



GB FOODS

Celebrating local flavours

**PRESS DOSSIER
2021**

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GBfoods at a glance

More than
30
local brands

Around
3,300
employees

Around
1,300M€
in sales

We are in
50 countries

↓
 **20** factories

5	Spain	1	Ghana
3	Nigeria	1	Italy
2	France	1	Russia & CIS
2	Germany	1	Senegal
1	Algeria	1	Mali (licensed)
2	Belgium		



Product categories



Sauces



Soups



Taste
enhancers



Tea and
infusions



Ready
meals



Pasta
and rice

GBfoods at a glance

Leading brands portfolio



JUMBO



Gallina Blanca



Erasco



Gino



Liebig



STAR



Pomo



BAMA



dl
ANNO 1886



Royco



*Il Mio
Gran Ragù*



Grand'Italia
maestro pastaio



AVECREM



YATEKOMO



Blå Band



Jago



JUMBO



TIGULLIO



Sognidoro



BONG
TOUCH OF TASTE



**STAR
TEA**
- PREMIUM QUALITY -



SAIKEBON



El Pavó
Alta Calidad en Pastas desde 1968



01_ Our Purpose

Our Purpose

Celebrating local flavours

At GBfoods we've been making the daily lives of millions of families around the world easier for several generations with culinary solutions that can be used in all kinds of recipes. We adapt to each market in response to specific local needs, keeping the unique recipes that have been passed down from generation to generation alive.

How do we do it?

The Purpose of GBfoods' "Celebrating local flavours" is to bring out those authentic flavours with a team of local experts who are well versed not only in the latest international trends but also the most traditional culinary customs of the countries where we operate.

This allows us to offer specific culinary solutions in each geographical location where we have a presence and in doing so become the preferred choice for millions of families in an increasingly connected and open world, where cultural diversity is synonymous with richness. Because in a society as diverse as ours, it's important to know how to keep our brand strong by emphasizing the thing that makes us unique which is, of course, food.

We at GBfoods are proud of what we do and as we look back on the past but above all toward the future, we celebrate those local flavours that make us who we are.



Our Purpose

Our unique company culture: The GBhood Recipe

At GBfoods, we have four core values composed by a set of behaviours that guide everything we do, from our strategy to our everyday decisions, how we interact with each other, and how we interact with our customers, consumers, and partners.

Our unique company culture is the secret recipe that drives our success and binds our community together. It's our way of being and our way of Celebrating Local Flavours. It's our unique DNA, and we call it The GBhood Recipe. We can find GBhood in each of our values. GBhood is the recipe made by all of them. With care. Our recipe book, where authenticity, proximity, ownership, and joy are our key ingredients for success.



Proximity

We stay close and we have a local mindset

We actively communicate and listen, promoting open dialogues. We go beyond teamwork, caring about our colleagues' well-being. We care about local customer and consumer needs, making a difference to the communities we belong.



Authenticity

We bring our best and unique self

We bring our best self to grow our impact. We encourage diversity and inclusion, embracing other people's ideas. We are transparent, telling things like they are.



Ownership

We trust and empower our colleagues

We empower colleagues through inspiration, guidance, and support. We own projects with proactivity and excellence. We behave ethically and responsibly, being mindful on the impact we have on the planet.



Joy

We celebrate and show passion in everything we do

We act with enthusiasm and a positive attitude. We show passion for food and local recipes. We celebrate colleagues' successes (and our own), learning from failures.



02_

Our roots

Our roots

Where do we come from?

Gallina Blanca was founded in Barcelona in 1937 with its popular bouillon cubes which would later come to be called Avecrem. Composed of one and a half ounces of meat and a variety of vegetable extracts, this iconic product was a success from the very beginning and the original brand of our group, GBfoods.

