marta Sánchez
Packaging Purchasing Specialist



Javier Fraile
Commercial Director Field



Eduard Galimany
Business Controller



Leixandre Saa
Commercial Director Field



Patricia Cobos
Commercial Director Field

Baking is much more than a profession, it's our identity.



Enric Gabarró
Global Key Account Manager

Increase in workforce since 2021

+30%

The future is built from within

Europastry continues its commitment to developing young talent through the **Young Talent Program, aimed at training the company’s future leaders.** The program is designed for recent graduates interested in gaining a cross-functional understanding of the company’s departments. The goal is to attract young people who are proactive, innovative, and value teamwork. In this new edition, 16 Bakers are expected to join the program and begin their professional careers at Europastry. **Internal promotion remains one of Europastry’s main priorities.** The company is committed to fostering the professional growth of its teams through continuous training and internal mobility. Currently, 70% of the members of the Executive Committee have developed their careers within the company, and more than 50% of interns later join Europastry in permanent positions.



Anna Arronis
Talent Acquisition Specialist



Jon Gorostiza
Group Talent Manager

Management Committee from internal promotions

70%



Ana Carmona
Learning & Development Manager

Our Bakers



Jose Covassi
Accounts Payable Manager



Beatriz Berbel
*Warehousing & Replenishment
Manager*



Núria Romero
Finance Manager



Analia Viviana Aguirre
*Europe Business
Controller Manager*

Our Bakers



Sergio Tomás
Cybersecurity Manager



Eduard Saperas
R&D Industrial Manager

Every bread we create
embodies, in its essence,
respect for our origins and
the freedom to innovate.



Marc Saguer
Strategic R&D Pastry Manager

Discover the story
of some unique Bakers

“DOUGH DOESN’T EXPRESS
ITSELF IN WORDS, IT’S ABOUT
FINE-TUNING YOUR SENSES”

We are bakers. Chapter #15
Koki and Chie Ota / Kyōtango, Japan
Koki and Chie Ota run a small bakery in the mountains of Kyotango,
called Yasakagama. The bakery was an awakening for them.
A new life connected to simple things, harmony and nature.
Yasakagama is a dream come true.



Discover the story
of some unique Bakers

“MY PARENTS ALWAYS WORKED A LOT.
WE NEVER HAD VACATIONS AT THE
BEACH, WE ALWAYS HAD THEM IN FLOUR”

We are bakers. Chapter #16
Elisabete Ferreira / Bragança, Portugal
Elisabete, a third-generation baker and the first woman to be awarded the prestigious title of “World’s Best
Baker 2024” in Pão de Gimone, Portugal. Elisabete inspires new generations, especially women, to pursue
their dreams and to elevate the bakery industry with passion, dedication and determination. Her greatest
strength lies in the unconditional support of her parents, her husband and their three children.



Discover the story
of some unique Bakers

“THE BAKERY IS VERY NICE.
I LOVE SWEET THINGS;
IT’S THE BEST... THAT’S IT”

We are bakers. Chapter #17. Part 1
Dionicia Aldeco / Oaxaca, Mexico

Dionicia started baking out of love. At the age of 19 she married Refugio, a baker by trade, and together they opened their first bakery: Don Cuco. Today, that love remains alive in their four children, who understood, between flour and sunrises, the value of work and respect for their roots.



Discover the story
of some unique Bakers

“I TOOK UP BAKING AGAIN THREE
YEARS AGO AS A TRIBUTE TO
THE MEXICAN TRADITION”

We are bakers. Chapter #17. Part 2
Luis Arellano / Oaxaca, Mexico

Luis Arellano is a cook, baker and loves Oaxaca. He trained with renowned chefs Alejandro Ruiz and Enrique Olvera, and today runs Criollo, one of Mexico’s most acclaimed restaurants. The son of a baker’s family, he returned to the trade to pay homage to his father: since then he has reinterpreted his traditional recipes, a challenge he has captured in the book “Refugio”.



Discover previous chapters of other unique Bakers



TAILOR-MADE IDEAS THAT TRANSFORM THE POINT OF SALE

+200 Visual Merchandising projects developed.

