



# CORPORATE PRESENTATION 2025



# GBFOODS EUROPE AT GLANCE

Founded in 1937 by Lluís Carulla Canals with the production of the first **Gallina Blanca bouillon cubes**, GBfoods EU is still owned by the founding family, through its holding Agrolimen.



**WE ARE PRESENT IN  
8 countries**

**GB** FOODS Europe

**A leading European  
food company**

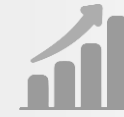


**WE PRODUCE MORE THAN  
28 brands**

Gallina Blanca STAR Erasco dli liebig Grand Italia Gili Brand



**WE ARE AROUND  
1870 people**



**OUR TURNOVER 2024 WAS  
986 m €**

**OUR  
PEOPLE**



**45%**



**55%**



**+40  
nationalities**



**12 years  
avg. seniority**



# PROUD OF OUR HISTORY

*Rediscovering our origins,  
Embracing innovation,  
Inspiring growth*

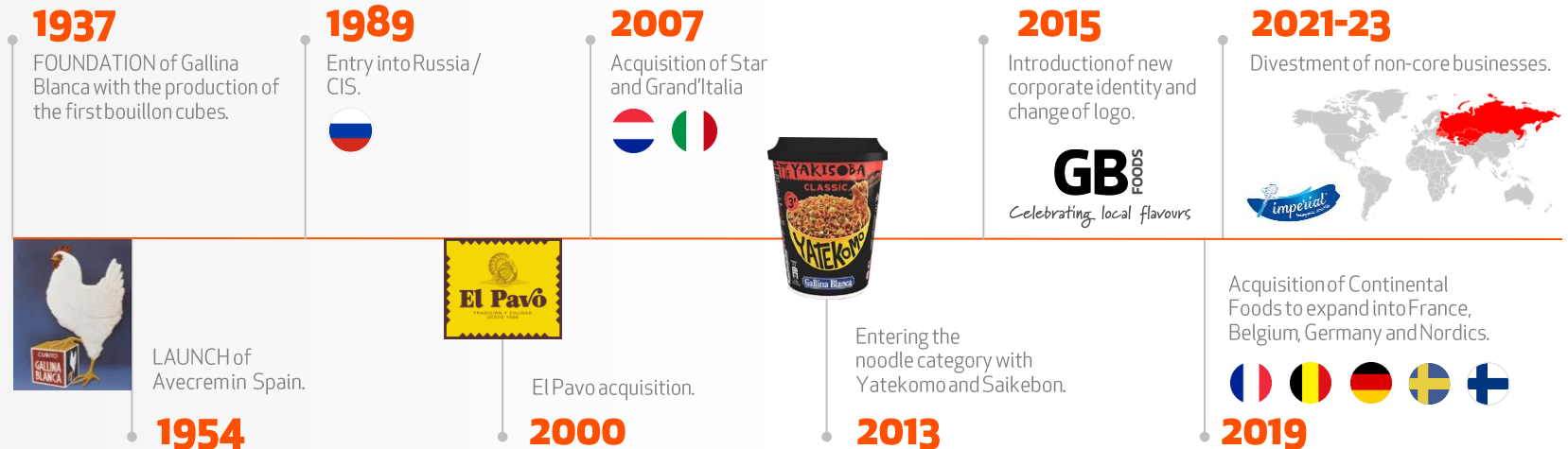


**Lluís Carulla**, founded Gallina Blanca in Spain in **1937**. His boldness, creativity and entrepreneurial spirit are the foundation of the success behind our iconic brands.



## Our history

Guided by the values and principles of our founding family, we laid the foundation for the progressive incorporation of heritage local brands that share our pioneering spirit: Star, Grand'Italia, D&L, Liebig, Erasco, and Blå Band.



