





A family  
secret.

# Contents

|    |  |
|----|--|
| 01 | <ul style="list-style-type: none"> <li>Hard work, quality, tradition and innovation. p. 6-15</li> <li>Our origins</li> <li>Mission, vision and values</li> <li>Milestones in the history of Palacios Group</li> <li>Management team</li> </ul> |
| 02 | <ul style="list-style-type: none"> <li>Palacios Group around the world. p. 16-21</li> </ul>  |
| 03 | <ul style="list-style-type: none"> <li>Acting today, with tomorrow in mind. p. 22-35</li> <li>People</li> <li>Sustainability</li> <li>Innovation</li> <li>Social commitment</li> <li>Certificates</li> </ul>                                   |
| 04 | <ul style="list-style-type: none"> <li>2025. A year of successes. p. 36-41</li> <li>Headline figures</li> <li>Brand awareness</li> </ul>   |
| 05 | <ul style="list-style-type: none"> <li>Products to suit every taste and lifestyle. p. 42-61</li> <li>Pizzas</li> <li>Spanish omelettes</li> <li>Desserts</li> <li>Chorizo</li> <li>Ready meals</li> </ul>                                      |
| 06 | <ul style="list-style-type: none"> <li>A well known recognised brand. p. 62-65</li> </ul>  |





01

## HARD WORK, QUALITY, TRADITION AND INNOVATION.

The story of Palacios Group is an inspiring example of how know-how and hard work can transform a butcher's shop in Albelda de Iregua, La Rioja (Spain), into a leading name in prepared foods, offering a comprehensive range of products from pizzas to Spanish omelettes, desserts, chorizo and ready meals.

## INTRODUCTION

### Our origins

# EVERY FAMILY HAS A STORY. AND THIS IS OURS.

Palacios Group traces its origins back to the 1960s, when Jaime Palacios and his wife Dolores García took over the family butcher's shop in Albelda de Iregua, in La Rioja (Spain).

At the time, no one could have imagined just how far that friendly, approachable couple with their tireless work ethic would go.

After twenty years behind the counter, they decided to take the next step and put all their knowledge into practice, throwing themselves into their great passion: producing chorizo sarta.

Embutidos Palacios S.A. was founded in 1983 with a 4,000 m<sup>2</sup> factory beginning operations with a staff of seven: the couple, their three children and two employees.

In just over a decade, Palacios Group established itself as the market leader in Spain and became one of only four European companies authorised by the United States Department of Agriculture (USDA) to market meat products in the United States, marking the start of its international expansion.

With the arrival of the new millennium and the incorporation of new generations into the company and the family, a phase of business diversification began with the launch of the first pizza production plant, which was soon followed by a plant producing Spanish omelettes.

As the group continues to grow, innovate and adapt to new lifestyles, its focus on ready meals and baked goods is being strengthened. This process also sees new companies joining the group, such as Fuentetaja, Chorizos Quijote in the United States and Granderroble and Rhokett in the United Kingdom.

The latest commitment to innovation is reflected in the launch of new products such as the range of Rectangular Pizzas and Patatas Bravas.

A philosophy that has really been with the company from the outset: providing food with care and quality from day one, growing with a clear international focus and aspiring to be a benchmark in every sector in which it operates.





## MISSION VISION VALUES

### MISSION

To be a **competitive chorizo and prepared foods** manufacturer and the most **efficient costs**, with a **suitable quality** of product and a strong on **innovation**, in the categories and markets where we operate.

### VISION

To **adapt** to the **needs of the consumer** and to be **leaders** in all categories in which we are present, **consolidating** domestic and international markets and being the **most efficient** in costs and margins.

### VALUES

- . Human capital
- . Food security
- . Quality
- . Commitment to the environment
- . Continuous improvement
- . Adaptation


# MILESTONES IN HISTORY BY THE PALACIOS GROUP

## THE BEGINNINGS

## INDUSTRIAL DEVELOPMENT

## INTERNATIONAL EXPANSION

**1960**




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

**1960**


Embutidos Palacios S.A. began its journey (4,000 m<sup>2</sup> and 7 employees) with chorizo sarta.

**1983**



Chorizo Palacios leads the Spanish market with a 21% share.

**1997**




The first pizza production begins operations.

**1998**

Palacios is one of only four European companies authorised by the USDA to sell meat products in the US.

**2000**


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



**2002**

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

**2003**



Cake range is launched.


**2004**

Ready-meal range launched.

**2009**

MBO at Palacios Alimentación.