Today, with turnover of around €1.2 billion and a staff of more than 3,300 employees, GBfoods is present in more than 50 countries in Europe and Africa. They include Spain, Italy, Germany, France, Belgium, the Netherlands, Russia, Sweden, Finland, Nigeria, Ghana, Algeria and Senegal, among others.

We are also proud of our well-known historical brands in each one of these countries, such as Jumbo, Gallina Blanca, Erasco, Gino, Liebig, Star, D&L, Grand'Italia and Blå Band, among others. Some of these dearly beloved brands have been in consumers' kitchens for more than 150 years, to the point where they are now an integral part of the local culture.

One of the things we at GBfoods have learned over the years is how special it is to enjoy good food and, in particular, to celebrate the local flavours that allow us to embrace different cultures and traditions through food.

- **Delicious and authentic food**
- **Inspired by local recipes**
- **That are part of people's daily lives and their special occasions**
- **Options that can be enjoyed wherever you are**



More than 150 years of history

Gallina Blanca

1938
Gallina Blanca foundation
by Mr. Lluís Carulla

1950
Launch Avecrem in Spain

1965
Start of the Food Service
activity

JUMBO

1973
Beginning of the international
activity in Africa with Jumbo

1995
Beginning of the international
activity in Africa with Jumbo

2007
Gallina Blanca & Star
become one group

2015
GBfoods NEW
corporate group
identity

GB FOODS

BAMA
Jago
Pomo
Gino

2017
GBfoods reinforces its presence
in Africa with leading brands as
Gino, Pomo, Jago and Bama.

Continental Foods is acquired by GBfoods

2019

2021
Gbfoods announces the 100%
acquisition of the business in Africa

GB FOODS

STAR

1948
Star Foundation

1950
Launch of Doppio

1989
Start of the Holland
subsidiary (GrandFood)
with Grand'Italia

Liebig

1865
Establishment of Liebig
Meat Extract in
Courneuve, France

Erasco

1873
Foundation of the
German Company
in Lübeck

BONG
TOUCH OF TASTE

1890
Gustav Bong starts in
vegetable canning company
in Ystad (Sweden)

Lacroix

1921
French chef Eugène Lacroix
begins a business selling quality
sauces and stocks to restaurants
in Frankfurt

1985-2001
The American multinational Campbell's
Soup Company acquires the business of
D&L, Impérial, Liebig, Erasco, Lacroix,
Royco, Bong and Blå Band

Campbell's

dL

1886
Henri Devos establishes a small
canned goods factory in Belgium.
He later marries Elisabeth
Lemmens. The start of the Devos
Lemmens brand.

Impérial

1903
Jeanne Verelst creates the first
recipe for powdered pudding, later
branded Impérial. A year later it's
being sold in shops.

Blå Band

1950
The Blå Band brand is launched
in Sweden

Royco

1952
The Royco brand is launched
in France

MRS CHENG'S

2018
Continental Foods
acquires Mrs Cheng's.
Mrs Cheng's is a soy and
thai curries leading brand
that began in Sweden in
the 1960's

Continental foods
WHERE LOCAL BRANDS THRIVE

2013
Campbell Europe is acquired by
CVC Capital Partners and the
independent European
company changes its name to
Continental Foods



03_

Our brands

GB
FOODS

Our brands

Top leading brands

At GBfoods we offer a wide range of brands and products to satisfy the culinary tastes and needs of consumers who enjoy delicious food.



Europe

Spain



Ever since the launch of the first bouillon cubes in 1937, Gallina Blanca has been a staple in the daily lives of millions of Spaniards. Our products have always been synonymous with innovation: dehydrated soups, broth in carton, or the successful Yatekomo.

Not surprisingly, Gallina Blanca is one of the leading food brands which is used in more than 70% of Spanish households today.



The introduction of Avecrem in 1954 was a real revolution for the Spanish people.

Today, more than 65 years later and in a society where consumers don't have a lot of time to cook, Avecrem is a key ingredient for enriching any recipe.



