



Annual Report 2017



**Annual
Report
2017**



01 / page 8
Letter

02 / page 12
**Main
milestones**

03 / page 14
The company

04 / page 26
**Our
business**

05 / page 36
**Our
markets**

06 / page 58
**Innovation
in our DNA**



07 / page 64
**We are all
Europastry**

08 / page 72
**Growing
a better world
together**

09 / page 84
**Leaders in
our sector**

010 / page 92
Visual design

011 / page 96
Events

“My ambition is not economic.
My ambition is the personal
satisfaction of making progress”

Pere Gallés, Founder of Europastry





“Growing a better world together”

During 2017, at Europastry we have continued to develop our business at the speed that our customers and consumers demand. These are exciting times for our business, since we are building the Europastry of the future. We have moved outside our comfort zone, and that goes for everyone at Europastry.

The ultimate aim is to be the best specialist in the frozen bakery dough sector. As far as we are concerned, this means satisfying our customers' needs as quickly as possible. Moving from words to deeds, in 2017 we launched more than 70 new products and invested more than €58 million in new productive capacity.

We know that the main ingredient of our transformation is our entire team's commitment. Our people are so passionate about being part of a leading company in this sector that sometimes we manage to achieve the impossible. There's nothing we love more than innovating in the frozen dough industry, and in 2017 we have been extremely proud to launch a new bread range Saint Honoré, which combines the tradition and *savoir faire* of master artisan bakers with the most advanced production technology in existence. Innovating in the frozen dough is what we like best.

Growing a better world together. At Europastry we offer our customers premium quality products. But we are also aware of the overriding importance of food safety, nutritional value and environmental protection. In fact, this year we introduced improvements like the Megatrucks that have joined our transport fleet, thus reducing our carbon footprint, and created Clean Label and 100% natural product ranges.

There's flour in our DNA and our passion drives us to find ways to improve every day, with a long-term approach, through the example set by every person in the Europastry family every day.

In 2018, we will continue to build our business model based on *Innovation* and *International Market Development*. We hope to see even better sales figures after expanding the Oldenzaal plant in the Netherlands, acquiring our distributor Crandon in Chile and purchasing 60% of the Ingapan Group in Galicia. This latter addition is intended to harness both companies' technology, production plants and national and international distribution networks, to continue our growth within the frozen dough sector. Our ambition is to keep expanding and we want Ingapan to grow with us.

So, in 2018 we will keep investing in *Innovation*, *Quality* and *Continuous Improvement*, just as we have always done.

Jordi Gallés
Executive President

Management Board

Jordi Gallés.
Executive President



Jordi Morral.
CEO

"Europastry has reached the age of 30 exceeding all expectations. Over the years we have grown and consolidated our position on five continents, emerging as one of the companies of the sector with the greatest international coverage.

Our growth is the result of our ability to revolutionise the frozen bread, Viennoiserie and patisserie sector. Our commitment to innovation, quality, development of our international strategy and efficient processes has enabled us to achieve goals that seemed impossible just a few years ago.

These 30 years are a tribute to the work and effort of everyone who is part of Europastry. Now we are looking to the future, keen to achieve new milestones and tackle exciting challenges."



Daniel Calvo.
Commercial General Director

"We are celebrating our 30th anniversary by strengthening our sales structure and becoming more agile both nationally and internationally, increasing investment in new products and integrating new digital tools to improve our service and competitiveness in 2018."



Bertrand Laffont.
International Division Director

"Just as the sale starts the moment the customer refuses to purchase, a team is born when the goals of the group take precedence over those of the individual."



Josep Serret.
Industrial Director

"We can only ensure that our customers get the quality products they expect every day with the work, passion and dedication of the entire team at Europastry."



Marta Cortés.
Marketing Director

"I can tell you that for almost half of Europastry's 30-year history, and since the day I started, the keys to success and growth have been constant innovation, flexibility and adaptation to the market, always breaking the rules and staying ahead throughout the value chain. Here's to the next 30 years."



Jordi Fabregat.
Operations Director

"On the 30th anniversary of Europastry we can celebrate that our company is dynamic, innovative and sustainable. Europastry works hard so that the health of our people, our business and the environment will allow us to keep growing, just as we have done in the last 30 years."



Joaquim Bauló.
Management Control Director

"Achieving good profits and generating the Cash Flow needed to develop new industrial investment projects and M&A, is key to achieving our strategic objectives of efficiency, innovation and internationalisation."



Alberto Alonso. R&D
Pastries Division Manager

"While you say it is impossible, someone else is already doing it."

Jordi Caballero.
R&D Bread Division Manager

"R&D is not a question of having ideas, it is a question of turning them into reality. We combine tradition with the latest technologies to make the best bread. Modernity is nothing without great tradition."



International

Jorge Amado.
General Director of Europastry Portugal

"When the 'why' of the company coincides with what you can see: innovation, quality, health, dynamism. Everything is easier and more enjoyable when you work on a project as part of a great team."



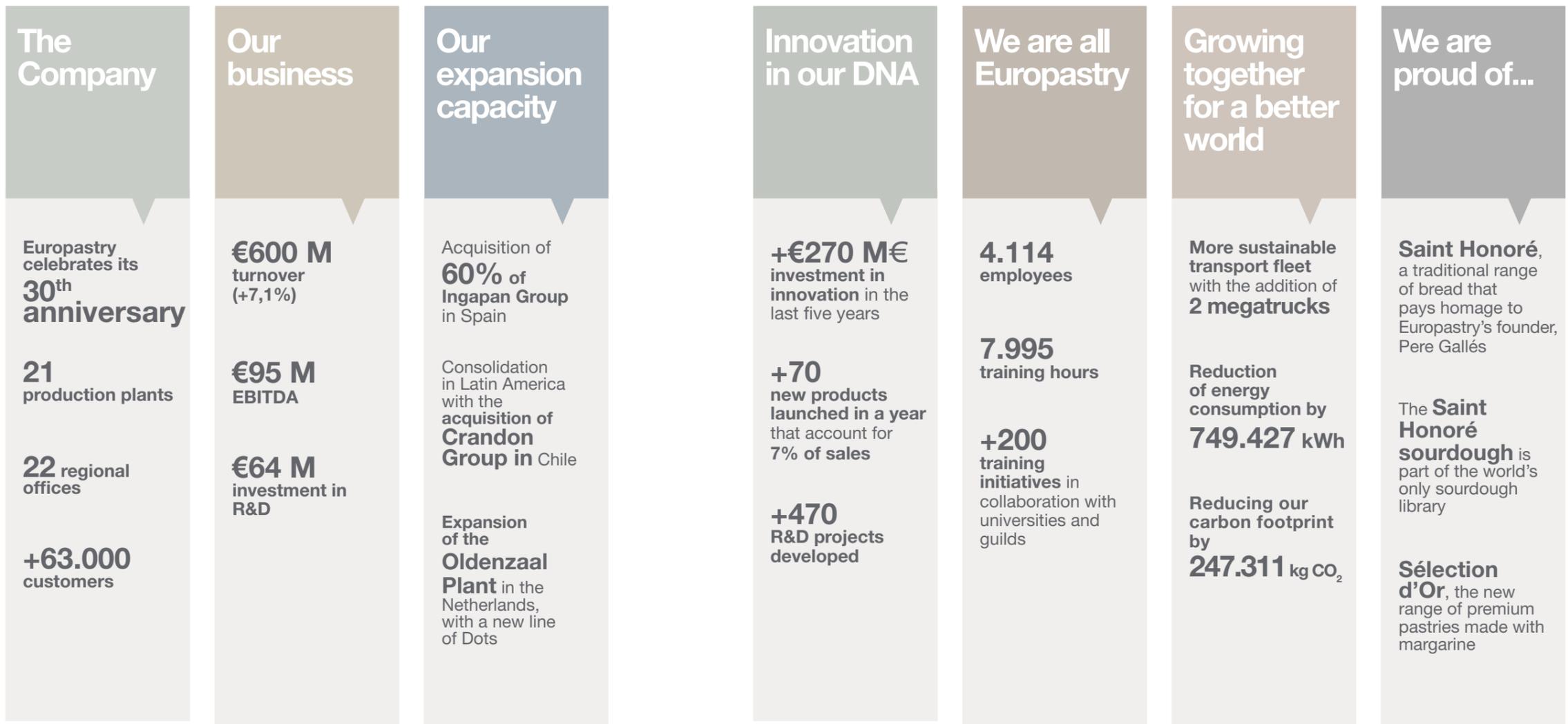
Oriol Tey.
President of Wenner Bakery

"The United States is a complex market with own dynamics and a personality that makes it unique. It is extremely stimulating to lead the project to transfer the Europastry values and culture to that market."