**2013**



Acquisition of a competitor in the omelette sector and another in the frozen desserts sector.

**2015**

SBO of management team of Palacios Alimentación, in conjunction with Carlyle .




**2016**

Acquisition of Fuentetaja Prepared Foods and the US-based Chorizos Quijote.


**2019**

Acquisition of Cake Factory (desserts).


TBO of management team together with MCH Private Equity and Ardian groups, acquiring Palacios Alimentación.



**2021**



Acquisition of Rhokett in the UK (desserts).




Launch of the plant-based range Revolugreen.

**2022**

**2023**

**2024**

**2025**



Launch of the rectangular pizza range.

**2025**

Fourth MBO by the management team, in conjunction with Spanish family offices.



# MANAGEMENT TEAM

**Pedro Domínguez**  
CEO



The photo shows the management team of Palacios Group at Peña El Castillo, with the Albeida de Iregua plant in La Rioja (Spain) in all its glory in the background.



**Florencio Lázaro**  
Purchasing Director



**Eduardo Gómez**  
National Sales  
and Marketing Director



**Cristina Ten**  
Quality and Environment  
Director



**Pedro Azofra**  
Production Director



**Carlos Barraqué**  
Human Resources Director



**Josep Durán**  
Desserts Division Director



**Mikel Beitia**  
International Development  
Director



**Pablo Arechabaleta**  
Finance Director



02

## PALACIOS GROUP AROUND THE WORLD.

From our beginnings as a butcher's shop in Albelda de Iregua (La Rioja, Spain) in the 1960s up to the present day, in 2025, Palacios Group is proud to have expanded its reach to more than 50 countries. But what is truly rewarding is knowing that the food we produce in our factories has the power to bring people together around the table in homes all over the world, complementing and meeting their various dietary needs at any time of day.