# OUR ICONIC BRANDS & CATEGORIES



## Noodles



## Broth



## Soups & Ready Meals



## Sauces



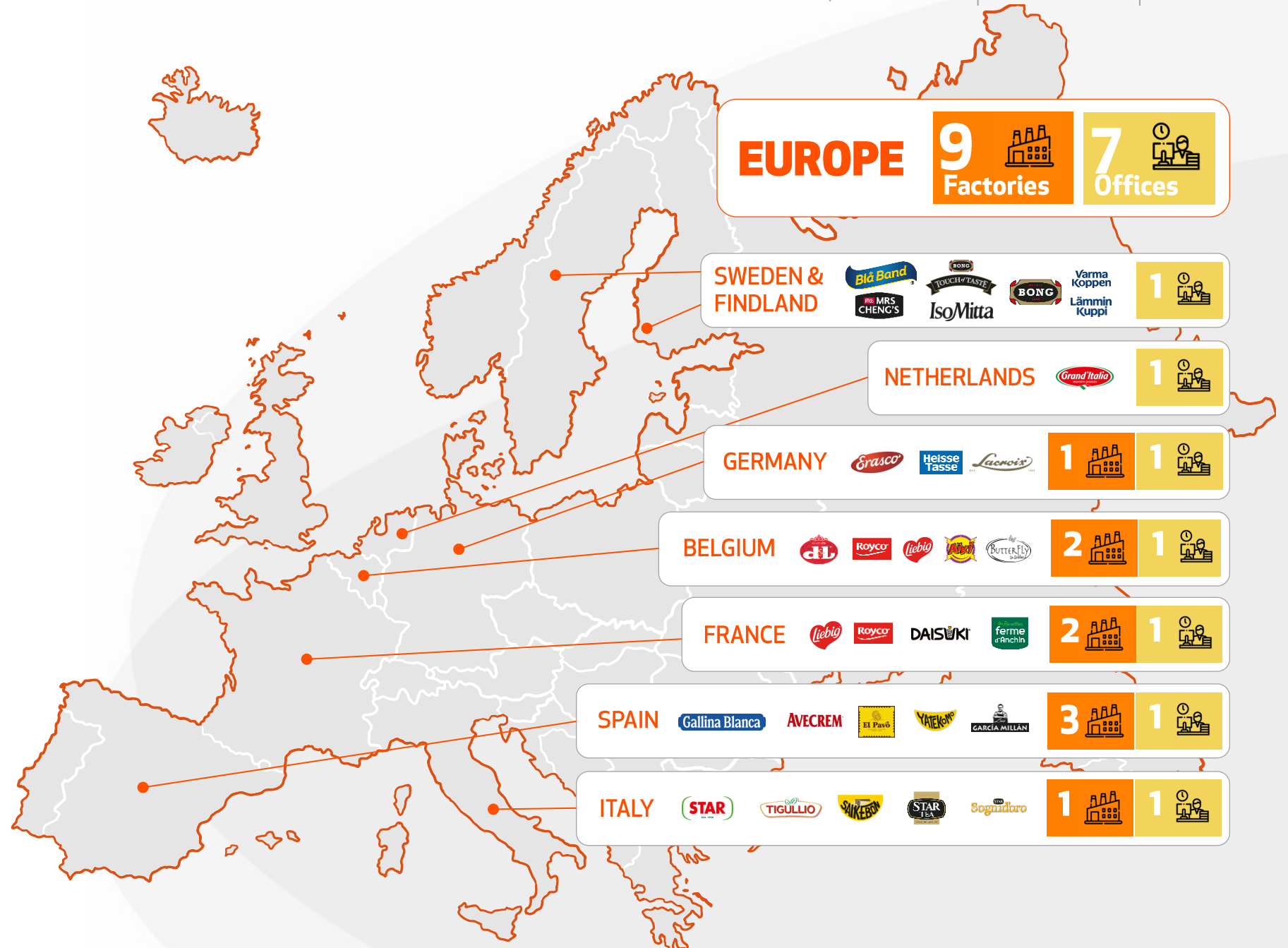
## Others Tea & infusions, Pasta



# WHERE WE ARE

*Our presence*

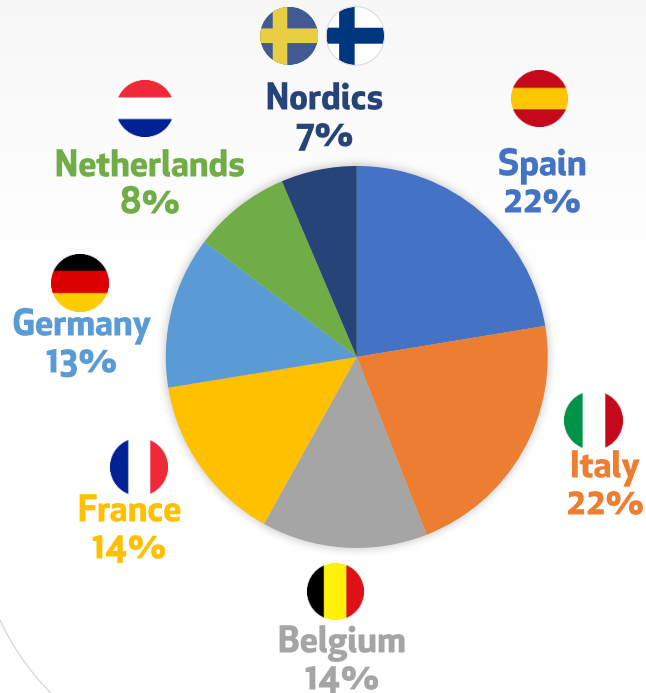
HEADQUARTERED IN  
**Barcelona**  
Spain



