



Better
together.

ANNUAL
REPORT | 20
24



PALACIOS
El secreto de una familia





A family
secret.





Contents

1. Hard work, quality, tradition, and innovation.

Our origins
Mission, vision, and values
Milestones in Palacios Group history
Management Team

p. 6-15

2. Acting today, thinking about tomorrow.

People
Sustainability
Innovation
Social Commitment
Certifications

p. 16-29

3. 2024. An outstanding year.

Important figures
Brand awareness

p. 30-35

4. Products for all tastes and lifestyles.

Our brands, our range
Palacios
Quijote
RevoluGreen!
San Martín
Rhokett

p. 36-71

5. Internationalisation of the Palacios Group.

p. 72-75

6. A well-known recognised brand.

p. 76-79



1

Hard work, quality, tradition, and innovation.

The Palacios Group story is an inspiring example of how expertise and effort can turn a butcher's shop in Albelda de Iregua, La Rioja (Spain), a benchmark in the food sector with a complete range of products such as chorizo, potato omelette, ready meals and pastries.

Every family
has a history.
And this
is ours.





Palacios Group has its origins in the 1960s, when Jaime Palacios and his wife Dolores García continued with their parents' butcher's shop in Albelda de Iregua, La Rioja (Spain).

At that time, no one could have imagined how far these kind, friendly and hard-working people would go.

After twenty years behind the counter, they decided to put all their knowledge into practice and pursue their passion: making string chorizo.

In 1983, Embutidos Palacios S.A. was born, a factory of 4000 m² and 7 employees (the married couple, their 3 children and 2 employees).

In little more than a decade, Palacios Group became the leader in the Spanish market and one of the four European companies authorised by the USDA to sell meat products in the United States, thus beginning its international expansion.

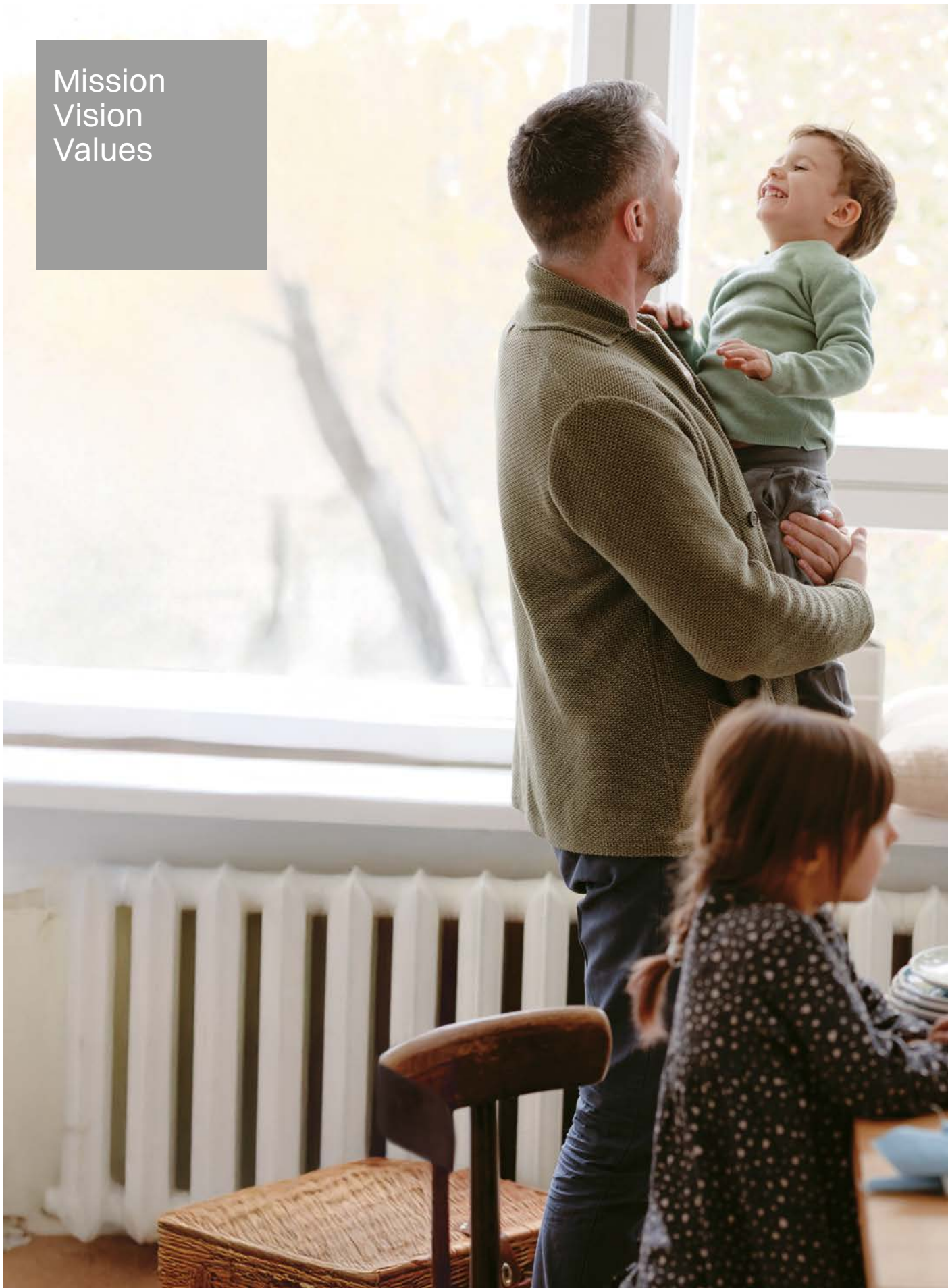
With the turn of the millennium and the incorporation of new generations into the company and the family, the decision was taken to diversify the business and the first pizza production plant was set up. The Spanish omelette plant was soon to follow.

As the Palacios Group continued to grow, innovating and learning about new lifestyles, a firm commitment was made to the production of ready meals and desserts. Different companies were also acquired: Fuentetaja, Chorizos Quijote -USA-, Granderoble and Rhokett - UK.

The latest commitment to innovation came in 2021 with the launch of Revolugreen, "plant-based" 100% vegetable dishes (alternatives to traditional meat products).