PRODUCTION PLANTS  
PALACIOS GROUP  
IN SPAIN



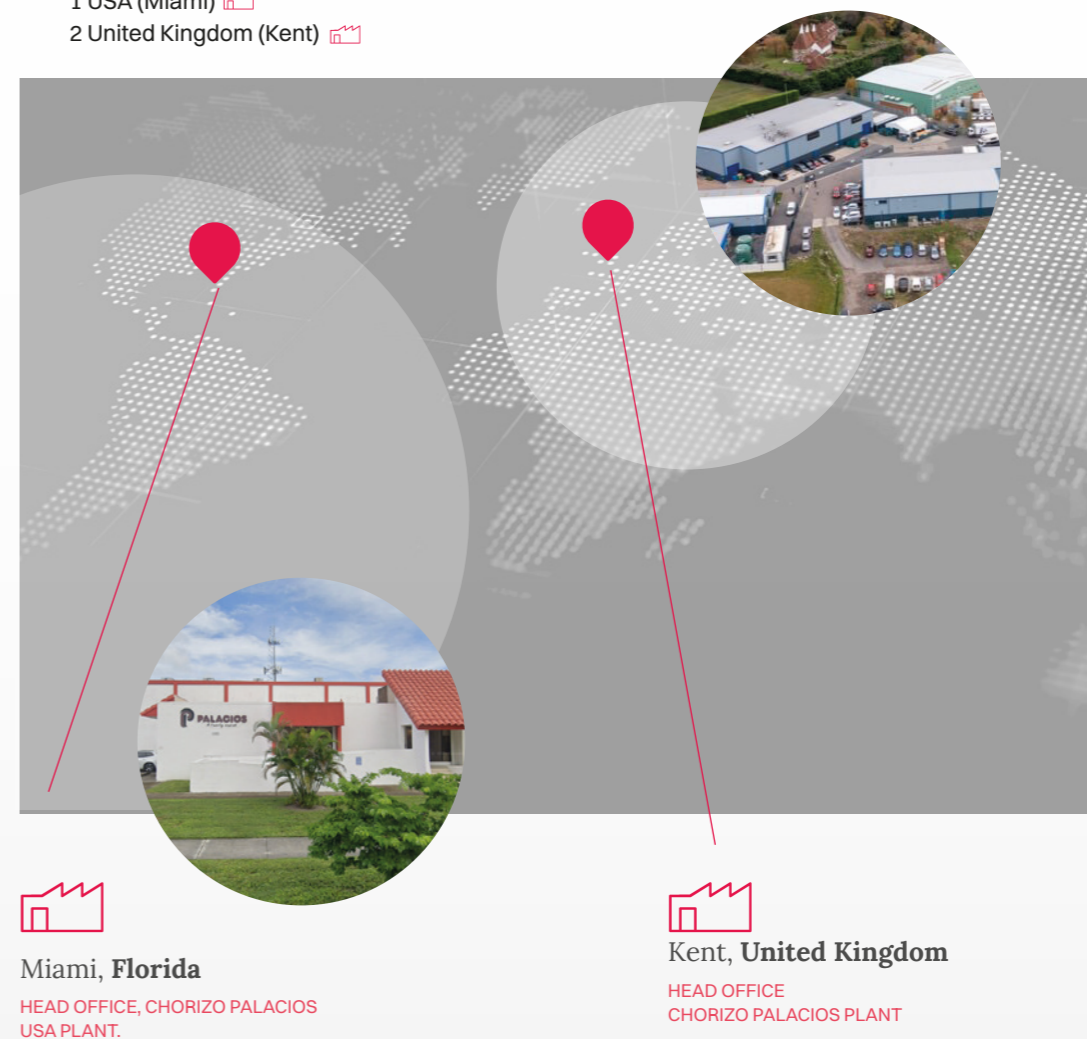
In Spain, product

**5** categories are produced:  
pizzas, omelettes, desserts,  
chorizo and ready meals.

INTERNATIONAL  
SITES

Production plants

- 1 USA (Miami)
- 2 United Kingdom (Kent)



€ **49.6** million  
capital invested over the last  
three years (2023-2025)



**34%**

of Palacios Group's total turnover comes from international markets.



**14**  
production plants

- 1 in the USA (Miami)
- 2 in the UK (Kent)
- 11 in Spain

**5**  
Sales offices

- 1 Spain
- 1 France
- 1 United Kingdom
- 1 USA
- 1 Portugal

|                                | KPI   | 2023 | 2024 | 2025 |
|--------------------------------|---|------|------|------|
| <b>INTERNATIONAL INVOICING</b> | % of turnover from the international market | 33%  | 35%  | 34%  |
| <b>GEOGRAPHICAL PRESENCE</b>   | Countries with an international presence    | 52   | 53   | 56   |

**Europe**

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

**The Middle East and Africa**

Morocco, Angola, Jordan, Saudi Arabia, the United Arab Emirates, Oman, Kuwait, Qatar, Bahrain, Mozambique.

**Asia**

The Philippines, Hong Kong, China.

**North America**

Mexico, USA.

**Central and South America**

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



## 03

## ACTING TODAY, WITH TOMORROW IN MIND.

Coming from a small village has taught us to respect our roots, our traditions and our natural surroundings. We have inherited a commitment to caring for those who work here, for the society in which we live, and for the planet we call home. And we look to the future with a sense of responsibility to make it a better place.

## COMMITMENT TO PEOPLE

Palacios is the heart of a large family, and as such, our aim is for everyone involved in our project to feel like a valued member of our extended family. Our vision is to help everyone achieve their dreams.

That is why we provide them with a stable, safe, comfortable and dynamic environment

## CLIMATE WORKPLACE

People are at the heart of our Group. It is thanks to them that we manage to put a smile on our customers' faces when they try our products. Our priority is to make them proud to work at Palacios.

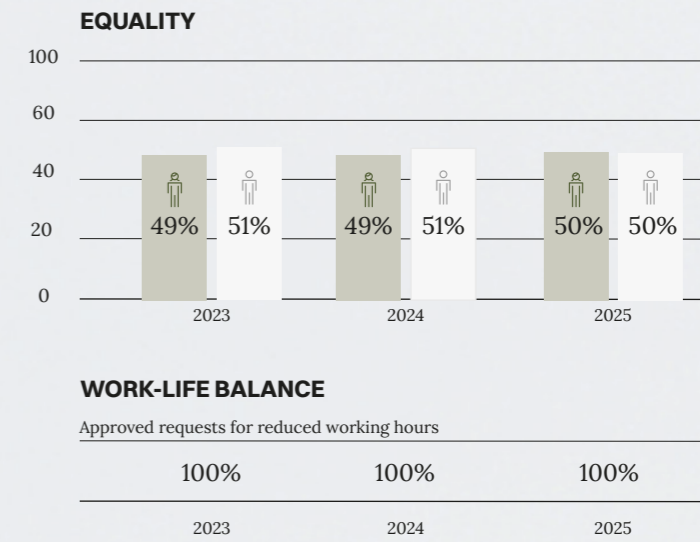
People management within our Group is always underpinned by a scrupulous respect for human dignity and is based, amongst other things, on the principles of trust and mutual respect.

that offers opportunities for growth and development. Our aim is to be a company where people are motivated and look forward to coming to work every day.