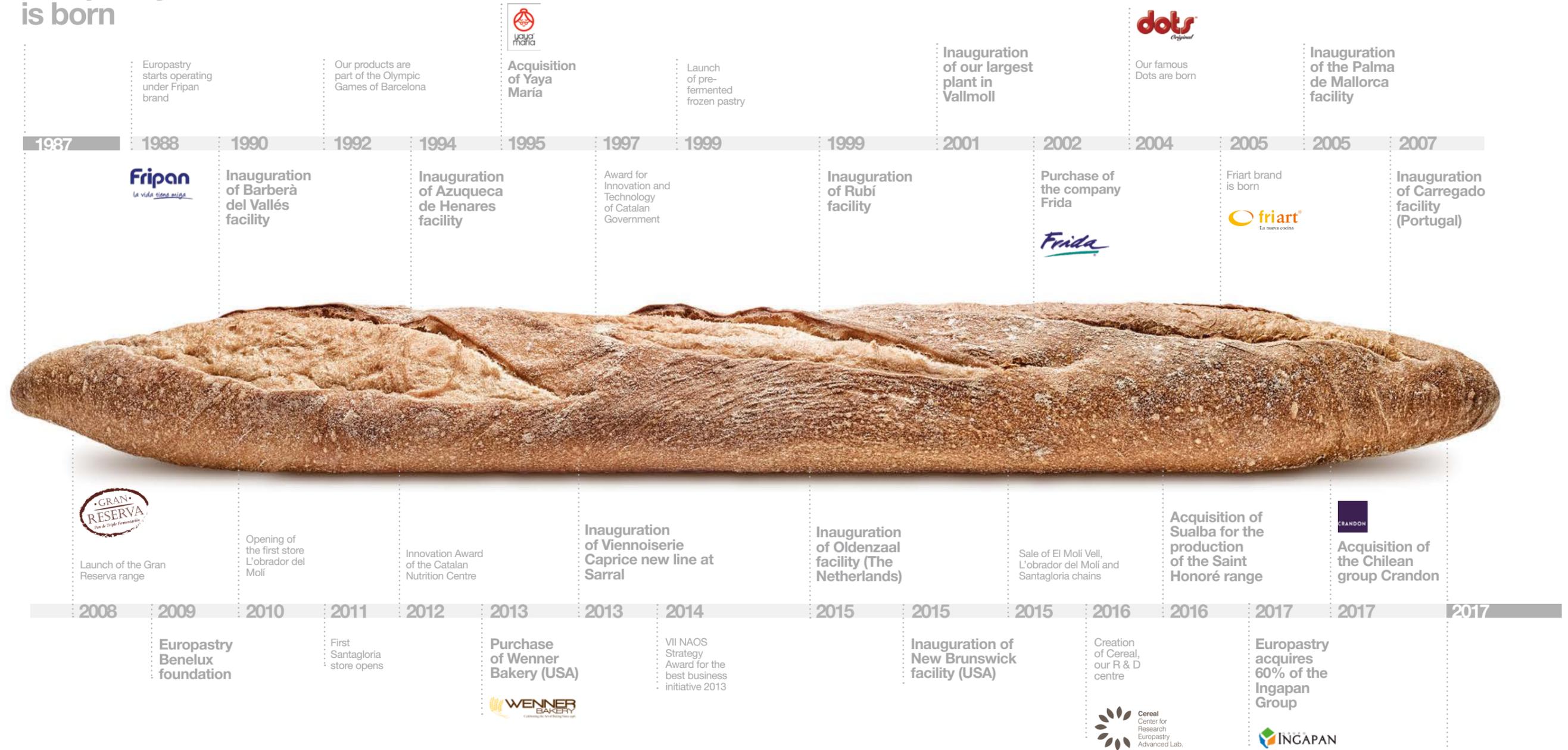
Main milestones in 2017





30 years of achievements

Europastry is born



It's our 30 year anniversary!

The company

Europastry is Spain's leading frozen bread, pastry and ready meals company and the world's fourth in production and sales. Europastry is combining passion with the experience amassed over these 30 years for a promising future. Baking is our playing field and tradition is our guide. We think like craftsmen and technology is our best ally. We are not into shortcuts, preferring traditional baking processes and premium quality ingredients.



Tradnovation

We are inspired by master bakers' artisan processes to create our bread and bakery products and we make them in highly technologically advanced settings: we use sophisticated engineering to marry tradition and innovation.



Massclusivity

We are in line with the preferences of today's consumers. When we see a wish, we make it come true. We create products to satisfy every preference, need and lifestyle, every moment, always in a unique and genuine way.

Artisanal

You can't rush bakers and you can't rush us. Each stage of our production process is based on the *savoir faire* of the bakeries of yesteryear: we care about every detail, every recipe, every ingredient, all to give our customers the quality they expect.

Passion

We adore what we do. Our daily work is done with care, enthusiasm, professionalism and, above all, passion. All essential for transforming a job well done into an excellent result.

Mission

Our daily goal is to make artisan-inspired bakery products and to recover traditional know-how, improving the result with a masterly touch of innovation.

Values

We are passionate about our work and feel honoured to work with products with ancient roots. That is the energy that moves us every day.



Innovation



Quality



Efficiency



International
development

Vision

Our mission is to lead the frozen dough market by developing new products with the speed the market demands. We are passionate about being the most innovative company in the sector.

04
Our business



Main figures

+70

New launches

We launch three new product campaigns every year, which account for 7% of total sales.

€95 M

EBITDA

Honesty and accountability are intrinsic to our commitment to society, which is why we release our net operating profits.

€64 M

Investment in R&D

Being worthy of our customers' trust is our main motivation for our constant, imaginative innovation, drawing information from tradition to develop recipes that please today's consumers.

€440 M

Tax value of activity

We publish a figure that includes purchasing, employer's contributions and corporation tax because we also work integrally and transparently at a tax level.