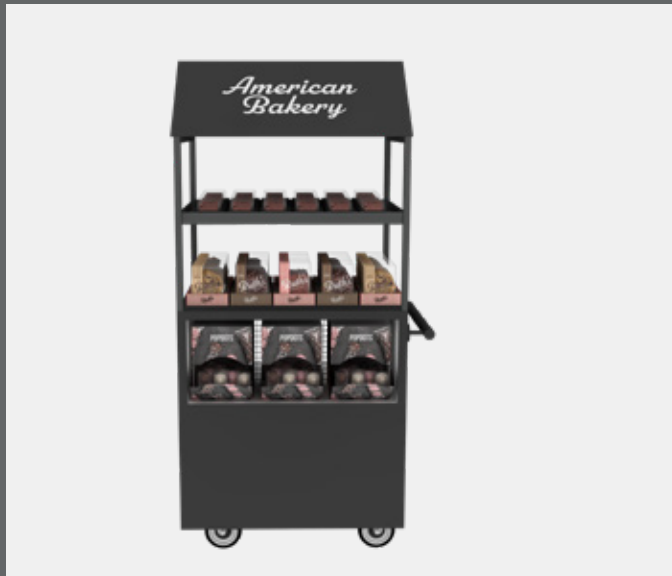
To help our customers increase their sales, we offer advanced Visual Merchandising solutions, adapted to all types of needs and segments. They are a strategic tool that improves marketing and contributes directly to profitability. Our team, with extensive experience, designs proposals that adapt to any space. Through the integration of brand identity, decorative elements, point-of-sale communication and the latest visual trends, we manage to attract attention and encourage higher product turnover.



COMPREHENSIVE PROJECTS



DISPLAYS
AND FURNITURE



B

We are bakers



Melissa Romero
Design Manager



Julieta Larriba
Visual Merchandising Manager

COMMITMENTS AND GUARANTEES

Excellence must be endorsed:
we have the highest quality standards as
a global commitment from Europastry

Quality commitments



Gluten-free products suitable for vegans or vegetarians
With a set of advanced product ranges, we cover the special needs of groups such as **coeliacs, vegetarians and vegans**.



Rainforest Alliance
Some products in our wide range are made with a couverture chocolate that is rigorously traceable to guarantee Rainforest Alliance Certified™ certification. This achieves a three-fold objective: **improves farmers' lives**, the quality of the cocoa, and cares for the environment.



Dots with Fairtrade cocoa
One of our Dots ranges is made with Fairtrade certified cocoa. This seal guarantees that the cocoa is traded according to ethical and sustainable business practices.



Free-range eggs
The use of Free-Range certified eggs from free-range chickens is actively promoted.



Sustainable palm oil
The Dots brand and part of the Bollería Fácil (Easy Pastries) range follow the requirements of the RSPO-1106177 certification, which include the use of sustainable palm oil.



Quality ingredients
Our butters are made with **quality cream** from the best milk, a natural source of vitamin A.



Clean Label
We are committed to making **clean label** products, i.e. without additives (E-numbers).



GMO-Free
None of our products incorporate GMOs, **genetically modified organisms**.



No hydrogenation
One of our main objectives is to prioritise the use of **non-hydrogenated oils or fats**.



ORGANIC Commitment:
The Certificación de Agricultura Ecológica (Certification of **Organic Farming**) for our BIO (organic) products confirms our commitment to cultivation without the use of chemically synthesised pesticides.



Local flours
We accompany each ear of wheat from sowing to milling, working side by side with farmers. We control the **traceability of each grain** to the milling stage.



Low-sodium products
We join the **NAOS Strategy** for Nutrition, Physical Activity and Obesity Prevention of the Spanish Agency for Food Safety and Nutrition (AESAN).



Reduced sugar
According to the Spanish Agency for Food Safety and Nutrition (AESAN), our *muffins* and *croissants* contain 30% less sugar than the industry average. Within the framework of our action, we are taking part in the **Sweetfood project**. Supported by the European Regional Development Fund (ERDF), its mission is to reduce the amount of refined sugar in food and beverages through the use of new sweeteners of natural origin.

Our guarantees



BRC Global Standard
Our plants are registered to the BRC Global Standard, which guarantees food safety.



IFS Food
Dots, doughnuts, muffins, croissants, pastries and breads: our ranges are certified in quality and food safety by the International Food Standard (IFS).



FDA
In the United States, we comply with the FSMA requirements. Their purpose is to protect and guarantee public health.



SQF certification
All three of Europastry's U.S. plants have SQF certification. This is the certification that guarantees the food safety and quality of our products.



ISO14001 / ISO45001
Europastry's Rubí plant has two important certificates: ISO 14001 and ISO 45001 for environmental management systems.



Kosher Certificate
The Viennoiserie Caprice and Sélection d'Or pastry production lines are Kosher-certified.



Ruth Batlle Martin
Regulatory Manager



Aida Gabarro
International Product and Quality Customer Manager



Veronica Miranda
Group Quality Director



Halal Certificate
Most of our ranges of Dots, BerliDots and muffins are Halal certified. The Viennoiserie Caprice and Sélection d'Or production is also certified.