Our main objectives in achieving this are:

1. Commitment to people.
2. Continuing professional development.
3. Responsible and independent individuals.
4. Professional development.

## EQUALITY POLICY



YEAR 2025

50% Women / 50% Men





## WORK-LIFE BALANCE POLICIES

A work-life balance scheme has been introduced for employees, which includes, amongst other measures:

- . Flexible working hours.
- . Remote working, early finish on Fridays and intensive, shorter working hour during summer (offices).
- . Schedules tailored to the needs of our customers and the people at Palacios.
- . Reduced working hours: as in previous years, 100% of applications for reduced working hours were approved in the 2025 financial year.

## OCCUPATIONAL HEALTH AND SAFETY

At Palacios Group, we have an occupational health and safety management system under which we have developed a prevention policy that meets the requirements of ISO 45001 certification, and which is implemented across all the Group's sites. This policy demonstrates our active commitment to occupational health and safety, with the primary aim of ensuring the well-being of our entire workforce by promoting and ensuring a safe and healthy working environment across all the Group's activities and workplaces.

In 2025, as in previous years, we continued to develop and integrate the Occupational Health and Safety Management System across all our sites, ensuring compliance with all legal requirements on employees' working conditions and implementing measures that go beyond the strict legal minimum.

## TRAINING PROGRAMMES

Our training focuses on safety training, technical specialisation and mentoring our leaders to deliver a participatory and modern style of leadership. We endeavour ensure that all our staff receive specialist fire safety training delivered by the fire brigade.

They also learn the basic techniques of resuscitation and first aid from 112 emergency response

staff. Furthermore, all our departments must be fully up to date. And finally, our Palacios School of Leadership, 1+1=3, organises in-person and outdoor training courses covering the latest techniques in people management and health management.



## SUSTAINABILITY

As an industrial group that traces its origins back to a butcher's shop in a rural setting rooted in agriculture and livestock farming in the mid-20th century, the modern concept of sustainability was already ingrained in our DNA from the outset. It is applied so naturally that it could be said we are pioneers in putting into practice what is now so theorised: scrupulous respect for the environment in all its forms and the Sustainable Development Goals.

This founding ethos of the parent company has remained with every new addition to the extended family that makes up the Palacios Group today, through ongoing assessments aimed at improving and implementing new technological advances that can further strengthen our original commitment to eliminating negative impacts.

### CO<sub>2</sub>

**+ 20%**

of the energy we purchase and generate comes from renewable sources in Spain.

(calculated using the 2024\* energy share data published by the CNMC).

This will enable us to reduce CO<sub>2</sub> emissions by

**+ 2,916 tn CO<sub>2</sub>**

\* As of 20 March 2025, the 2025 figures have not yet been published.

- . Current and future photovoltaic installations.
- . Estimated savings from existing photovoltaic installations: approximately **4,950,000 kWh/year** (reduction of **>800 tonnes of CO<sub>2</sub>** per year. These figures are equivalent to planting 40 hectares - or, to put it another way, 40 football pitches.
- . Reduction of carbon footprint scopes **1+2 through use of sources energy clean in 1%**.
- . **Energy audits** and individual meters to monitor and optimise use.
- . All lamps or lighting fixtures use **LED lighting**.

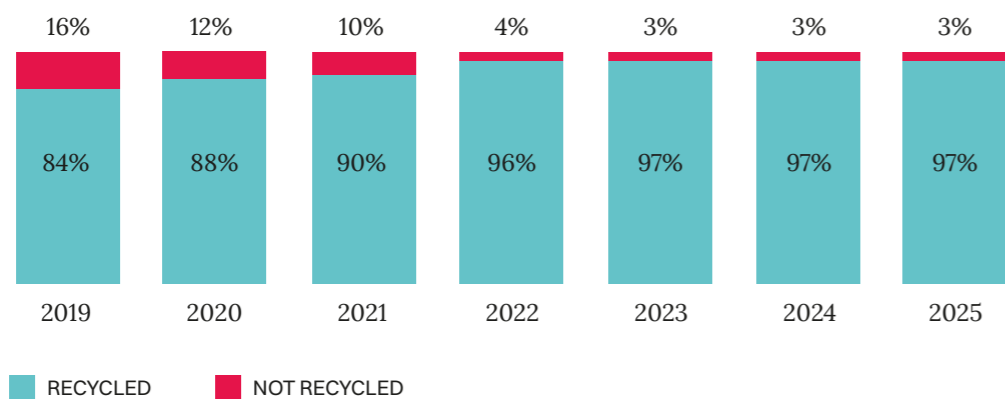
## WATER

Water management systems at the group's various plants. Improving production and cleaning processes to optimise water resources.