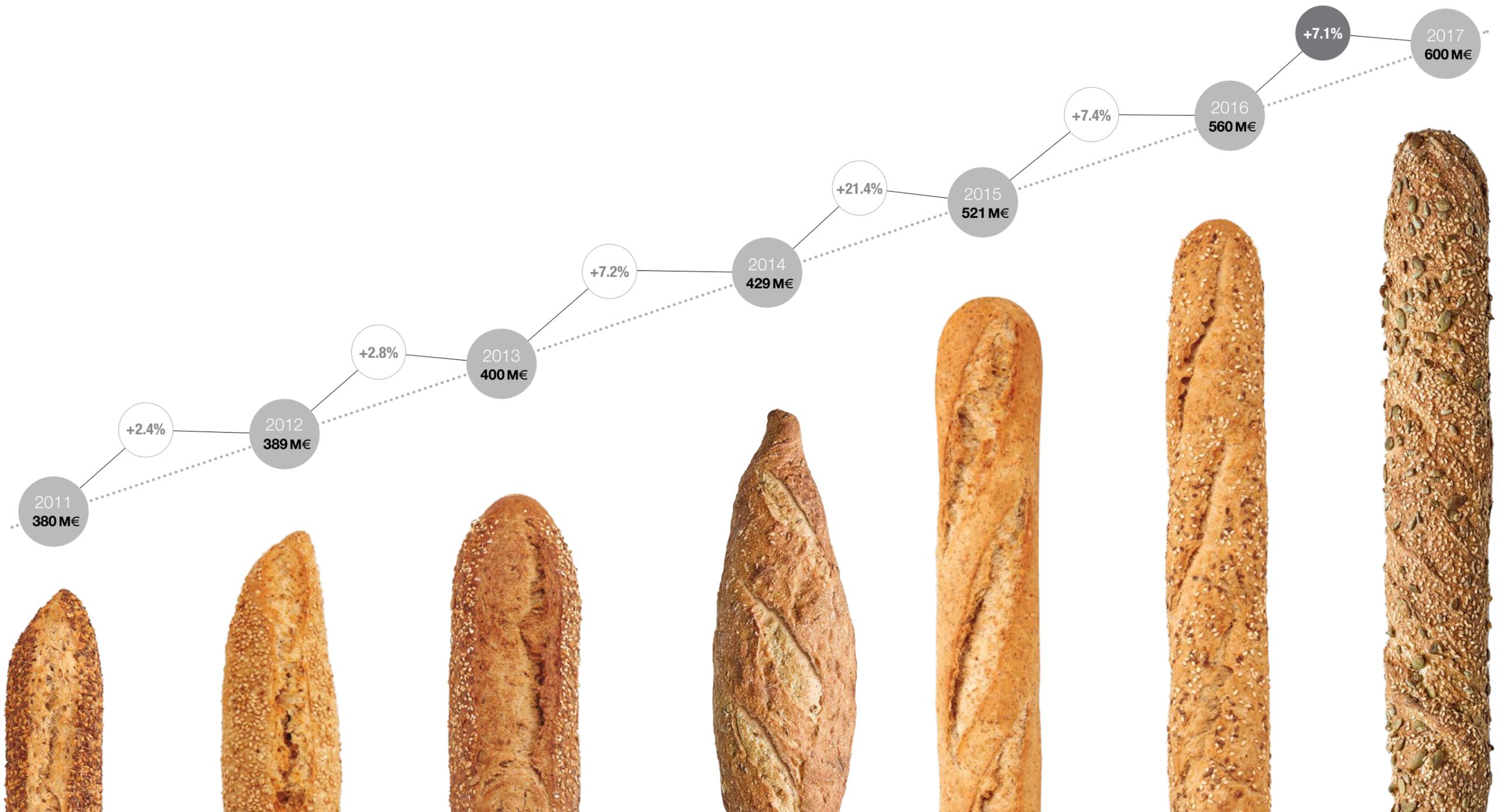
313.000 Tn

commercialized

We are proud to supply premium quality bread and bakery products to consumers around the world who trust us.

Solid, continuous growth

Net value (Millions of €)



Our business areas

We specialise in the production, marketing and distribution of frozen dough for bread, viennoiserie, patisserie and ready meals.

55%
Viennoiserie



43%
Bread

1%
Ready meals



1%
Patisserie

(% in value)

+550
bread
products



+800
viennoiserie
products



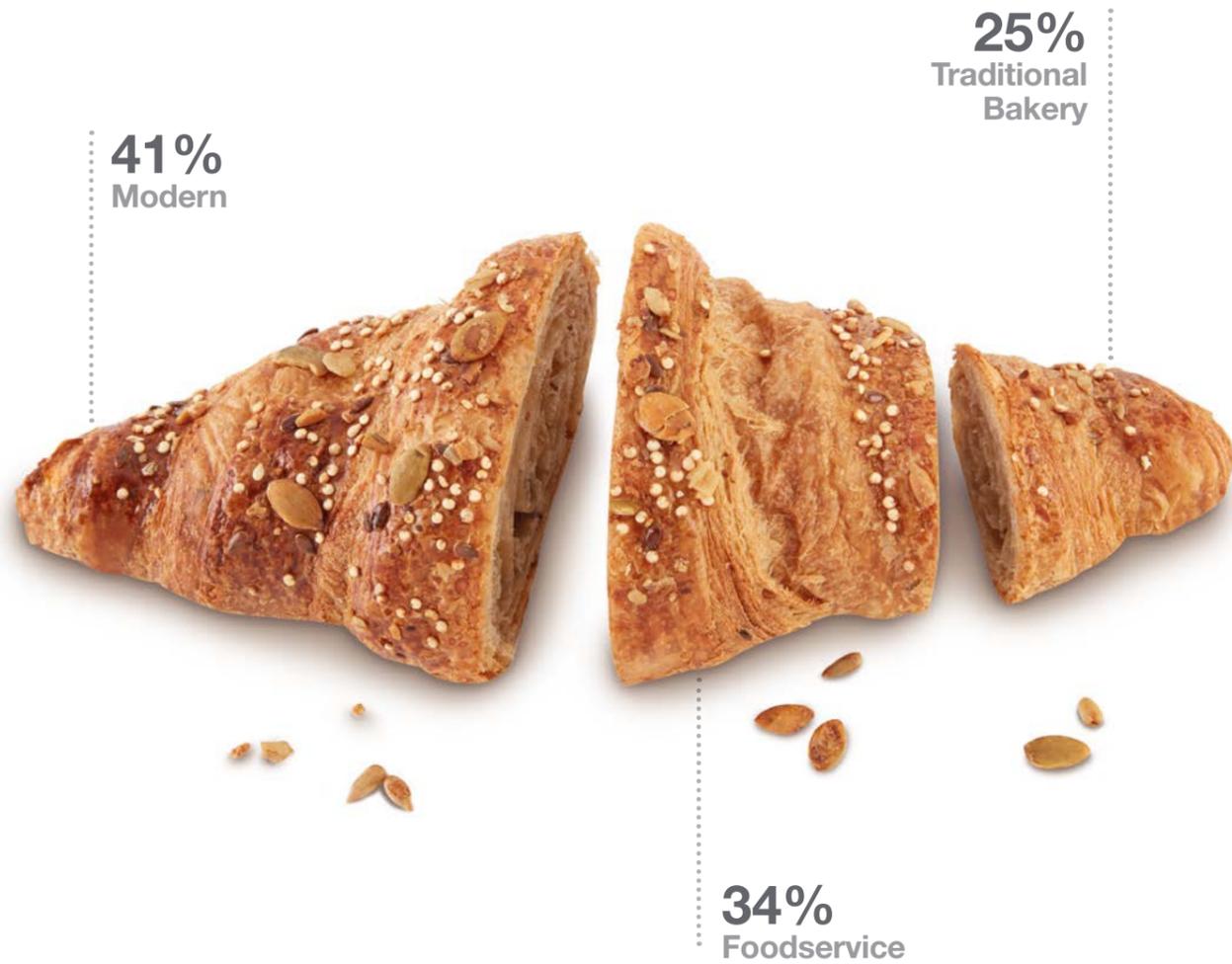
+100
patisserie
products



+25
ready
meals



Distribution channels



(% in value)