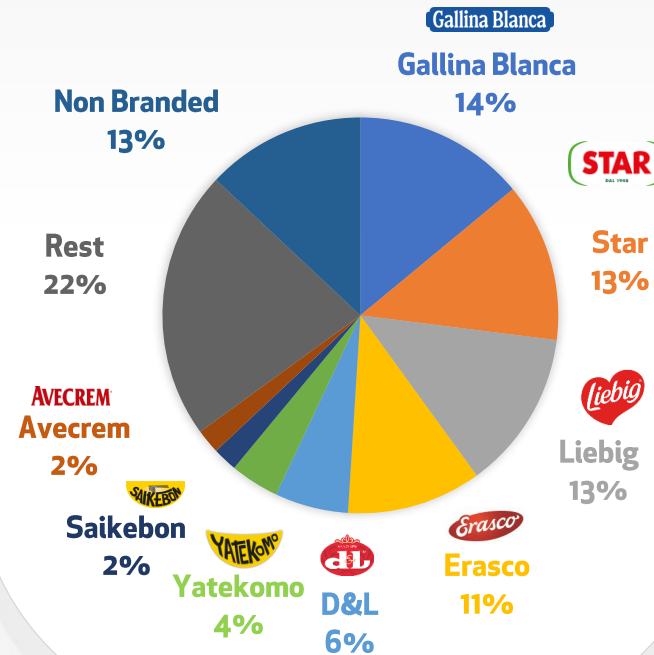
# OUR BUSINESS

Turnover by country, brand and categories

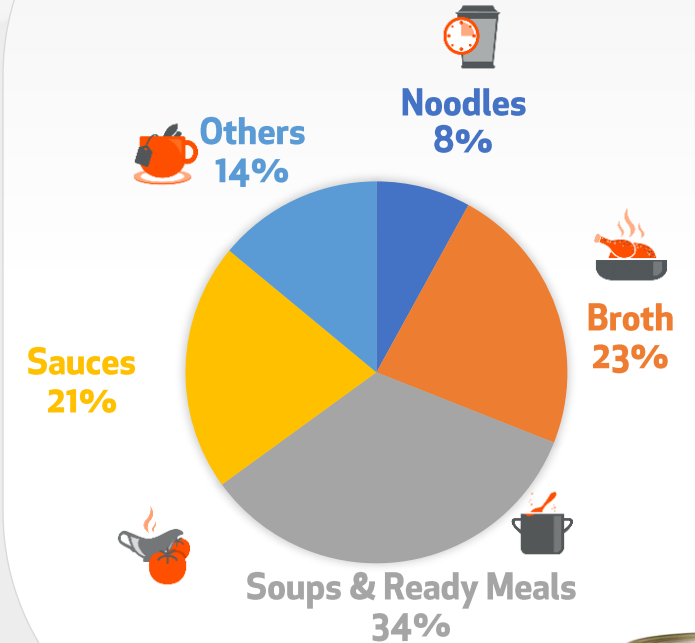
## By country



## By brand



## By categories





# WHAT MAKES US UNIQUE



## TALENT IS OUR ASSET **#1**

Change agents thriving in an inclusive environment.

## LOCAL APPROACH

Unique consumer understanding and selective product adaptation



**LEADING BRANDS**  
Present in 50% of European households

**GB** FOODS | Europe

**BIG - SMALL COMPANY**  
The sweet spot between scale and entrepreneurship





**FAMILY OWNED**  
LONG TERM VISION

We create a legacy with purpose



# OUR STRATEGY: THE BOOK OF GOOD GROWTH

*Holistic value creation*

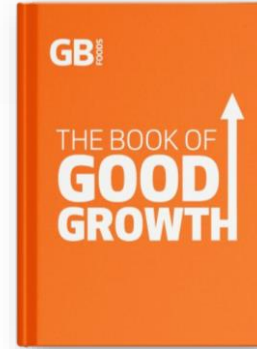
-   
**AMBITION**  
1,5B 2030
-   
**PROFITABILITY**
-   
**SIMPLICITY**  
4 CROSS COUNTRY  
PLATFORMS



  
**HEALTH &  
NUTRITION**

  
**ENVIRONMENT**

  
**SOCIAL**



*Under*  
**3 CLEAR  
STRATEGIC  
pillars**

## 1 **HEALTHY ENJOYABLE FOOD**

Tasty recipes we love, nutritionally balanced products, natural and recognizable ingredients and home-made like processes

## 2 **CLOSE TO YOU, EVERYDAY**

Products accessible to the many, everyday and every occasion