| m <sup>3</sup>                            | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2025        |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| WASTEWATER                                | 440,134     | 401,092     | 401,204     | 362,979     | 369,682     | 333,884     | 351,124     |
| WATER CONSUMPTION                         | 724,335     | 664,042     | 661,076     | 654,544     | 579,004     | 534,457     | 612,499     |
| WASTEWATER m <sup>3</sup> /tn             | 5.99        | 5.43        | 5.19        | 4.25        | 4.75        | 4.10        | 4.09        |
| <b>WATER CONSUMPTION m<sup>3</sup>/tn</b> | <b>9.87</b> | <b>8.98</b> | <b>8.55</b> | <b>7.66</b> | <b>7.44</b> | <b>6.56</b> | <b>7.14</b> |

## WASTE

- Improvements in waste management with the aim of achieving Zero Landfill. Zero Waste certification with **< 4% of waste** sent for disposal.
- Collection of industrial waste** from pizza boxes for reuse in new packaging.



## PACKAGING

- Continuous improvement in the design and composition of the various types of packaging placed on the market.
- Incorporation of recycled material into PET packaging.

## ENVIRONMENTAL FOOTPRINTS

- Calculation and monitoring of carbon and water footprints**, identifying the indicators needed to reduce them as much as possible and to be as efficient as possible in energy and water consumption.
- Deadline for registration in the MITECO Programme**, Carbon footprint registration, offsetting and carbon dioxide absorption projects: *Calculo, Reduzco, Compenso* (Calculate, Reduce, Offset) seal.
- We have significantly reduced our water footprint** through the use of a continuous monitoring and alert system, ensuring there is awareness at all our plants of the importance of managing this scarce and essential resource.

## ALIGNED WITH THE SDGS

- FOOD WASTE:** We work with organisations to manage end-of-life products and promote the use of platforms to prevent food waste, supporting disadvantaged groups and helping minimise food shortages among certain communities.
- EFFICIENT USE OF RESOURCES:** Measurement and control systems help us to operate efficiently and minimise losses at every stage of our processes.

- We have water treatment systems in place for our processing water, enabling us to reduce and minimise the environmental impact of our industrial activities, thereby protecting the local environments in which we operate.
- We promote a balanced and healthy diet through our internal platform and social media, ensuring our most valuable asset - our people and our consumers - enjoy good health and well-being.
- Through packaging research and development, we strive for the best possible conditions for the product while incorporating as much recycled material as possible.
- We have upgraded our energy sources by installing solar panels, reducing our carbon footprint.



## INNOVATION

At Palacios Group, innovation is not an option, but a means of moving towards strong and sustainable leadership over the long term. In the food sector, innovation involves addressing multiple dimensions: technological, environmental and product-related, whilst anticipating new trends and social habits in order to meet consumers' needs. That's why, along with a strong R&D&I team, we have research partnerships with universities, start-ups and foundations that enable us to incorporate new processes, systems and products, combining external expertise with the knowledge of our Group's professionals.

## SOCIETY

We are a company with a global presence and remain true to the values on which we were founded in Albelda de Iregua (La Rioja). When we first started out, the town had just over 2,000 inhabitants and daily life was marked by a strong sense of community, with neighbours supporting one another through any difficulties.

We have grown considerably over the years, but our core values remain an integral part of who we are. Today, we are an organisation that brings together nearly a thousand professionals from all over the world, yet we remain as committed as ever to the people and the community where we first began.

That spirit is reflected in our social commitment. During the pandemic, we donated face masks and PPE to various hospitals. We collaborate actively and regularly with food banks and other charitable initiatives. In 2025, we donated all proceeds from ticket sales for the 4th *Inimitables* Competition to the charity Save the Children, whose work is dedicated to protecting the lives of millions of children and ensuring their survival, safety, health, education and development. We also sponsored a concert by Agarra la Vida, a non-profit organisation that uses art to raise awareness of emotional wellbeing.