Our brands

	Corporate				
	fripan <small>La vida tiene miga</small>	<i>frida</i> <small>El sabor de la imaginación</small>	Yaya María <small>Contigo a todas horas</small>	Wenner Bakery	
	Sub-brands				
BREAD	SAINT HONORÉ <small>by Pere Gallús</small>	OBRADOR'S BREAD	CRYSTAL <small>Rediscover bread</small>	GRAN RESERVA <small>Pan de Trigo remanente</small>	PANBURGER <small>100% PREMIUM QUALITY</small>
VIENNOISERIE	VIENNOISERIE CAPRICE <small>Pur Beurre</small>	<i>Sélection D'OR</i>	les Tûlipes	DOTS <small>ORIGINAL</small>	
PÂTISSERIE	PÂTISSERIE Valérie			READY MEALS	
				friart <small>La nueva cocina</small>	KOAMA

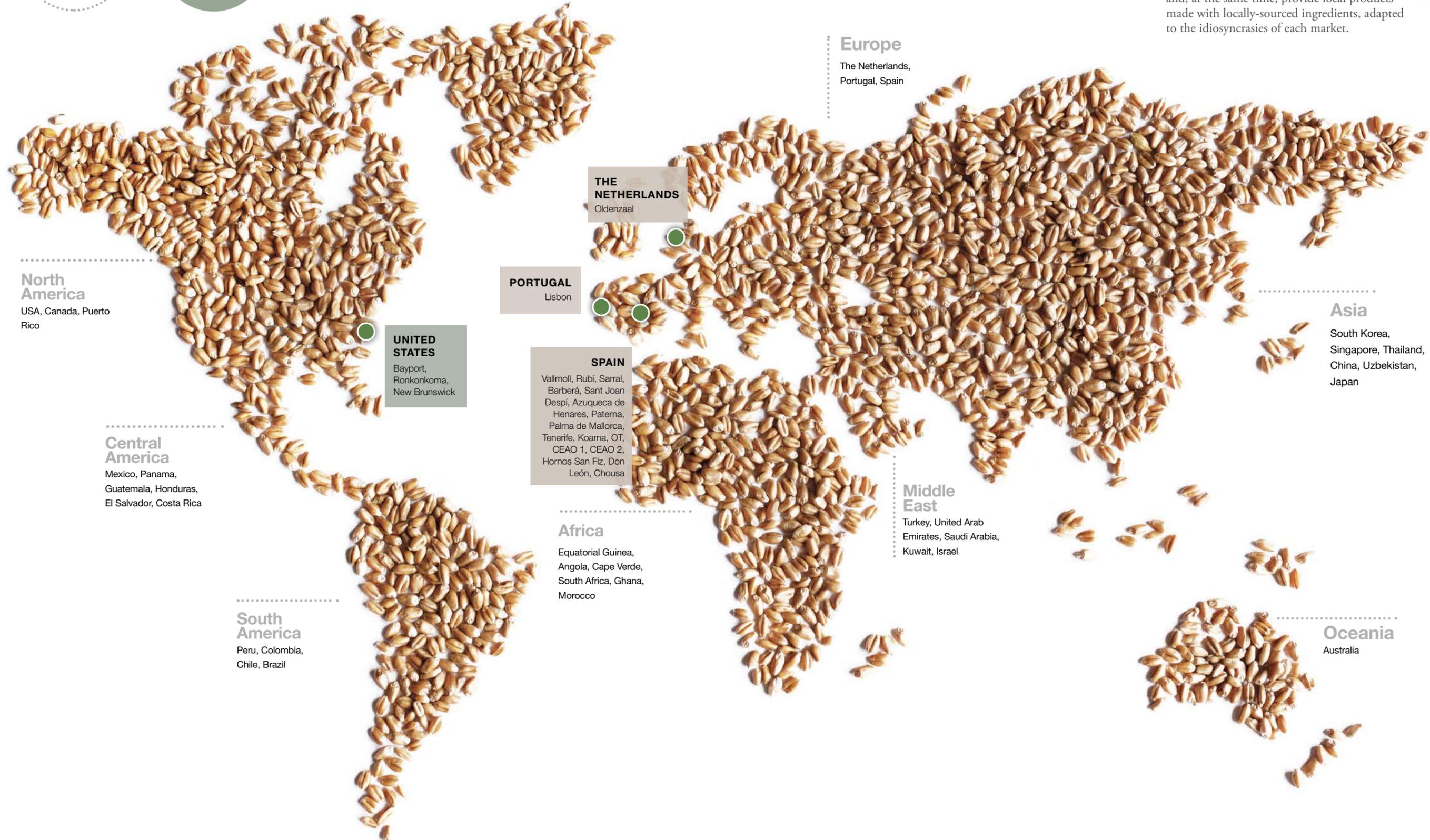


05
Our markets



Presence of Europastry

Production Plants



North America
USA, Canada, Puerto Rico

UNITED STATES
Bayport, Ronkonkoma, New Brunswick

Central America
Mexico, Panama, Guatemala, Honduras, El Salvador, Costa Rica

South America
Peru, Colombia, Chile, Brazil

PORTUGAL
Lisbon

SPAIN
Vallmoll, Rubí, Sarral, Barberá, Sant Joan Despi, Azuqueca de Henares, Paterna, Palma de Mallorca, Tenerife, Koama, OT, CEAO 1, CEAO 2, Hornos San Fiz, Don León, Chousa

Africa
Equatorial Guinea, Angola, Cape Verde, South Africa, Ghana, Morocco

Europe
The Netherlands, Portugal, Spain

THE NETHERLANDS
Oldenzaal

Middle East
Turkey, United Arab Emirates, Saudi Arabia, Kuwait, Israel

Asia
South Korea, Singapore, Thailand, China, Uzbekistan, Japan

Oceania
Australia

Europastry in the world

International development is essential to our corporate strategy. Our commitment to global expansion has led us to acquire 21 production plants, 23 regional offices and more than 225 distributors around the world. This enables us to better serve our more than 63,000 customers and, at the same time, provide local products made with locally-sourced ingredients, adapted to the idiosyncrasies of each market.

Europe Iberian Peninsula

Europastry in the world

The place where we started work 30 years ago has become an incubator on a global scale. Our leadership is renewed continuously and constantly in our 17 production plants in the Iberian Peninsula, and also in our network of 15 regional offices and more than 150 distributors that ensure optimal penetration and distribution throughout the territory.



15
Regional offices



+150
Distributors





Iberian Peninsula Milestones

Paterna (Spain)

All the bread of Saint Honoré range is made at our Paterna Plant (Valencia), just as it was in the bakeries of yesteryear. Each loaf is made according to the traditional processes used by master bakers throughout time: sourdough; refreshing, block resting and gentle kneading for high hydration; shaping, placing on the board, turning and cutting by hand, and baking in a stone oven. The result is a range of superior, extremely traditional bread.



+7.000 tonnes
Annual productive capacity



163
Employees

Borja Rubio.
Paterna Plant Manager

“In the current process of technological change, it is important not to stray from our roots.”



Iberian Peninsula Milestones

Ingapan (Spain)

In July 2017, we acquired 60% of Galician Ingapan Group, a renowned company in the pasty and rustic bread segments, with we had already worked closely at the plants in Tenerife and Begonte (Lugo). The agreement between our companies includes a commitment to continue in the line of work we share, based on quality, innovation and competitiveness. Ingapan has seven production plants, six regional offices in Spain and one in Miami, and does business in 19 countries.



7 Production plants



+55.500 tonnes Annual productive capacity



450 Employees

INGAPAN
CORPORACIÓN

CHOUSA
MAESTROS ARTESANOS DESDE 1959

Kentes

KOama

LOCOS-POR-COMER
the cooksters®
LOCOS-POR-VIVIR

Rubén Chousa.
General Director of Ingapan

“Since 1959, the most important secret of our recipes is the care and commitment we invest in our products. At the end of day, each one of them is a little piece of our heritage, a portrait of our history. Being part of Europastry is a milestone about which we can truly be proud.”