In fact, this had always been the philosophy of its founders: to provide nourishment with care and quality from the very beginning and to become a leading company with a strong international focus in the categories in which it operates.

Mission
Vision
Values





MISSION

To be a **very competitive** manufacturer of **chorizo** and **ready meals**, thanks to being the **most cost-efficient**, with adequate product **quality** and strong **innovation**, in the categories and markets in which we are present.

VISION

To **adapt** to **consumer needs** and to be **leaders** in all the categories we work in, **consolidating** both domestic and international markets, through being the **most** cost-efficient and margins.

VALUES

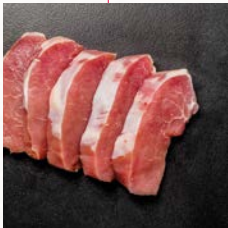
- Commitment to people.
- Food Safety.
- Continuous improvement.
- Tradition.
- Commitment to society.
- Quality.
- Committed to the Environment.
- Adaptation.

Milestones in Palacios Group history.

Beginnings

Industrial Development

1960



Jaime Palacios and his wife Dolores continue with their parents' butcher's shop, Palacios, in Albelda de Iregua.

1983



Embutidos Palacios S.A. starts its activity (4,000 m² and 7 employees) with chorizo sausage.

1997

Palacios chorizo leads the Spanish market with 21% market share.

1998

Palacios is one of 4 European companies authorised by the USDA to sell meat products in the USA.

2000



The first Pizza production plant goes into operation.

2002

Acquisition of the first Spanish omelette plant and opening of the second pizza production plant.

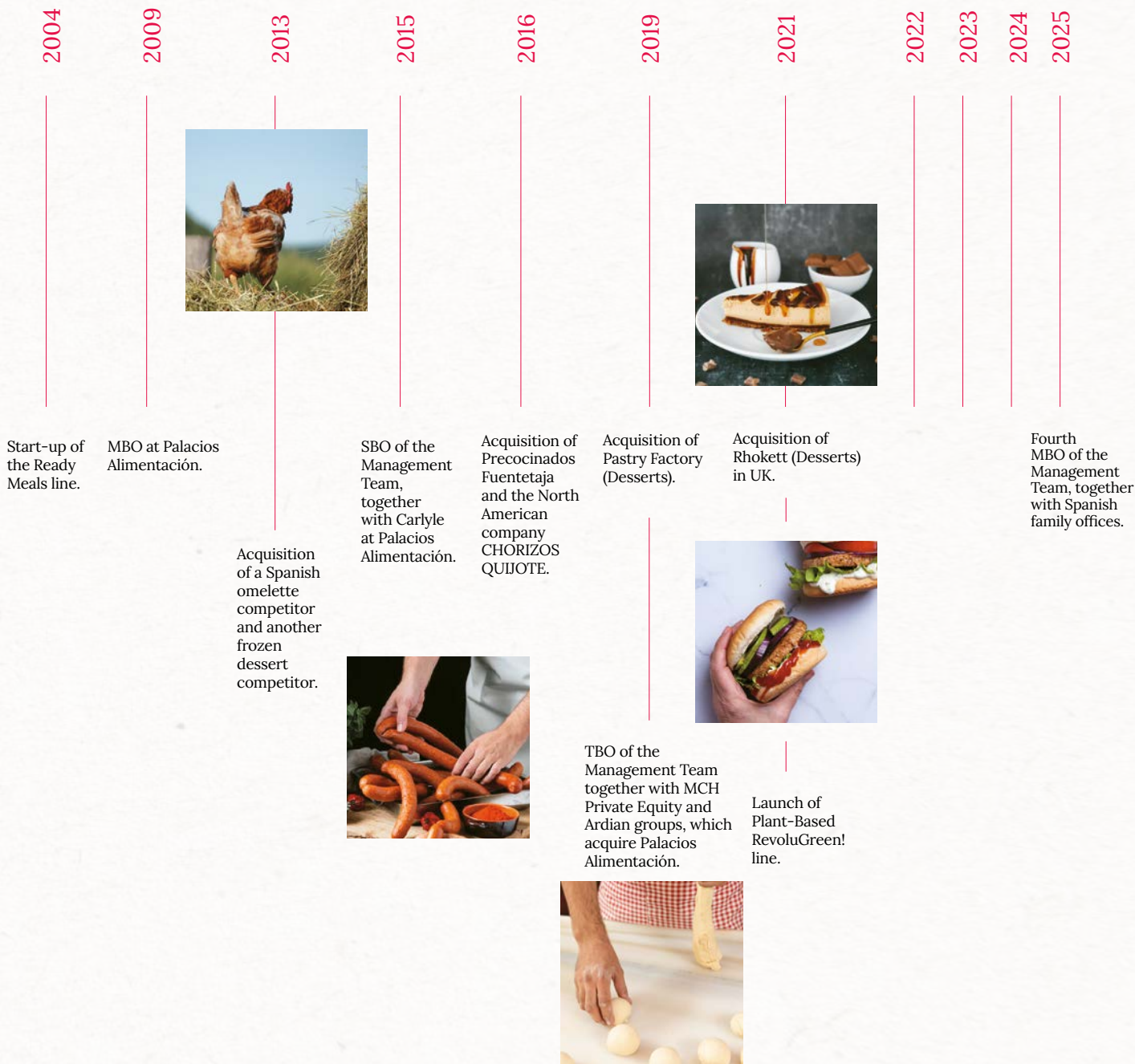
2003



Launch of the dessert range.



Internationalization



Management Team.



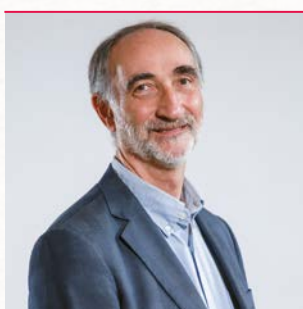
In the picture, the Palacios Group Management Team at El Castillo Rock, from where the plant facilities in Albelda de Iregua, La Rioja (Spain) can be seen in all their splendour.