Available in a wide variety of flavours, Yatekomo noodles are positioned as the ideal alternative for millions of consumers who are looking for a tasty, bold and practical product that is also easy to prepare.

Its success has been recognized on numerous occasions with Innovation and Best Product awards.



The company FLO, S.A. was founded in Barcelona in 1898 as a producer of high quality, hand-crafted pasta. In Spain, cannelloni pasta was industrially produced for the first time in 1911 and the El Pavo brand was created four years later, in 1915.

This industrial initiative led to the popularization of a dish that until then had been considered haute cuisine but has since become part of the traditional gastronomy.

Europe

Italy



STAR has been one of the most important food brands in Italy since 1948. Since that time, and with the launch of the iconic Dado Star brand, the company has positioned itself as a leader and innovator in the Italian food sector in most categories.

STAR has always been synonymous with creativity in the kitchen, thanks to its ability to anticipate new trends and to simplify culinary processes being able to delight all Italian family with good food every day.



Tigullio is a local brand, expert in perfectly combine Mediterranean ingredients: it offers the best taste and texture to dress pasta dishes, guaranteeing the authentic multisensorial experience of best Mediterranean recipes that will delight and surprise your family.



Gran Ragù is a local brand, expert in preparing the traditional ragù recipe: it offers the best taste thanks to high quality ingredients, like 100% Italian meat, and the original slow cooking process, guaranteeing a delicious and yummy 'scarpetta'.



Sognid'oro is an Italian historic brand born in 1956, when launched on the market the first Soluble Chamomile, a revolutionary product that simplified the household preparation of the beverage. Nowadays Sognid'oro offers not only chamomile, but also a wide range of tisanes and fruited infusions, being synonymous of quality, expertise and innovation.



Star Tea was the first filter tea launched in Italy, a brilliant invention which, starting from the 1960s, made the beverage more accessible and popular. Due to its heritage, Star Tea is recognized as a quality and reliable brand, synonymous of tradition and simplicity.

Europe

Nordics



The first chicken soup in the 1950s marked the beginning of one of the most celebrated brands in Sweden and Finland, but it was the chocolate pudding that shot Blå Band straight to stardom.

With a wide range of sauces, soups, ready meals and desserts, Blå Band is now positioned as a “go to” solution for thousands of consumers looking for the delicious taste of a traditional brand.



The Swedish brand Bong is synonymous with tradition, quality and passion for food. Gustaf Bong founded the company in 1890 and today, 130 years later, Bong is renowned for its bouillons and Touch of Taste fonds in both Sweden and Finland. Añadimos la marca Mrs Cheng's: Mrs Cheng's gives you the experience of real Asian food, and has been offering authentic, high qualitative Asian products like soy and stew bases since the 1960's.



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Europe

France & Belgium



With more than 150 years of expertise, Liebig is the leader on the French & Belgian ready-to-serve soup market. The brand offers a wide range of varied recipes, all elaborated without preservative, with carefully selected vegetables. Liebig never stops innovating, to best meet consumers' expectations with one priority : quality and naturality.



Royco leads the soup category in France and Belgium thanks to a unique and original combination of vegetables, seeds and legumes. The brand offers more than 30 soup recipes with varied textures and flavour.

Belgium



Since 1886, D&L has been offering delicious premium products that have made it a leading brand of excellent quality sauces, mayonnaise and condiments.

Holland



Grand'Italia was introduced in 1983 to offer Dutch consumers the best of the Italian cuisine.

Today, the brand offers a wide variety of authentic, high quality products that inspires our consumers to easily create delicious Italian dishes.

Europe

Germany



Erasco is one of the most well-known food brands in Germany. With over 100 years of history in consumers' kitchens, the brand offers a wide variety of products such as stews, ready-to-serve soups and ready-made dishes. They are all made from fresh ingredients, recently harvested vegetables and carefully selected meats.