Central Europe

Europastry in the world

To enable us to grow in the Central European market, we innovate constantly at our plant in Oldenzaal (the Netherlands) to efficiently supply all the countries in its area of influence. With its strategic location, we reach more than 150 million people living within a radius of more than 500 km from our plant.

United Kingdom ●
Oldenzaal ●
The Netherlands ●
France ●
Italy ●
Eastern Europe ●

●
Production plants

●
Regional offices



Central Europa Milestones

Oldenzaal (The Netherlands)

The Oldenzaal Plant started operating in 2015, with an initial plan for a single Dots production line. In 2017, after just three years and an investment of more than 60 million euros, Oldenzaal has grown to 8,800 square metres and has three lines that produce more than 300 different products.

B1 Production line

This produces a wide range of Dots, with different shapes, fillings and decorations.

B2 Production line

Dedicated exclusively to producing Viennoiserie Caprice butter croissants. The Paris croissant is particularly important, and in 2017, the production of ham and cheese croissant.

B3 Production line

B3 production line started up in December 2017, once again to produce Dots. The newest line is equipped with the latest technology, enabling it to produce up to 28,200 Dots per hour.



+17.000 tonnes
Annual productive capacity



120
Employees

Cor Brookhuis,
Oldenzaal Plant Manager

“Oldenzaal has had a huge impact on its surrounding, the growth impressed everybody. Our positive image helps us to reach our goals.”

The United States

Europastry in the world

Wenner Bakery continues implementing the strategy of growing in the American market. A complete product portfolio covers all our customers' needs and offers a full range of solutions. Our presence in all sales channels gives us a better understanding of market needs, enabling us to offer customised solutions to our customers.





United States Milestones



Wenner Bakery (Estados Unidos)

One of the most important projects carried out at Wenner Bakery was the integration of the local ERP system to the JDE system at Europastry's global headquarters to standardize and improve internal information processing.

In 2017, with the objective of strengthening the sales team and strategy, Patrick Gallagher joined the company as Vice President of this department.

At the same time, we redesigned our corporate image and our website, www.wennerbakery.com, with a new design and a new user experience.

With regard to product innovation, we focused on providing customers with a wide selection of Clean Label solutions, and also in new releases: the expansion of new flavours to the Artisan Ciabatta category is the most remarkable. Kalamata Olives and Asiago Cheese flavoured Ciabatta had a great market acceptance for upgrading their artisan ciabatta offering.



58.000 tonnes
Annual productive capacity



638
Employees

New Brunswick (Nueva Jersey)

This facility has two baked bread production lines where we make the signature item of the company, the Hand Tied Garlic Knots and also our Baguettes, Parisians and Sub Rolls. The third production line is a frozen dough bread line where we manufacture Kaiser Rolls, Sub Rolls, Dinner Rolls and Hamburger Buns.

Ronkonkoma (Nueva York)

Ronkonkoma has the artisan production line which makes the Artisan Bread category such as Ciabattas, Loaves, Hand Tied Garlic.

Bayport (Nueva York)

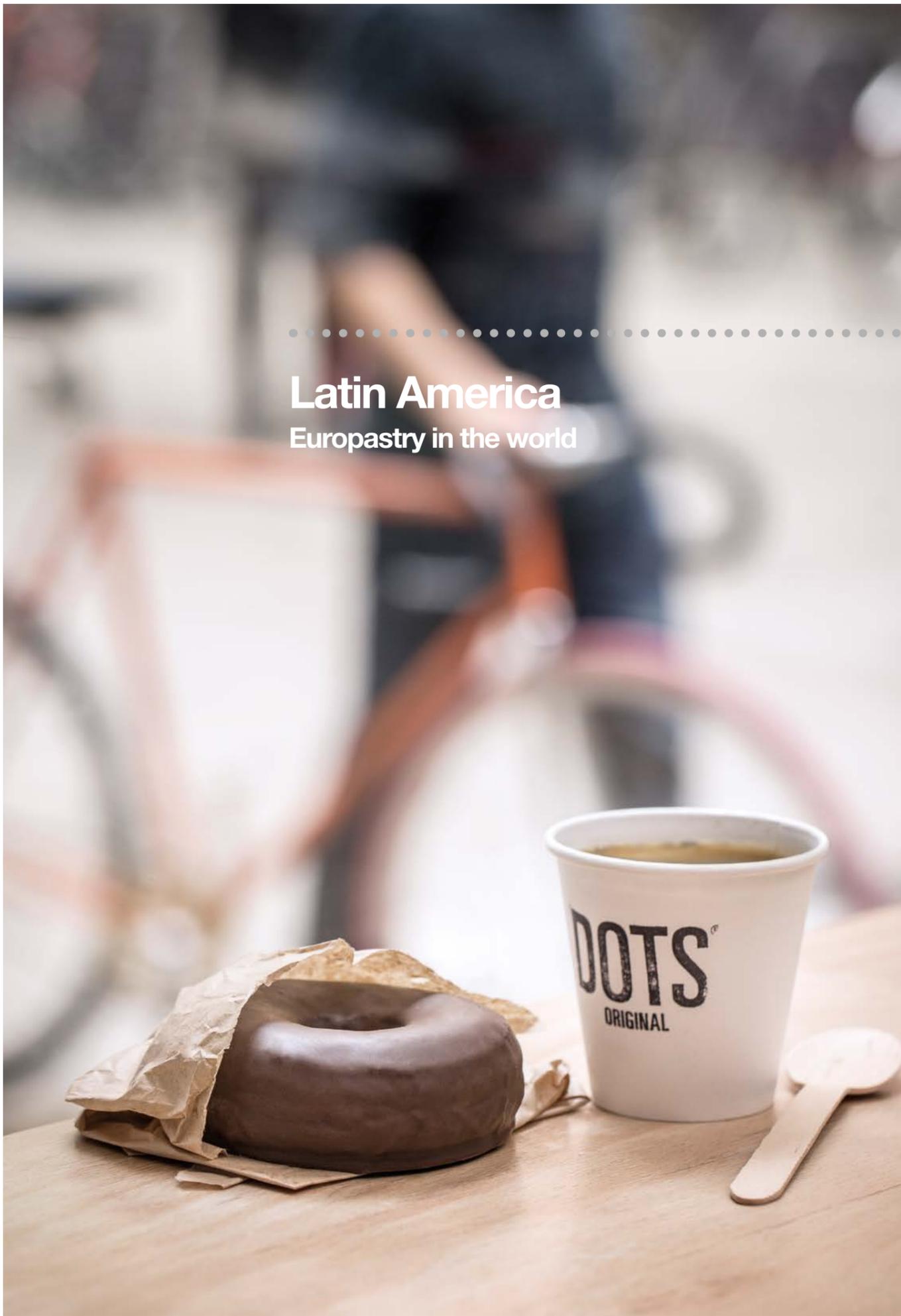
Bayport has seven frozen dough production lines that manufacture a wide range of the frozen dough product portfolio like Italian Bread, Kaiser Rolls, Dinner Rolls and other specialties such as Challah and Swirl Bread.

Brian Lattimer,
Sales Managers

“Being surrounded by a great team is key. You can accomplish any goal or solve any problem with the right people around you.”

Latin America

Europastry in the world



We established our presence in the Latin American market based on our experience in the world of baking and the quality of the products that we offer customers, which has always been our differential value. This has enabled us to achieve all of our goals and to implement strategies that have enabled us to grow steadily during the last decade.