## COMMITTED TO FOOD QUALITY AND SECURITY.

Here at Palacios Group, from the very outset we have strived not only for quality, but for excellence. Our priorities focus on food security, reducing our environmental impact and workplace risks, providing ongoing training for our staff, improving the ingredients used in our products, and managing all our resources efficiently, with one clear aim: to ensure the complete satisfaction of those who choose us.

We never rest on our laurels and our eyes are always open, looking for ways to improve. We adhere to the strictest internal protocols and undergo the most rigorous external audits carried out by quality certification bodies. Because quality has been, and will continue to be, our guiding principle, as it has ever since we started.





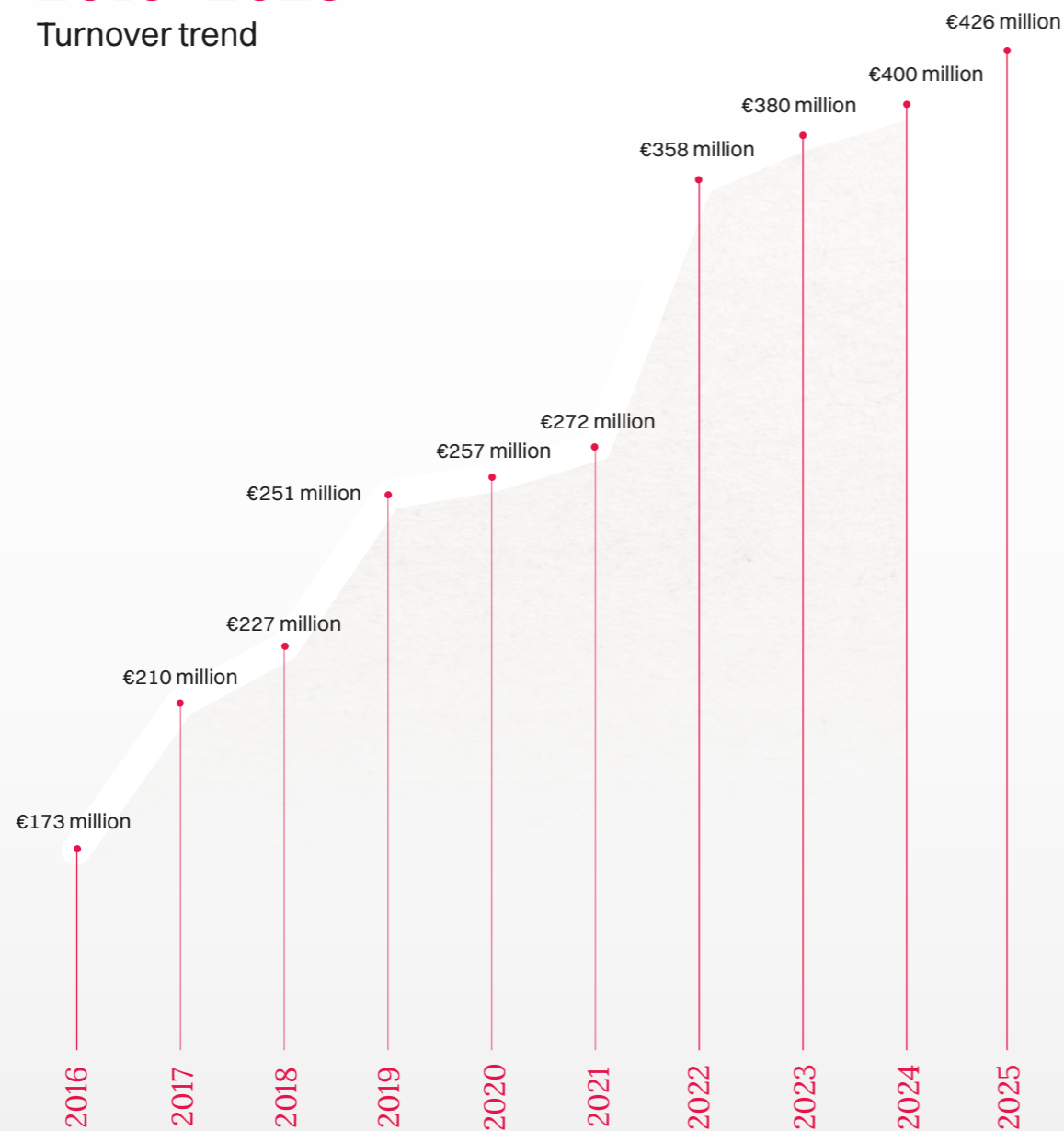
## 2025. A YEAR OF SUCCESSSES.