Heisse Tasse is a well-known soupy snack brand in Germany. As market leader in the instant soup market the brand offers a wide range of different snacks for quick and uncomplicated enjoyment in-between. The products are made of real vegetables and are naturally free from added taste enhancers.

Russia & CIS



Ever since the first bouillon cube was launched in the former Soviet Union in 1995, Gallina Blanca has become a staple in Russian homes and in many nearby countries.

Over the years, the brand has provided not only innovative, high-quality products, but also inspiring options for new recipes and dishes. As a result, Gallina Blanca is currently one of the preferred brands in the region.

Africa



Jumbo was launched in Africa over 40 years ago. Today, the Jumbo bouillon cube is considered an essential ingredient in most recipes in many countries on the African continent, where the importance of home cooked meals is intrinsic to the culture.



Gino is a consolidated brand in African countries such as Nigeria and Ghana thanks to the broad range of high quality products that make the daily lives of many African families easier. This includes basic products such as tomato sauce, bouillon cubes and rice, among others.



Pomo is synonymous with a love of local cuisine and is popular in many African countries for its iconic tomato sauce that turns family dishes into irresistible recipes.



Bama mayonnaise satisfies the most demanding African palates with its exquisite taste, accompanying some of the most traditional local recipes.



Jago is a very popular brand in Nigeria that offers a wide range of products such as powdered milk, evaporated milk, condensed milk and mayonnaise, among others.

Africa

Algeria



Since it was first introduced more than 25 years ago, Jumbo has become one of the most widely recognized brands in Algeria, known for its flavour and quality. A varied portfolio of products adds flavour to both modern and traditional Algerian dishes alike.



Our brands and products are divided into the following categories:

Taste enhancers

At GBfoods, we offer simple solutions to enrich and add flavour to our consumers' dishes to ensure that the final result is always a success. GBfoods' delicious and authentic flavouring products enhance the flavour of any dish, with a wide range of options and leading brands such as **Avecrem** in Spain, **Dado Star** in Italy, **Lacroix** in France and Belgium, **Bong Touch of Taste** in Finland and Sweden, or **Jumbo** and **Gino** in many African countries.



Tomato sauce, mayonnaise and other sauces

GBfoods offers one of the most extensive assortments of sauces on the market to accompany all kinds of dishes.

Without a doubt, tomato sauce is one of the most widely consumed sauces in the world. In Africa, for example, our **Gino** and **Pomo** brands are commonly used in many local recipes.

Mayonnaise is also one of the most widely consumed sauces in the world. Our **Bama**, **Yago** and **Jumbo** brands are currently top sellers in many African countries, while **D&L**, a brand with more than 125 years of history, leads this category in Belgium, where it has won over thousands of consumers by positioning itself as an authentic and historical brand.

When it comes to sauces and accompaniments, Ragù meat and vegetable sauce, which is perfect for pasta dishes, is the undisputed leader. In Italy, our Star brand's **Il Mio Gran Ragù** has been offering this delicacy since the 1960s and is now the country's leading ready-made sauce for thousands of consumers. In fact, **Star** is the only brand that is present across all segments of prepared sauces.

Grand'Italia, a Dutch brand that has been on the market for more than 30 years, has won over the country's palates with an assortment of sauces inspired by Italian recipes, perfect for pasta and made with carefully selected quality ingredients.

At GBfoods, we know that sauces are the key to the flavour of many recipes, which is why we offer different alternatives such as dehydrated sauces, an innovative option that leads in this category with the **Blå Band** brand in Sweden and Finland.



Liquids broths and soups

Gallina Blanca's dehydrated soups have become an iconic product in Spain since they were first introduced in the 1960s and are still one of the company's most recognisable products today. Twenty years ago **Gallina Blanca** offered a new option for preparing soup, the first liquid broth on the Spanish market in carton form, an innovative solution that won the trust of thousands of consumers. That success was repeated in Italy a few years later with the **Star** brand. Since then, the Group has maintained its leadership in this category in both countries, thanks to the introduction of new recipes.