## 3 **RESPECTING NATURE IN EVERY BITE**

Promoting low emissions diets and environmentally – friendly supply chains





# SUSTAINABILITY AT THE CORE

## Our commitment

To tackle the challenges of the food system we have developed a **3 pillars strategy** for a positive impact



# SUSTAINABILITY AT THE CORE

## Highlights 2024



### OUR PORTFOLIO

#### Saturated fats reduction:



New Low-Fat D&L Mayo



New ready meals low in Fats



-20% Sat fats in GM Salmorejo

#### Salt reduction:



-11% salt in Liebig Soups



-30% salt in Pesto

#### Sugar reduction:



-10% sugar in Gdl Bolognese Netherlands

**320**

product renovations since 2018



### OUR PLANET

**-39%**  
in Energy reduction since 2020

**98%**  
green electricity on all our factories

**-23%**  
meat in Erasco reducing 30% GHG emissions

**SBTi**

Committed company



### OUR PACKAGING

**-10%**  
glass reduction in Pesto Jars

**-20%**  
plastic reduction in Gazpacho García Millan

**-25%**  
Recycled PET for Liebig bottle soups

Already **93%**  
Recyclable packaging



### OUR PEOPLE & COMMUNITIES

**+11p**  
growth Women in Leadership positions (from 31% to 42%)

**740.000 kgs**  
products donated to Food Banks (x2 from 2023)

New DEI partner:  
**LEAD**

# THANK YOU

**GB** FOODS | Europe