The past year has seen extraordinary growth for our company, with turnover reaching unprecedented levels. This outstanding achievement is the result of the unrivalled quality of our products and the unwavering commitment of every member of our team.

# PALACIOS GROUP IN "NUMBERS".

## 2016-2025

Turnover trend



We remain on our path of growth.

### Turnover

|       | 2023         | 2024         | 2025         | % CHANGE |
|-------|--------------|--------------|--------------|----------|
| TOTAL | €380 million | €400 million | €426 million | +7%      |

34%

of turnover comes from the international market.



| % TURNOVER INTERNATIONAL MARKET | 2023 | 2024 | 2025 |
|---------------------------------|------|------|------|
|                                 | 33%  | 35%  | 34%  |

### Volume in tonnes sold

|  | 2023               | 2024               | 2025               | % CHANGE |
|--|--------------------|--------------------|--------------------|----------|
|  | over 75,000 tonnes | over 80,000 tonnes | over 84,000 tonnes | +5%      |



## LEADERS IN FOOD SOLUTIONS.

Ranking for each category

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



World leader in the production of **Spanish potato omelettes**.



Spain's leading **frozen desserts** manufacturer.



World leader in the production of **chorizo sarta**.

Solutions for **ready meals**.





50

## PRODUCTS TO SUIT EVERY TASTE AND LIFESTYLE. FROM STARTER TO DESSERT.

In response to a constantly evolving society, our range of food products adapts and evolves. We combine tradition and innovation in an extensive and varied range of products, designed to suit today's lifestyles.



PRODUCTS TO SUIT EVERY TASTE  
PALACIOS

## OUR BRANDS, OUR RANGE

Our product diversification policy, designed to respond to new social trends in eating habits, has seen growth in the number of brands within the Group. Every time a new industry-leading company joins the Palacios family, we have benefited from the strength of its well-established brands, as well as their high popularity and reputation for quality within the sector and among consumers.





PRODUCTS TO SUIT EVERY TASTE  
PALACIOS

## Pizzas

**High quality and easy to prepare. The joy of sharing.**

In 2000, we began producing chilled pizzas and, since then, we have consolidated our growth to become the second-largest manufacturer of chilled pizzas in Spain.

Our pizzas, with a crust that's crispy outside and light and bubbly within, are stonebaked with high quality, carefully selected ingredients, ensuring a unique and irresistible flavour in every bite.

They are the perfect choice for sharing and enjoying with family, friends or as a couple... whether as a casual snack, a special celebration or a quick and convenient dinner, they're suitable for any occasion.

We offer a wide variety of flavours and formats, from portions (frozen) to personal pizzas, standard, family-size and rectangular, as well as various preparation options, for both conventional oven and air fryer, making preparation simple, convenient and significantly time-saving.

### Spanish Market



Thin-crust Barbecue Pizza (400g)



Family-sized Ham and Bacon Pizza (580g)



Rectangular Four-Cheese Pizza (680g)



Rectangular Ham and Cheese Pizza (750g)

### Export (Mini, Micro and Regular)



Four Cheeses (225g)



Pepperoni (350g)



Ham & Cheese (360g)



Chorizo Pizza (400g)



PRODUCTS TO SUIT EVERY TASTE  
PALACIOS

# Omelettes

## The best Spanish omelette after your own

Years of experience and research have enabled us to develop the widest range of Spanish omelettes, establishing us as world leaders in the production of Spanish potato omelettes.

Our *tortillas españolas*, Spanish potato omelettes, are made with free-range eggs, following a home-style recipe and cooked in a frying pan with carefully selected natural ingredients for an authentic, traditional flavour.

Tortilla Palacios is the perfect choice to enjoy at any time of day, suitable for any occasion and offering quality, natural ingredients and transparency with every bite

Our range includes options with and without onion, as well as varieties such as caramelised onion, courgette, spinach, chorizo, Enrique Tomás ham and truffle sauce. Available in fresh, pasteurised or frozen versions, they are suited to different distribution channels and occasions for consumption. What's more, its various cooking methods —microwave, frying pan or oven— allow you to enjoy authentic home-cooked flavour quickly, conveniently and easily.

## Spanish Market



Palacios Home-style Recipe with onion (1,300g)



Palacios' Homemade Recipe with caramelised onions (650g)



Palacios Home-style Recipe with Enrique Tomás ham (600g)



Palacios Home-style Recipe without onion (300g)



Portion of Tortilla Palacios Spanish omelette with onion (170g)

## Export

## Food Service



Spanish omelette with onion in a box (700g)



Spanish omelette with onion served on a plate (500g)



French omelettes



Exquisite Range



# Desserts

BRAND SAN MARTÍN

## Tradition in every recipe

With over 50 years of experience in cake production, we are recognised as market leader and trusted name in the Spanish cake sector. For many years, we have poured our passion and hard work into dessert a real treat for any time of day, one you can enjoy anywhere in the world, at any time.