Latin America Milestones

Crandon (Chile)

Crandon has almost one million points of sale among distributors, and Foodservice and Retail channels, being the latter the most important, with more than a 64% of the total. Our strategy is based on expanding in the territory and adding to our range of products, through innovation and quality.



2.387 tonnes
Annual productive capacity



83
Employees

Pablo González.
General Director of Crandon

“We want to be recognised as a brand with a selection of the best baked goods in the world.”

06
Innovation
in our DNA



.....

Innovation

€270 M
invested in R&D in
the last five years



215
projects
implemented/year



+470
new projects
developed/year



+70
new products
launched



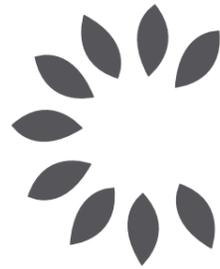
Cereal

Innovation is the strategic pillar of Europastry, a company born of a great innovation in the sector: the invention of par-baked bread.

Our strategy is based on incremental innovation, which translates into annual launches of new, constantly improved products every time, which are more natural, and contain no additives or preservatives, while being cautious and ensuring that these releases are fully accepted in the market.

All of this is cooked up at the Cereal, our R&D centre, where our multidisciplinary team of engineers, biologists, nutritionists and master bakers combine artisan and traditional processes with new concepts and technologies, innovation, creativity, experience and knowledge.

In the last five years, we have invested more than €270 million in innovation, ensuring what we call the **Virtuous Circle of Innovation**, defined by investment in R&D, which generates more sales and, therefore, higher profits, which in turn is reinvested in innovation (graphic), ensuring sustainable growth and generating better-quality products. The result is that we make foods better suited to consumer tastes and needs.



Cereal
Center for
Research
Europastry
Advanced Lab.





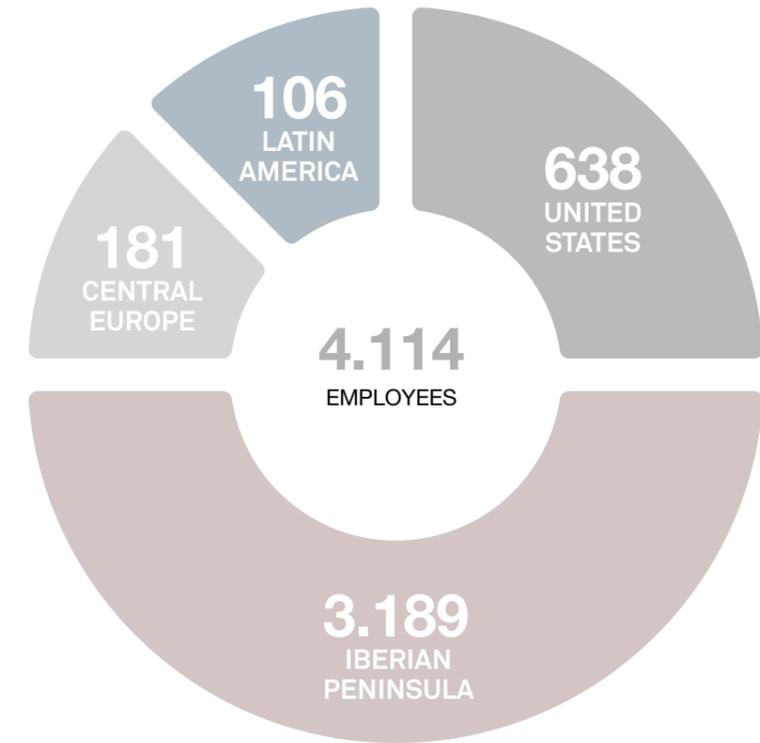
07
We are all
Europastry





We are a living company in constant evolution. Our human resources consist of excellent professionals who not only share the same overall strategy, but also the same daily goal, which is to keep Europastry at the forefront of the sector.

Our employees



Cristian Viladoms.
Human Resources Director

“Europastry is growing and expanding, creating many opportunities. If you have determination, the desire to learn, you are easy to deal with, humble and optimistic, you will thrive.”

Training

Basque Culinary Center

Europastry collaborates with the Basque Culinary Centre, providing internships to third-year students. These internships are designed to give students broader training by rotating them through different departments of the company. Interns are integrated in new product developments at Cereal, our new R&D centre for bread and baked products. Students also get work experience on different production lines, at a higher level of technology, and as product technicians, they add value to the company's products to boost competitiveness.



Barcelona Bakers' Guild

Throughout 2017, Europastry has committed to training Barcelona's future bakers. As part of the collaboration between Europastry and the Barcelona Bakers' Guild, students visit our facilities, where they learn about the sector and how to achieve a better-quality bread

by including tradition and the latest technology in the production process. Students do internships at Europastry and become a part of our job pool.



GREMI DE FLEQUERS DE LA
PROVÍNCIA DE BARCELONA

Collaboration with universities to do internships at Europastry

- University of Barcelona
- Pompeu Fabra University
- University of Girona
- University of the Balearic Islands
- UPF Barcelona School Management
- University of Malaga



Educational tours of our plants

- Jaume Huguet School (Valls)
- Cambrils Catering School
- Cal·lípolis Secondary School of Tarragona
- Barcelona Bakers' Guilds
- Greek school 2nd E.K. of Piraeus



Assessment Programme with Sponsors

In 2017, the Human Resources and Commercial departments launched the program of assessments with sponsors to find and develop the best human talent in our culture of excellence. These involve group dynamics with eight people, with interviews where each participant takes different roles to learn and develop new business strategies.



Advanced Negotiation Skills Programme

In collaboration with consultancy firm Scotwork, member of the Commercial team, including Directors, Area Managers, Key Account Managers and Promoters took part in the three-day Advanced Negotiation Skills Programme. This programme develops new skills to reach new agreements in a fun, interactive learning environment, through different practical cases.



Fast Track

Through this programme, recent graduates spent between six to twelve months in the R&D, Production and Engineering Departments at Europastry.

This programme offers a complete overview of the functioning of our company and provides the opportunity to start a professional career. In 2017, we initiated the second edition of the Fast Track programme.



Junior Engineers Programme

Thanks to this programme, young, newly-qualified engineers spent time in different positions on production lines in our plants, while managing improvement projects. All the youngsters who participated in the project did six promotions, some of them becoming duty managers or controllers for plants and processes.



Cuina Justa Project

As part of Europastry's commitment to society, since 2015 we work with Cassià Just Foundation by participating in the Cuina Justa project for people at high risk of social exclusion, giving them an opportunity for a decent job. At our Barbera del Valles Plant, more than 40 people belonging to Cuina Justa work in the Packaging Department, preparing finished products to supply in optimal conditions.



08
Growing
a better world
together





United Nations Global Compact

Europastry has joined the United Nations Global Compact, the world's largest Corporate Social Responsibility initiative, with more than 9,700 member companies from 160 countries.

Growing a better world together

Food waste

We are committed to donating products to civil society entities, such as the food banks, NGOs and foundations.

Sustainable Management

We invest in energy efficiency and reducing our carbon footprint, by implementing ground-breaking solutions that help us to be more efficient.

Quality

Organic farming, Clean Label and 100% natural products, local and bio flour varieties, guarantee high quality and sustainable products.

Health

The products that we develop are increasingly suited to consumer health demands. Lower sugar and sodium, no partially hydrogenated fats, enriched with vitamins, fibre and minerals. These are the parameters we work with.

Society

Through collaborations with associations and local social entities, we help the people who need it most.

Product cycle

The main ingredients of our success are consistency and being true to ourselves: only then can we pioneer important projects such as eliminating partially hydrogenated fats from our products. We want to go further and ensure that our processes are even more respectful to our environment.