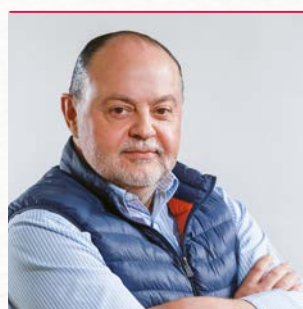
Pedro Domínguez
Chief Executive Officer



Luis Trevilla
*Sales and Marketing
Director*



Florencio Lázaro
Purchasing Director



Pedro Azofra
Industrial Director



Eduardo Gómez
National Sales Director



Pablo Arechabaleta
Chief Financial Officer



Mikel Beitia
*International Business
Director*



Cristina Díez
*Quality and
Environment Director*



Josep Durán
*Dessert Business
Director*



Carlos Barraqué
*People Área
Director*



2

Acting today, thinking about tomorrow.

Being born in a small village has taught us to respect our roots, our traditions, and our natural environment. We have inherited a sense of care for those who work here, for the society in which we live and for the planet we inhabit. And we look to the future with the responsibility of making it a better place.



Sustainability.

For an industrial group whose origins lie in a butcher's shop located in a rural environment linked to agriculture and livestock farming in the middle of the last century, the current concept of sustainability was already part of its DNA at birth, and applying it comes so naturally that it could be said that we are pioneers in the practice of what today is theorised: scrupulous respect for the Environment in all its variants and Sustainable Development Objectives. Such original sensitivity by the parent company has been upheld with each new addition to the great family that makes up the current Palacios Group, with constant evaluations tending towards the improvement and implementation of new technological advances to further increase, if possible, our original commitment to the elimination of negative impacts.

CO₂

+ 60%

of our purchased energy comes from renewable sources in Spain.

(calculated using 2023* data for % of energy published in the CNMC).

This allows us to reduce our CO₂ emissions by

+ 2 100 Tn CO₂

* As of 20/03/2025, data for 2024 have not yet been published.

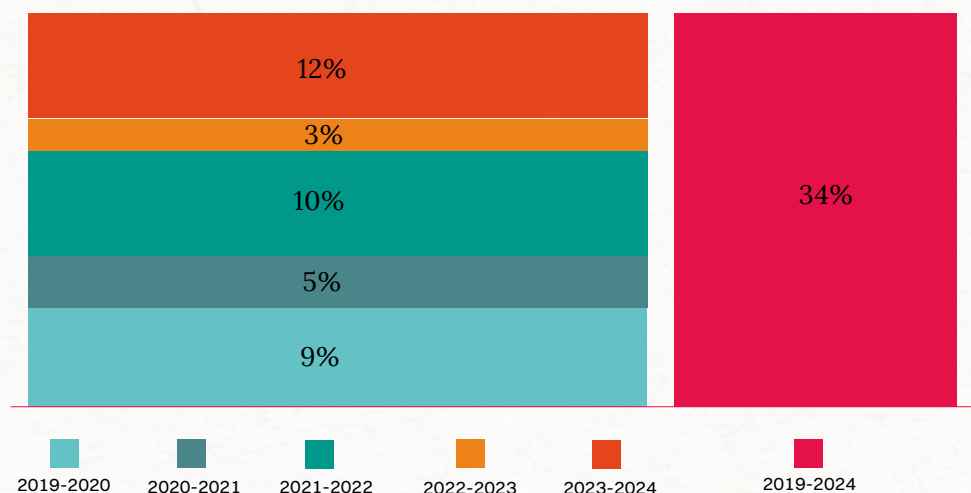
- Present and future PV facilities.
- **Energy audits** and individualised meters to control and optimise use.
- All lamps and **lighting** elements **are LED**.
- Estimated savings in current PV facilities: around **4,950,000 kWh/year** (reduction of **>800 tonnes of CO₂** per year. These figures are equivalent to planting 40 hectares, or the equivalent of 40 football pitches).
- Carbon Footprint reduction reaches **1+2 by using 1% clean energy sources**.

WATER

Water Management Systems at the Group's different plants. Improvement in production and cleaning processes to optimise water resources.

m ³	2019	2020	2021	2022	2023	2024
WATSTEWATERA	440.134	401.092	401.204	362.979	369.682	333.884
WATER USE	724.335	664.042	661.076	654.544	579.004	534.457
WASTEWATER m ³ /TN	5,99	5,43	5,19	4,25	4,75	4,10
WATER USE m³/TN	9,87	8,98	8,55	7,66	7,44	6,56

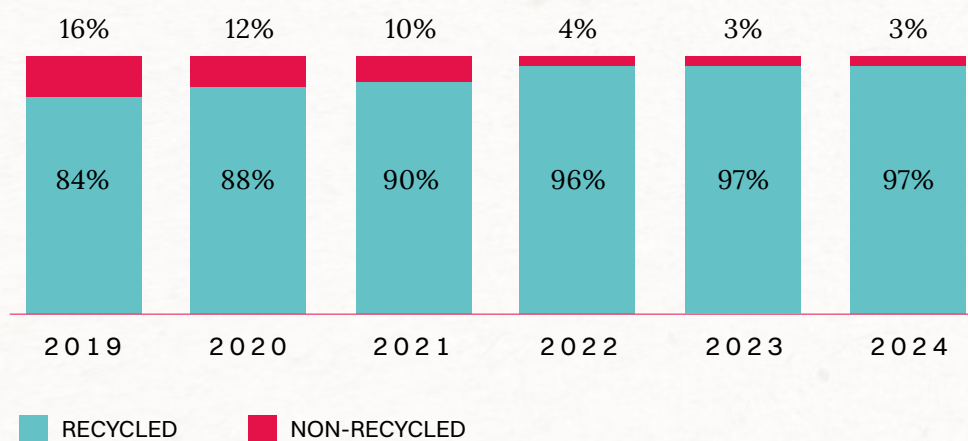
Water saving/Tn produced



RESIDUES

Improvements in Waste Management with the Zero Landfill target. Zero Waste Certification with **< 4% waste** sent for disposal.

Collection of industrial waste from pizza packaging to be recycled into new packaging.