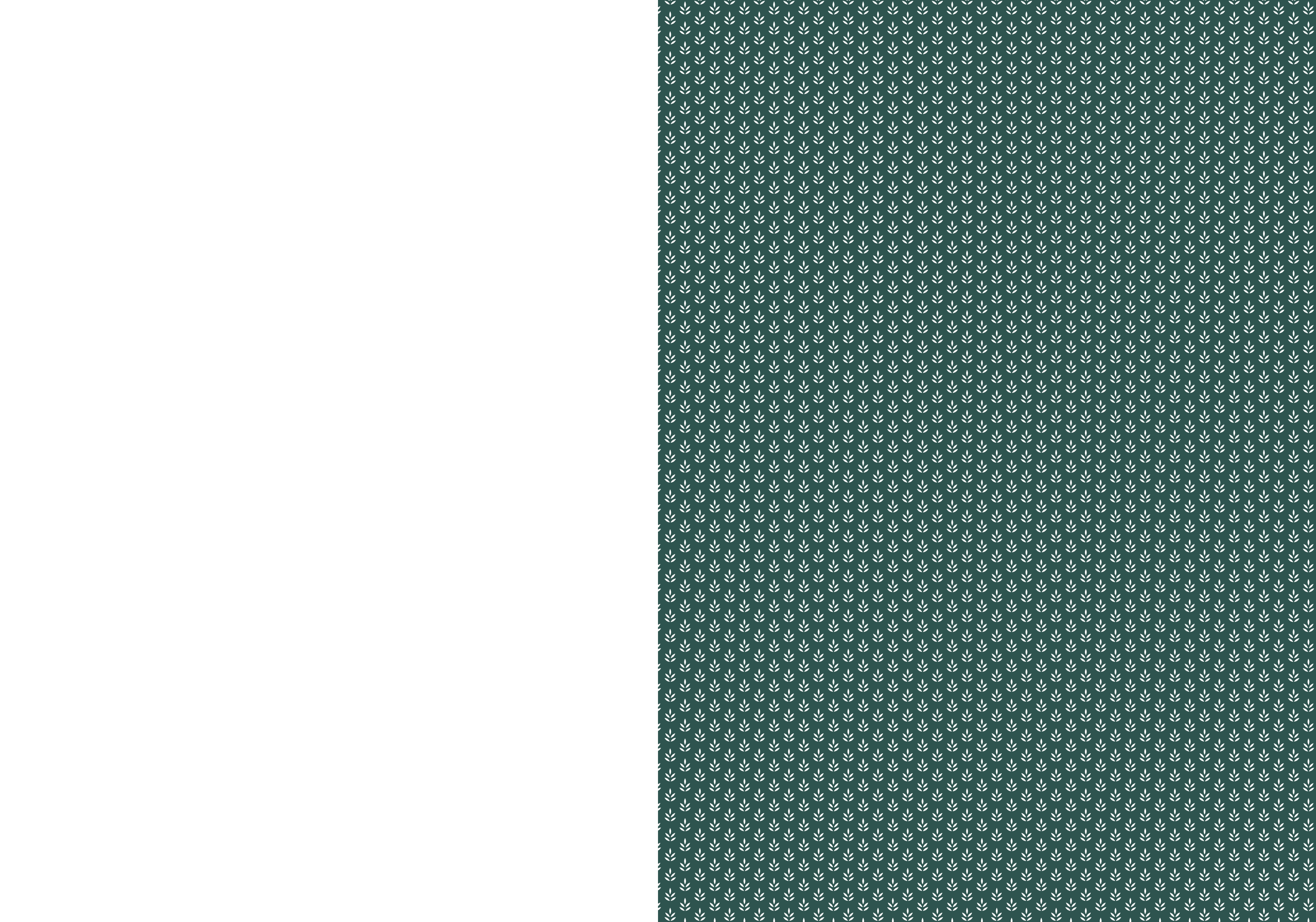
Environmental and occupational risk management
Europastry's Environment and Occupational Risk Department manages compliance with the legal requirements in these two crucially important areas.



In-house microbiology laboratory with ISO 17025 accreditation
The ISO 17025 certification from Spain's National Accreditation Entity (ENAC) accredits the company's internal microbiology laboratory, where its products are analysed daily to guarantee the health of all consumers.



Lean & Green Certification
Europastry has achieved the second star in the Lean & Green Certification, which recognises its commitment and continuous effort to reducing CO2 emissions. This distinction is awarded by AECOC within the framework of the European Lean & Green project.





europastry.com