Our presence in the category of broths and soups has been extended to multiple geographical regions with remarkable success. In France and Belgium, the **Liebig** and **Royco** brands lead the market by offering all types of soups and creams, while **Erasco** and **Heisse Tasse** are two of the most popular food brands in Germany with numerous soup recipes. Similarly, in Sweden and Finland our **Blå Band**, **Varma Koppen** and **Lämmin Kuppi** brands have replicated the success of dehydrated soups and the same is true in Russia where we are present through the **Gallina Blanca** brand.



Ready meals

GBfoods delights consumers with practical and delicious recipes inspired by ethnic and traditional recipes, ready to be enjoyed anytime, anywhere.

Our brands are well-established in a large number of countries: in Germany, **Erasco** leads the market with delicious ready-to-eat recipes, while the **Yatekomo**, **Saikebon** and **Aiki** brands are top sellers in the oriental noodle segment in Spain, Italy and Belgium, respectively.

Blå Band and **Mrs Cheng's** are also present in countries such as Sweden, Finland and Belgium with recipes for pasta and ethnic cuisine, among others.



Pasta

GBfoods has a strong presence in countries such as Russia and the Netherlands in the pasta category. Our **Grand'Italia** brand, for example, has been offering a wide range of pasta products to Dutch consumers following Italian recipes for over 30 years, while **Gallina Blanca** has been doing the same thing in Russia since 2001 with a selection of high quality durum wheat pasta also inspired by traditional Italian recipes.

Cannelloni and Galets are part of another very traditional segment. In fact, they are products with a long tradition in Spain, so the production process and the quality of the ingredients have to meet a very high standard, something that **El Pavo** brand has been doing since its origins and has made us the undisputed leader in the market.

In Africa, **Gino's** jasmine rice is the preferred option for thousands of families in Ghana.



Tea and infusions

The **Sogni d'Oro** and **Star Tea** brands have occupied a special place in Italian households for more than 50 years. **Star Tea** was the first Italian brand to launch tea bags in Italy, while **Sogni d'Oro** holds the number two slot in the tea market.





04_

Horeca products

Horeca products

Catering specialists

GBfoods and its brands offer solutions adapted to the catering professions such as hotels, restaurants, schools, residences and hospitals.

With more than 500 product references across 18 product lines, our Food Service brands are positioned as leaders in culinary solutions to satisfy the needs of this professional sector: restaurants, schools, hotels, residences and hospitals. Some of our brands have been helping professionals in the sector since the 1950s and today, 70 years later, have become indispensable thanks to their practicality and innovation. Our well-known brands are used today by thousands of establishments in Europe and Africa:

Our FoodService category distributes the following key products:

Broths	Taste enhancers	Cooking sauces	Soups and creams
Tomatoes	Sautés	Pasta	Cannelloni and lasagne
Oil and vinegar	Mayonnaise and other sauces	Sweetener	Desserts
Biscuits	Mashed potatoes	Rice	Flour
Juice	Ready meals		





05_

**Contact
us**

GB
FOODS

Contact us

Let's talk

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GBfoods

Celebrating local flavours

At GBfoods we strive to offer culinary solutions with local flavour that also incorporate today's major culinary trends. We are a culinary group that works with prestigious, leading local brands in several countries worldwide, including Jumbo, Gallina Blanca, Erasco, Gino, Liebig, Star, Bama, D&L, Grand'Italia and Blå Band. As a reflection of a company that celebrates local flavours, some of these brands have been in consumers' kitchens for over a century and have positioned themselves as authentically loved brands, as well as deeply rooted parts of the local culture.

Today, with a turnover of more than 1.2 billion euros and a team of more than 3,300 people, we operate in over 50 countries in Europe and Africa and are the preferred choice of millions of consumers.

www.thegbfoods.com

GB FOODS

Celebrating local flavours