PACKAGING

- Continuously improving the design and composition of the various types of packaging available on the market.
- Incorporating recycled material into PET

ENVIRONMENTAL FOOTPRINTS

- **Calculating and tracking the carbon footprint** and water footprint, identifying the necessary indicators to reduce them as much as possible and thereby become more efficient in energy and water consumption.
- **Goal to join the MITECO (Ministry for Ecological Transition and Demographic Challenge) Programme:** register of carbon footprint, offsetting and carbon dioxide absorption projects. Let's Calculate, Reduce and Offset.
- **We have significantly reduced our water footprint by using the continuous monitoring and alarm system,** aware of the importance of how we manage this scarce yet necessary resource in all our factories.

ALIGNED WITH SDGS

- **FOOD WASTE:** we work with organisations to manage end-of-life products and we foster the use of platforms working to avoid food waste, helping disadvantaged sectors and minimising food shortages among certain collectives.
- **EFFICIENT USE OF RESOURCES:** measurement and control systems improve our efficiency and minimise losses in all phases of our processes.
 - We have purification systems for our process water which means we can reduce and minimise the impacts of our industrial activities, thereby caring for the environment around our factories.
 - We promote balanced, healthy food through our internal platform and social media, to ensure that our main assets, our people and our consumers, are healthy and in good physical shape.
 - We study and work on our packaging, trying to adjust it to the best conditions for the product and incorporating the maximum recycled content.
 - We have worked on our energy sources, by adding photovoltaic facilities and improving our carbon footprint.





Commitment to People.

The secret behind Palacios is a great family and, as such, our aim is that everyone who participates in our project becomes a new member of our great family. Our vision is to help all our people to fulfil their dreams. We create an environment of stability, security, wellbeing, and dynamism with opportunities for growth and development. Our challenge is to be a company where people are eager and motivated to come to work every day.

WORKING ATMOSPHERE

People are the *raison d'être* of our Group. It is thanks to them that we manage to bring a smile to our consumers' faces when they try our products. Our priority is to make them feel proud to work at Palacios. People Management at our Group is always based on scrupulous respect for people's dignity, and is based, among other things, on the principles of trust and mutual respect. Our main objectives in order to achieve this are:

1. Commitment to people.
2. Continuous training.
3. Responsible and autonomous people.
4. Professional development.

Equality Policy.

49%

Women



51%

Men

WORK - LIFE BALANCE POLICIES

A work-life balance plan has been established for employees, which includes, among others, the following actions:

- Flexible working hours.
- Teleworking and continuous working hours on Fridays, and special intensive summer working hours (offices).
- Schedules and calendars tailored to the needs of Palacios' Customers and Staff.
- Reduced working hours: as in previous years, in the 2024 financial year, 100% of the requests for reduced working hours were granted.

PREVENCIÓN DE RIESGOS LABORALES

At Palacios Group we have an occupational health and safety management system under which we have developed a preventive policy, in accordance with the requirements of ISO 45001 certification, which is applied at all the Group's centres. This policy is a sign of our active commitment in the field of ORP, with the main objective of ensuring the well-being of the entire workforce, promoting, and ensuring a safe and healthy working environment for all the Group's activities and workplaces.

In 2024, as in previous years, we continued to develop and integrate the Occupational Risk Prevention Management System at each of our centres, ensuring compliance with all legal provisions concerning the working conditions of our employees and implementing others that are more advanced than those strictly required by law.

TRAINING PROGRAMMES

Our training is geared towards safety, technical specialisation and mentoring of our leaders to help them exercise participative and modern leadership. We ensure that all our people have specialised fire training provided by the fire brigade. We also ensure that they are familiar with basic CPR techniques and immediate assistance from 112 emergency services personnel.

In addition, all departments need a complete and up-to-date knowledge base. And finally, our Palacios School of Leaders, 1+1=3, organises face-to-face and Outdoor training courses with the latest techniques in people leadership and health management.



Innovation.

Innovation is not an option when seeking and achieving the leadership that Palacios Group aims to maintain. And, in the food sector, innovation has many aspects: technological, environmental and product innovation to detect upcoming trends and social habits and to anticipate them, in order to be able to meet the needs of those who demand them. For this reason, we strive to go beyond our own competent R&D team, and we have signed research agreements with universities, start-ups, and foundations to locate and implement the most cutting-edge processes, systems and products, thereby adding external talent to the talent we already enjoy with our Group's own technicians.

Society.

In 2024 we are a multinational group, but we maintain the same small-town values of Albelda de Iregua from the time we were born. There were barely 2,000 inhabitants at that time and the vital culture was to help each other in personal difficulties. Our exponential growth has not changed those principles and, although we are now a network with a thousand workers spread across the globe, our spirit of collaboration with people in difficulty remains intact within our corporate possibilities.

That is why during the pandemic we donated masks and protective equipment to various hospitals or we have been collaborating with Food Banks and other social purposes. In the year 24 we collaborated with the DANA disaster, giving sausages and gifts for children through the Falla L'Albufera in the town of Catarroja, an organisation with direct contact with the people affected. Because the collaborative neighbourly spirit of a small rural town is rooted in our soul.



Committed to quality and food safety

Since our creation, not only have we sought quality, but also excellence. Our priorities are food safety, environmental impact and occupational risk reduction, employee training, ingredients used in our food products, full customer satisfaction, and achieving the most efficient management of all our resources. And we will never be totally satisfied with what we have achieved and will tirelessly search for any possible room for improvement. We submit ourselves to the most rigorous internal protocols and are subjected to the most relentless external audits by quality certifying bodies. Because quality has been our hallmark since our very beginning.