Selecting

raw materials, controlling traceability



Processes

that combine baking tradition and the latest technology

Products

with premium quality

Joan Quilez.

Technology Director

“The reflection that the company is a process of adjustment to a changing environment is more valuable than ever, also taking into account that we must align the pace of change with the pace of progress.”

Quality

Proyecto Pafort

Our commitment to improving the quality of our products every day inspires us to take part in international research projects. One of these is the Pafort Project, which we started in 2017 in collaboration with the the Technological Center of Nutrition and Health (TCNH). The purpose of the project is to develop bakery products enriched with vitamin B12 to compensate for a lack of this vitamin in groups of the population like vegans, strict vegetarians and elderly people. This project is part of the Collaboration Challenges 2016 programme funded by the Ministry of the Economy and Competitiveness of the Government of Spain, through the European Regional Development Fund.



Environment

Freezing is the most natural way to preserve any food without preservatives or additives: the application of intense cold stops processes that alter bacteriological and enzymatic ingredients. In Europastry, we have developed the best and most sustainable technology to do this: avoiding losses and food waste for our customers.



Reduction of energy consumption by
749.427 kWh

Reducing our carbon footprint by
247.311 kg CO₂

Sustainable fleet (Megatrucks)

To make our transport logistics more efficient, we have added two 60-ton, 25.25 mega-trucks MMA (Maximum Authorised Mass) to our fleet, with a load capacity of 39 tonnes and 51 pallets. The megatrucks travel the trade route linking Vallmoll (Tarragona), Madrid and Azuqueca (Guadalajara), making transportation logistics more efficient.



Waste Management Programme

In 2017, our plant at Rubi implemented a system for reduction of logistical movement to **reduce CO2 emissions and, to manage generation of waste, such as plastic and cardboard, more efficiently.** By incorporating new compaction machines and plastic *big bags*, **we have reduced logistical movements in waste management by more than 50%**, optimising safety and ergonomics. This system is also operating in the Sant Joan Despi and Paterna plants.



Objective 0 Unusable Waste Programme

This programme has been implemented in all our plants in Barcelona and Tarragona. Because of this project, our plants in Rubi and Sarral are separating plastic and cardboard into internal containers, reducing this type of waste by 20% at each centre in 2017. The intention is to introduce this system in the Vallmoll Plant in 2018-2019. With this programme, we have succeeded in reducing Non-Recycled Waste to below 7% at all our plants.



Water management programme

As part of our Water Management Programme, in 2017 we introduced a new water treatment plant in Sarral, that will go into service in summer 2018. The new water treatment plant will increase our water treatment capacity to 65,000 m³/year, working very efficiently with the latest waste water management technology.

It is worth mentioning the optimisation of water treatment at the plant in Rubi, which has enabled us to improve processes and equipment, reducing chemical consumption in water treatment by 40%.



Our certifications guarantee food safety for all our products and manufacturing processes.

Certificates



BRC Global Standard

All our factories are certified in food safety according to the BRC Global Standard.



IFS Food

Our range of Dots, Berliners and Muffins is certified for food safety and quality according to IFS (International Food Standard).



FDA

In the United States, we have FDA certification in food security, which protects and safeguards public health.



ISO 14001 / OHSAS 18001

Our Rubi plant has obtained Environmental Management Certification System ISO 14001. In addition, this plant is also certified in Occupational Health and Safety OHSAS 18001.



Kosher Certificate

The Viennoiserie Caprice pastry plant has kosher certification.



Halal Certificate

Our Dots, Berliners and Muffins are Halal Certified, as well as the Viennoiserie Caprice plant, where our premium butter pastries are made.



Certificate on the care of the environment and occupational hazards

Our Environmental and Occupational Hazards Department is responsible for managing and complying with all areas and legal requirements regarding waste management, environmental controls, identification and evaluation of legal compliance.



Internal microbiology laboratory with ISO 17025 certification

Our internal microbiology laboratory has obtained ISO 17025 certification from the National Accreditation Entity (ENAC). Our products are analysed in the laboratory on a daily basis to ensure the health of all consumers.



Collaboration with social entities

Product donations:

During 2017, we collaborated with numerous organisations by donating products for different social causes. From sporting and charity events to collaborations with different NGO's and food banks that help disadvantaged people.



Collaboration



GREMI DE FLEQUERS DE LA PROVINCIA DE BARCELONA



Instituto Internacional San Telmo





09
Leaders in
our sector

New

Europastry's greatest creation to commemorate our 30th anniversary is the launch of the Saint Honoré range of breads, a tribute to the vision of Pere Gallés, founder of the company. It is bread with soul whose essence lies in five key aspects: the selection of unique ingredients, our own sourdough, manual working, time as an ingredient and baking in a stone-bottomed oven.

SAINT HONORÉ

by Pere Gallés



We are especially proud that the Saint Honoré sourdough has become part of the only sourdough library in the world, located in the Center for Bread Flavour in Saint Vith (Belgium), and owned by Puratos.



Faithful and committed to traditional artisan processes



100% natural product



Source of fibre



Long resting time on wooden boards certified for food products



Exclusive high-hydration process



Shaped by hand



The organic range uses stoneground flour



Exclusive sourdough starter for each product



Baked in a stone oven



HOMESTEAD LOAF

BAKER'S RUSTIC LOAF

ANCIENNE BAGUETTE

CAMPAGNE LOAF

100% WHOLEGRAIN LOAF

LARGE BAKER'S RUSTIC LOAF

SPELT LOAF

MULTICEREAL SOURDOUGH LOAF

ORGANIC SOURDOUGH BUCKWHEAT LOAF

SPELT DEMI BAGUETTE

100% WHOLEGRAIN DEMI

ANCIENNE DEMI BAGUETTE

WHOLEGRAIN SOURDOUGH COUNTRY LOAF

SUMMUM ROUND BREAD

ORGANIC SPELT & QUINOA ROUND BREAD

ORGANIC OBRADOR ROUND BREAD

TURTLE BREAD

DINNER ROLL

MINI OBRADOR ROUND BREAD

Selection D'OR



New

In 2017 we launched Selection d'Or, a new range of pastries made with high-end margarines. They are made with high quality ingredients based on premium margarines that give them the appetising aroma of traditional butter and an unbeatable flavour and texture. A range of artisan pastries which are allowed to rest, making time one of the ingredients.



MINI
CROISSANT
SÉLECTION
D'OR



CROISSANT
SÉLECTION
D'OR



COCOA
CROISSANT
SÉLECTION
D'OR



MULTIGRAIN
CROISSANT
SÉLECTION
D'OR



DELIGHT
SÉLECTION
D'OR



CINNAMON
ROLL
SÉLECTION
D'OR



CHEESE
BÖREK
SÉLECTION
D'OR

DOTS[®] ORIGINAL



SMILE DOTS



DUO CLASSIC DOTS



GLAZED DOTS



DOTS
CORN
FLAKES



CONCEPTDOTS



BERLI DOTS



MINI DOTS



PINK &
WHITE
DOTS



MILK
CHOCOLATE
DOTS



SMILEDOTS[®]
WHITE



SMILEDOTS[®]
BLACK



POP DOTS



CRO DOTS



PACKS

New

Every year, the Dots division innovates with new formats and flavours to present the latest trends in each campaign around the world. We offer the most extensive range in the market, providing our customer with just what they need, thanks to our high production capacity: our plants produce more than 2.5 million Dots a day.