3

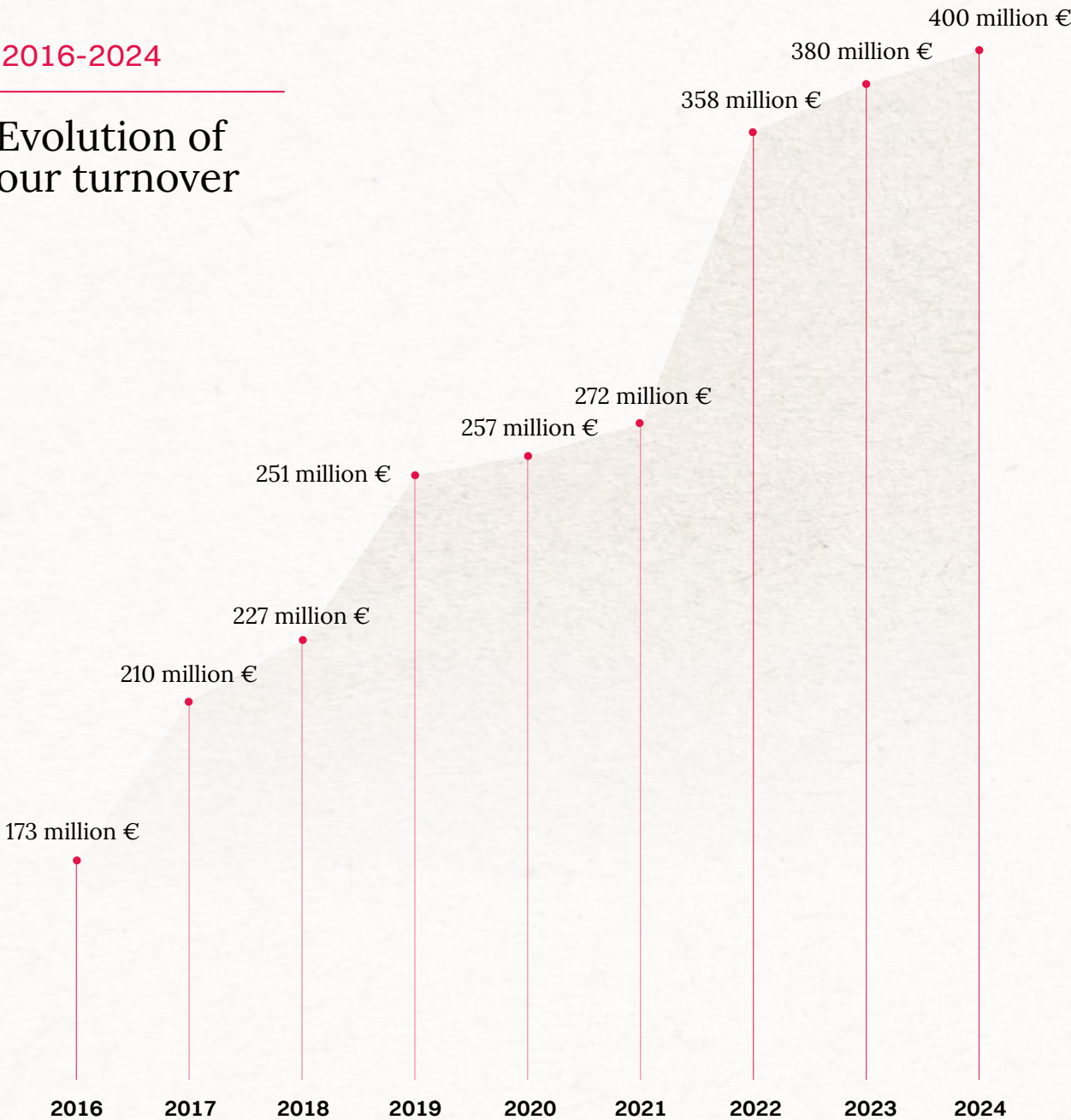
2024. An outstanding year

Our brand has achieved extraordinary growth over the last year, with unprecedented turnover figures. This exceptional achievement lies in our products' unbeatable quality and an unyielding commitment from each member of our team.

Palacios
Group
figures in
a “nutshell”.

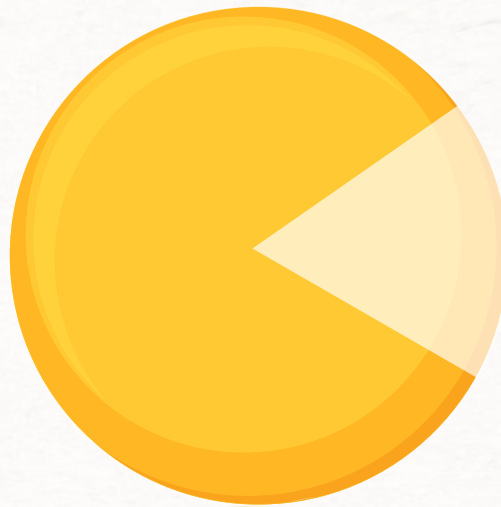
2016-2024

Evolution of
our turnover



Following the pandemic impasse,
we are firmly back on the path to
growth

Turnover



35%

of turnover comes from
international markets.

2022

358 million €

2023

380 million €

2024

400 million €

Volume

in tonnes
sold

More than 80 000 tonnes

Leaders in ready meals.

POSITION IN EACH CATEGORY



World leader in **Spanish potato omelette** production.



World leader in string **chorizo sausage** production.



Spain's second-largest **pizza** operator.



Spanish leader in **frozen desserts**.





4

Products for all tastes and lifestyles.

Faced with an ever-changing society, our range of foods is constantly growing and evolving. We combine tradition and innovation in a diverse food portfolio designed for today's lifestyles.



Chorizo



Omelette



Pizzas



Ready Meals



Plant-Based



Desserts

Our brands, our range.

Our policy of product diversification, aimed at satisfying new social trends in eating habits, has led to an increase in the number of brands in the Group. Each time a new leading company in its segment has been incorporated into the Palacios family, they have brought us the richness of their brands, already consolidated in the market, in addition to their popularity and quality prestige in the sector and among consumers.





The germ and philosophy of the current Group, based on quality and constant diversification, can be found at Palacios in Albelda de Iregua.

The string chorizo sausage which brought the company its original fame and success is now available in various forms: sweet, spicy, double spicy, air-dried, fresh, sliced and snack.

And the range has been complemented over the years by adding other products to the catalogue: pizzas, omelettes, desserts, and a ready meals division which offers solutions for both retail and catering, where we work with our different product families with the main organised foodservice operators, hotel and catering chains and the main collectives. We also work the traditional channel through our network of distributors.





Palacios

Pizzas

High quality, simple preparation.

In the year 2000, we started producing chilled pizzas and we are currently the second largest Spanish manufacturer. The key to our success lies in the quality of our ingredients, but also in the wide variety of

toppings, sizes -individual, standard, or family-, the simplicity of a domestic finish -microwave or oven- and the type of pizza: traditional.



Thin-crust Four Cheeses Pizza



Thin-crust Tuna and Cheese Pizza



Thin-crust Ham and Cheese Pizza



Thin-crust Barbecue Pizza



Originale Four Cheeses Pizza



Originale Tuna and Cheese Pizza



Originale Ham and Cheese Pizza



Originale Barbecue Pizza



Family-size Ham and Bacon Pizza



Family-size Four Cheeses Pizza



Family-size Familiar Barbecue Pizza



Individual Four Cheeses Pizza



Individual Ham Bacon Cheese Pizza



Individual Barbecue Pizza



Palacios

Export Pizzas chilled and frozen

Regular



Ham & Cheese (360 gr.)



Barbecue (400 gr.)



Margarita (360 gr.)



Four Cheese (370 gr.)



Vegetable (360 gr.)

Minis



Four Cheese (225 gr.)



Ham & Bacon (225 gr.)



Hawaiian (225 gr.)

Microwave Special



Pepperoni (350 gr.)



Ham & Bacon (350 gr.)



Three cheeses (350 gr)



Palacios

Spanish Omelette Dishes

For all tastes and moments.

Years of experience and research have culminated in the widest range of refrigerated omelettes for all tastes. Omelettes homemade recipe made with natural ingredients.

With or without onion, spinach, chorizo, courgette, etc. In addition, following the new Vegan and Bio trends. The best omelette, after yours.



Palacios Home-style Recipe with onion



Palacios Home-style Recipe without onion



Palacios Home-style Recipe with caramelised onion



Palacios Home-style Recipe with onion



Palacios Home-style Recipe with courgette



Palacios Home-style Recipe with spinach



Palacios Home-style Recipe with chorizo



Palacios Spanish Omelette Slice with onion



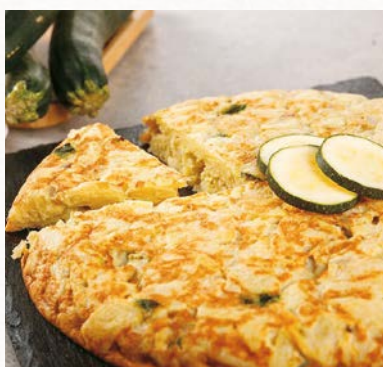
Palacios Spanish Omelette Slice without onion

Palacios

Food Service Omelettes



TRADITIONAL SPANISH OMELETTES:
traditional Spanish potato omelettes.



FLAVOURED SPANISH OMELETTES:
flavoured with chorizo, spinach, tuna,
courgette, or peppers.. to suit all tastes.



“EXQUISE” RANGE SPANISH OMELETTES:
the most premium of the range.



GRILLED SPANISH OMELETTES: ideal for
making sandwiches or snacks.



OMELETTES: special for breakfasts, snacks,
lunches, or dinners.



SPANISH OMELETTE PREPARATION MIX:
ideal for an omelette with a homemade
touch.

Palacios

*Export and Special Spanish Omelettes,
plate and vacuum formats.*



Spanish Omelette with onion



Spanish Omelette with spinach



Spanish Omelette with chorizo



Spanish Omelette with peppers



Spanish Omelette without onion



Palacios

Ready Meals

Dishes ready to heat up and enjoy.

One of the most traditional and popular dishes in rural Spanish cuisine is “Migas”, made following centuries-old recipes with many variations throughout the length and breadth of the country.

Palacios offers two types of migas: the traditional Navarre style, with chistorra sausage, and Migas de Doña Marina, in the Extremaduran style, with diced ham as the star ingredient. We also have a cheeseburger, ready to heat up and savour.



Palacios Migas with Chistorra



Doña Marina Migas with Ham



Migas with Valdetera Chorizo



Cheeseburger



Palacios

Chorizo

A 100% natural product

Our chorizo, the most popular in Spain, is 100% natural, with four unique ingredients in all its varieties: pork, paprika, salt and garlic.

All stuffed in natural pork casing. It comes in various flavours and weights in the traditional cured forms - string, straight "candle", fresh for barbecues, stews, or roasts and "oreado" (air-dried) chorizo; an intermediate between fresh and cured.



Special Sweet Chorizo Appetizer



Special Spicy Chorizo Appetizer



Chorizo Extra Quality Sweet



Chorizo Extra Quality Spicy



Chorizo Ibérico



Chorizo Extra Quality Double Spicy



Chorizo (For Cooking)



Straight "Candle" Chorizo



Fresh Cooking Chorizo



Fresh Cooking Chorizo by weight



IGP Traditional Sweet Chorizo



IGP Traditional Spicy Chorizo



Chorizo sabroso



Palacios

export Europe



Spicy Chorizo



Original Chorizo

Palacios

USA



Original Chorizo



Spicy Chorizo



Salchichón



Iberico Chorizo



Organic Chorizo



4pack



Chorizo Bites



Mild Chorizo



Spicy Chorizo



Iberico Chorizo



Serrano Ham



Traditional elaboration in the United States.

At Quijote, since our birth over four decades ago, we have been making our cured and fresh chorizo sausages in keeping with the tradition and recipe of the authentic Spanish chorizo.

To this end, we continue to use traditional methods of production which maintain the essence of the product intact, giving it a unique quality and flavour.



Quijote

Chorizo BBQ



BBQ Chistorra



Argentinian BBQ Chorizo



BBQ Sausage



BBQ Chorizo



BBQ Blood Sausage



BBQ Chistorra Sausage 3-Pack



Argentinian BBQ Chorizo 3-pack



BBQ Chorizo 3-pack

Quijote

Chorizo



Sliced Chorizo



Chorizo Bites

Quijote

Home-style Recipe Chorizo



Home-style Recipe Chorizo



Home-style Recipe Chorizo



Home-style Recipe Club Chorizo



Ground Chorizo



String Chorizo Sausage



Traditional Chistorra Sausage

Quijote

Cantimpalo Chorizo



Superior Quality Chorizo 5.75 oz



Superior Quality Chorizo



Cantimpalo Chorizo



Cantimpalo Chorizo



Revolugreen! This division of Grupo Palacios Alimentación (Palacios Food Group) focuses on developing recipes using alternative proteins, now 100% plant-based.