170
Dots
references

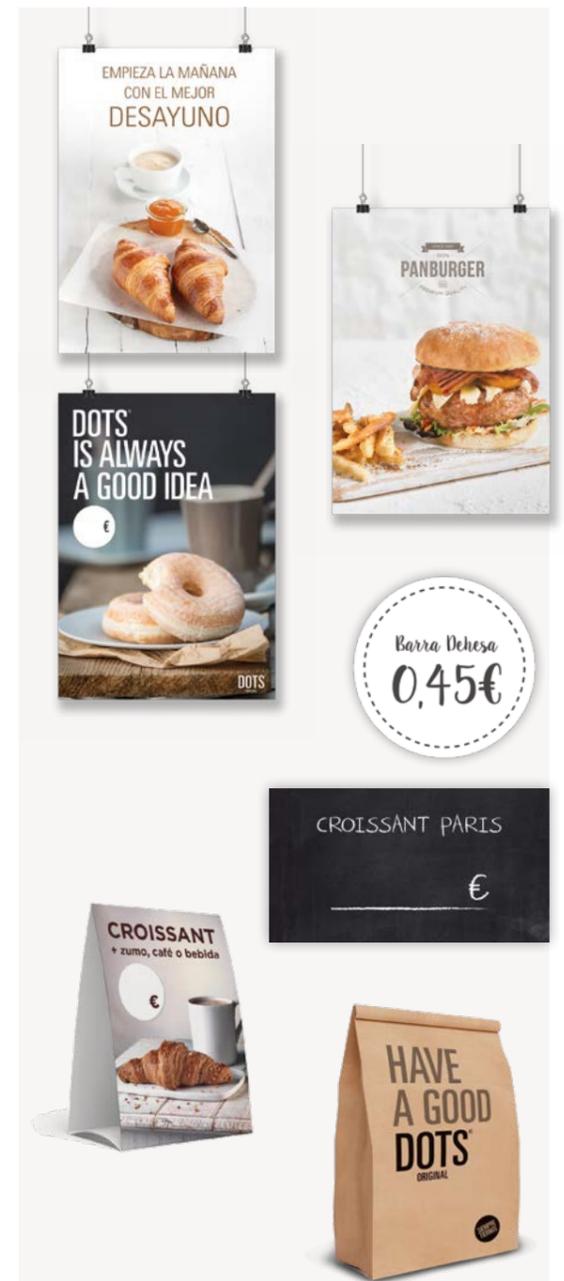
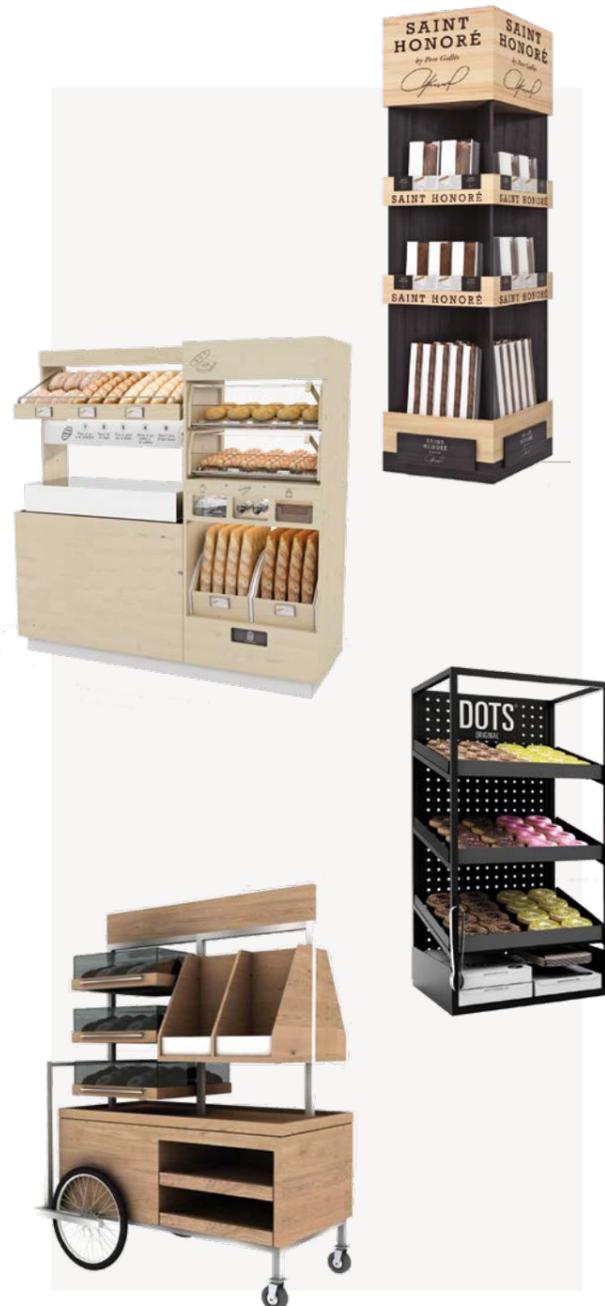
2
production plants
(Rubi and
Oldenzaal)

+2,5 M
Dots a day



Solutions tailored to each point of sale

Our Visual Design team comprises graphic designers who are always familiar with the latest trends in design, decoration, product display and communication, to apply them in each business according to their needs and particularities. They offer a rigorous, personalised service and convey the essence of the client, enhancing their strengths and improving their image. We share the same objective: increase rotation and, as a result, sales of the products on display.



Displays

We develop ideas for every business and need. We adapt to the needs of each business, with eye-catching communication solutions that boost product sales.

Fixed and mobile furniture

Our study of the exhibition and sale space includes from design of custom furniture to advice on materials, lighting and product rotation.

Food trucks

Their popularity and fit with new consumer habits make it easy to display and sell products by concept and by consumption moment.

Merchandising

We design all kinds of materials, in line with the campaigns in progress and the most demanded products, in order to create attention calls and boost the impulse purchase at the point of sale.

11 Events



Events and fairs

As a leading company in the sector, you'll find us at the main sector fairs, presenting our new product ranges and giving live demos.

- January

Sirha trade show
Lyon, Francia


- January

Madrid Fusion 2017– best sandwich
Madrid, Spain


- February

Casual Dining
London, UK


- February

HIP
Madrid, Spain


- March

Sandwich & Snack Show
Paris, France


- March

Aecoc Horeca Congress 2017
Madrid, Spain



- March

International Pizza Expo
Las Vegas, United States


- May

Seoul F&H 2017
Seoul, China


- May

TuttoFood
Milan, Italy


- May

PLMA
Amsterdam, The Netherlands


- June

Aecoc Commercial & Marketing Congress 2017
Madrid, Spain


- September

LUNCH
London, UK


- November

NACS
Chicago, United States



Earning loyalty



Gofrissimo Moments

Gofrissimo Moments is an event that presents the Gofrissimo range to a professional audience. Gofrissimo Moments seminars are delivered by Europastry product technicians, and encourage participants to be creative, while showing off the features of our product.



Burger Experience

2017 was a year of consolidation for the Burger Experience, a workshop aimed at hotel and catering sector professionals to introduce our PanBurger range. We did this in collaboration with prestigious chefs like Carlos Maldonado, who did live showcooking with exclusive recipes featuring our PanBurger range.



Bread Sommelier

The general demand for quality bread has led to the appearance of new roles that add value to these bread products: Bread Sommeliers, capable of detecting differences in their qualities and advising on the perfect bread to accompany dishes and enhance their flavours, presentation and service. To meet this need, in 2017 Europastry launched its Bread Sommelier initiative to add quality training to this speciality.

The Bread Sommelier identifies the attributes of the bread through their sensory aspects and interprets each variety to recommend the most suitable for the flavours and nuances of each dish. Bread Sommeliers from our Academy not only share what they have learned, but also promote the culture of bread.



BREAD
SOMMELIERS





 **EUROPASTRY**

www.europastry.com