Over the last few years, sustainability has become a constant concern throughout the world and a key priority for our investors, employees and consumers.

Lowering our environmental impact (CO2 emissions and water footprint) has become our watchword.

Revolugreen! meets these concerns head-on with a tasty range of 100% plant-based products, featuring a short ingredient list and a shelf life that encourages zero waste. Recipes to enjoy anytime, anywhere. Now using 79% recycled PP trays after consumption, once again demonstrating that we fully back circularity.

RevoluGreen!

Plant-based proteins with a familiar taste and flavour.

Chilled Plant-Based Dishes



"Mediterranean Style" Vegetable Bites



"Chicken Style" Burger



Meatballs with Tomato



Spaghetti with Meatballs in Tomato Sauce



Noodles with Vegetable Strips and Curry Sauce

Omelettes

RevoluGreen! puts a vegan omelette on the market without breaking any eggs. Open the packet, bake, and serve.



Vegan Omelette with Onion



Individual Vegan Omelette

Cold Meats

Only the most tireless and persistent research has allowed us to replace traditional meat flavours with plant-based products.



Plant-based Sausages



With over 50 years of baking experience and constant innovation, this category is one of the core business lines of the Palacios Group.

An excellent team of pastry chefs began with traditional desserts, using classic recipes, to later incorporate haute patisserie with unique products, the result of both creativity and experimentation.

Our extensive catalogue includes both lines, traditional and creative, in all kinds of cakes, whole and portioned tarts, Swiss rolls, sheets, truffles, profiteroles, sponge cakes, brownies, snacks and single-slice unit portions designed to delight all kinds of customers and cater for the whole range of demands and tastes.





Desserts

Food Service



New York Style Cheesecake



Cookie Cheesecake



Blueberry Cheesecake



Raspberry Cheesecake



Carrot Cake



Mini Oreo Cake



Death by Chocolate



Red Velvet



Bonbon Cake



Black Forest Gateau



Pastry Cream Cake



Almond Cake

Desserts

Food Service



Grandma Custard Cake



Sacher Cake



Veneto Tiramisu



Coulant



Pastry Assortment



Profiteroles



Truffles



Brownie Cheesecake



Brownie with Nuts



Biscuit cake



Cheese cake

Desserts

Retail



Black Forest Gateau



Pastry Cream Swiss Roll



Truffle Swiss Roll



Massini Cake



Carrot Cake



Rainbow Cake



Red Velvet



Bonbon Cake



Biscuit Cake



Plancha San Marcos Sheet



Children's Cake Sheet



Black Forest Gateau Sheet



Truffles



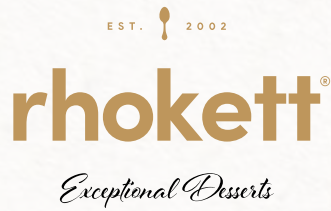
Profiteroles



Cookies



Cheese cake



Rhokett was founded in 2002, with the support of Michelin star chef Gary Rhodes, OBE. The company produces a range of luxury desserts including our iconic cheesecakes, tarts, mousses, cakes and much more. All desserts are hand-finished, and our chefs ensure that every product is delivered in keeping with Rhokett's high standards.

At Rhokett, we pride ourselves on our exceptional handmade desserts. We use only the finest ingredients and train our staff to the highest possible standards.



Desserts

Rhokett



Lemon Cheesecake Pots



Mixed Berry Cheesecake Pots



Pecan Tarts



Mixed Cheesecake Selection



Lemon & Raspberry Cheesecake Slices



Chocolate & Caramel Cheesecake Slices



Passion Fruit & Orange Tarts



Loaded Pecan Cheesecakes

Desserts

Rhokett



Millionaires Cheesecakes



Loaded Chocolate Cheesecakes



Chocolate Orange Pots



Chocolate & Raspberry Tortes



Double Chocolate Mousse Pots



Salted Caramel Millionaires Pots



5

Internationalisation of the Palacios Group.

We are very proud to have reached more than 50 countries with our products by 2024. But what is really rewarding is knowing that the food we produce at our plants has the power to bring people together around a table in so many homes around the world, and to meet all their food needs at any time of the day.

Palacios Group around the world.



Commercial
presence in
53
countries.

Europe

Portugal, France, Andorra, UK, Ireland, Belgium, Netherlands, Italy, Germany, Switzerland, Poland, Denmark, Czech Republic, Slovakia, Slovenia, Hungary, Serbia, Greece, Estonia, Lithuania, Latvia, Sweden, Norway.

Middle East and Africa

Morocco, Angola, Jordan, Saudi Arabia, Emirates, Oman, Kuwait, Qatar, Bahrain.



35%

of the Palacios Group total turnover comes from international markets.



14 Production plants

1 in USA
2 in United Kingdom
11 in Spain

5 Sales offices

1 Spain
1 France
1 United Kingdom
1 USA
1 Portugal

Asia

Philippines, Hong Kong, China.

North America

Mexico, USA.

Central and South America

El Salvador, Panama, Nicaragua, Honduras, Guatemala, Dominican Republic, Aruba, Virgin Islands, Barbados, Jamaica, Trinidad and Tobago, Colombia, Ecuador, Peru, Chile.



6

A well-known recognised brand.

Good communication is more than just making an impact with a temporary message. The important thing is to create a relationship of trust and loyalty with your customers. For this reason, having close to half a million followers on social media between the group's brands, holding the third edition of the "Inimitable" competition with influencers of the stature of Leo Harlem, or being sponsors of the world-famous "San Fermín" bull runs, makes us confident that we are on the right track. Around 80% of the Spanish population knows the Palacios brand.

600 000 000 TV impacts in 1 year.

Throughout the year, the Group maintained an ongoing commitment to the media, aimed at consolidating and increasing our levels of visibility and popularity in society, including direct participation in competitions and public events. This activity has been undertaken both through programmed advertising actions, aimed at target audiences of interest, and through information gathered by the media and our participation on social networks. We have been present in the printed press, on radio, and on television, making headlines in the food, economy, and other sectoral media, as well as in the general media, always with images and messages perceived as positive by the target audience of each of the actions undertaken.

It is worth mentioning that in 2024, for the third consecutive year, the Inimitables Contest was held, led by Leo Harlem through the Web and the great public act of its final. Its enormous success will surely lead to new editions. In addition, we have launched a new communication campaign with

the spot 'The best omelette after yours' starring Leo Harlem. It meant a great increase in brand awareness 55.4 (+14.2 points vs. 2022)*.

-

* Source; Dym.



TELEVISION



TELEVISIÓN



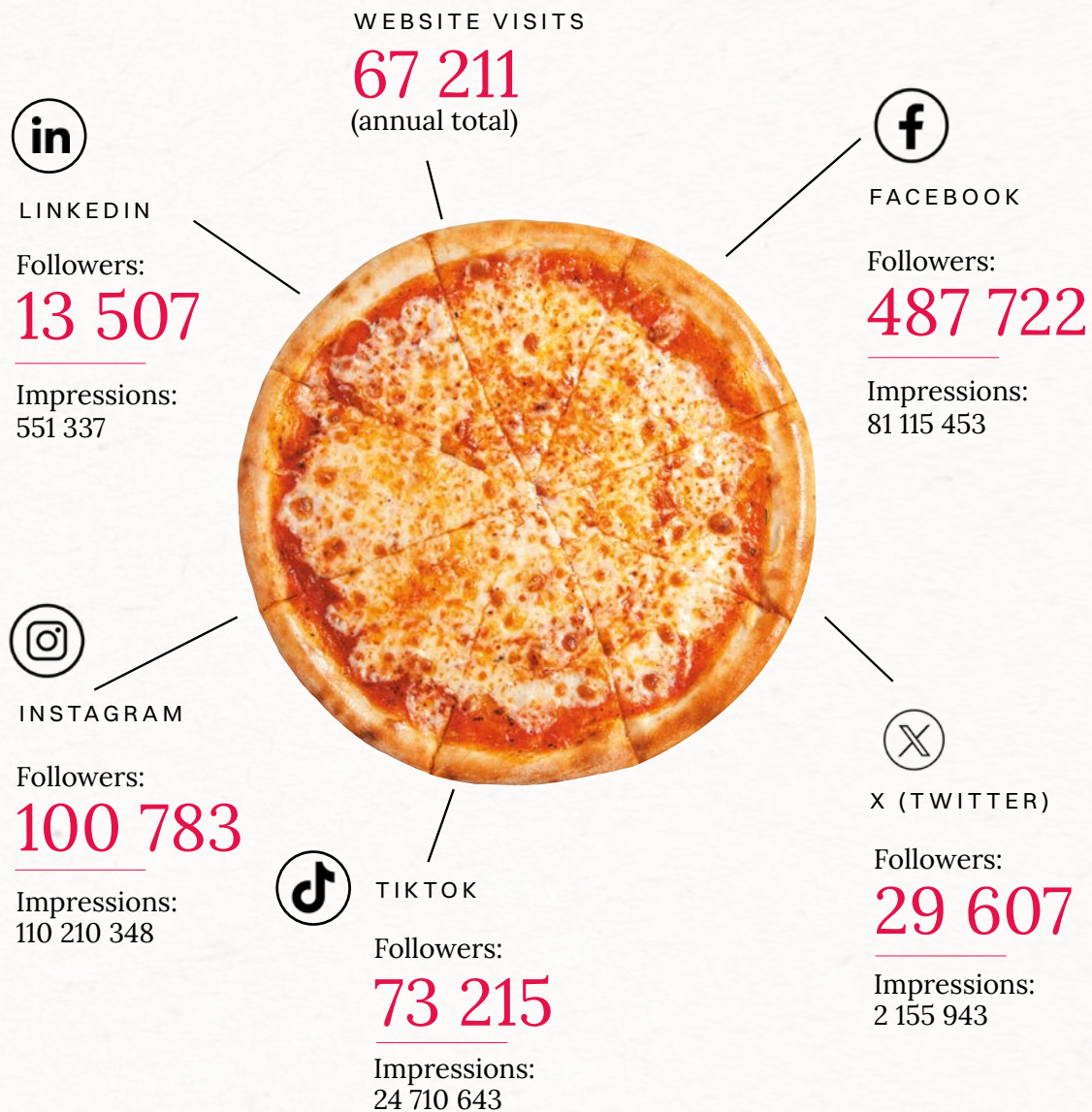
SPECIAL EVENTS



MAKING HEADLINES

More than 704 834 followers on social media and 218 743 724 impressions.

Throughout 2024, the Palacios Group remained the sector leader in terms of overall number of followers on Social Media, ranking second on Twitter and third on Instagram.



PRODUCTION PLANTS

SPAIN

ALBELDA DE IREGUA

(Headquarters – 6 production plants)

Ctra. De Logroño, S/N
26120 Albelda de Iregua

La Rioja

T. (+34) 902 44 30 32

MUDRIÁN (2 production plants)

Camino de Bernardos, S/N
40295 Mudrián

Segovia

T. (+34) 921 567 854

BUÑUEL

Polígono de Buñuel
Calle A, nº 6
31540 Buñuel

Navarra

T. (+34) 948 83 20 06

QUINTES

Barrio Granderroble, 1
33314 Quintes (Villaviciosa)

Asturias

T. (+34) 98 589 48 00

SANT QUIRZE DEL VALLÈS

Carrer de la Cerdanya, 1
08192 Sant Quirze del Vallès

Barcelona

T. (+34) 937 210 979

USA

MIAMI

Elore Enterprises
1055 Nw 159th Drive
Miami, FL 33169
T. (305) 477-1650

UK (2 production plants)

HAWKHURST Unit 10

Hawkhurst Station Business park
Gills Green
Hawkhurst

Kent

TN18 5BD



Factory in Albelda de Iregua, La Rioja, Spain.







PALACIOS
El secreto de una familia.

www.palacios.es