Our tradition of baking and commitment to craftsmanship make our products a unique experience, aimed both at catering professionals looking to satisfy their own customers' needs and at our discerning end consumers, who make enjoying our products at home a special occasion.

The use of raw ingredients of the highest quality in our manufacturing processes, makes our San Martín brand the cornerstone of the trust and confidence our customers place in us and our products.

Through constant innovation and development of new ideas and products, Granderoble Desserts has established itself as a manufacturer with a strong ability to adapt to market trends and changes, and a commitment to introducing and offering distinctive products that delight our customers and make dessert a unique experience.



Brownie with Walnuts  
1,700g - 24P



Speculoos Cheesecake  
1,600g - 14P



Red Velvet  
775g - 8/10P



Dubai-style Chocolate Cake  
300g



Basque-style Cheesecake  
500g/880g/1600g - 14P



Celebration Cakes  
700/1400g



PRODUCTS TO SUIT EVERY TASTE  
RHOKETT

# Desserts

BRAND RHOKETT

## The ultimate indulgence in every dessert

The company was founded in 2002, with the support of Michelin-starred chef Gary Rhodes, OBE. Rhokett produces a range of luxury desserts, including our iconic cheesecakes, tarts, mousses, cakes and much more. All our desserts are finished by hand, and our chefs ensure that every item meets Rhokett's high standards. At Rhokett, we pride ourselves on our exceptional handmade desserts. We use the finest ingredients and train our staff to the highest standards.



Mixed cheesecake selection



Lemon and raspberry cheesecake slices



Loaded pecan cheesecake



Lemon cheesecake pots



Salted caramel millionaire's pots



Chocolate and orange pots



Chocolate and raspberry tarts



Passion fruit and orange tarts



Pecan tarts



PRODUCTS TO SUIT EVERY TASTE  
PALACIOS

# Chorizo

BRAND PALACIOS

## Palacios Chorizo: 100% natural, 100% unique.

Our chorizo, the most popular in Spain and the market leader in the sarta category, is made with just four top-quality ingredients: pork, paprika, salt and garlic, stuffed into natural casings, with no preservatives or colourings, guaranteeing a 100% natural and authentic product.

Renowned for its juiciness and flavour, it is the ideal choice for any occasion: from a snack to a family meal or a barbecue with friends.

The Palacios range offers different formats designed for each occasion: curedo sarta; cocktail; fresh, for barbecues, roasting and casseroles; chorizo oreado, the perfect balance between fresh and dried; and chistorra.

Here at Chorizo Palacios, tradition done right becomes the true benchmark.

## Spanish Market



Sweet chorizo (250 g)



Spicy Chorizo (250 g)



Chorizo Ibérico (200 g)



Special Sweet Snacking Chorizo (425 g)



Sabroso Chorizo w(425 g)

## Europe Export

## USA Export



Spicy Chorizo (225g)



Original Chorizo (225g)



Original Chorizo (225g)



Spicy Chorizo (225g)



Ibérico Chorizo (200 g)



PRODUCTS TO SUIT EVERY TASTE  
QUIJOTE

# Chorizo

BRAND QUIJOTE

## The quality and flavour of authentic Spanish chorizo

Made using the traditional method in the United States.

Here at Quijote, ever since we were founded over four decades ago, we have been making our own cured and fresh chorizo sausages, staying true to the tradition and recipe of authentic Spanish chorizo.

We continue to produce our products using traditional methods that preserve the essence of the product, giving it a unique quality and flavour.



Homemade chorizo



Ground chorizo



Traditional chistorra



Superior chorizo



PRODUCTS TO SUIT EVERY TASTE  
100% PLANT-BASED

## Ready-meals

**Home-cooked meals ready in minutes, traditional recipes made with 100% natural ingredients**

**Migas:** A traditional dish from Spanish country cuisine, prepared in the traditional way. A light texture, carefully selected ingredients and that home-style touch that makes every bite a tribute to our culinary heritage.

**Patatas bravas:** A classic tapa that never disappoints. Golden potatoes, crispy on the outside and tender on the inside, served with brava sauce.

**Starters and mains:** Our ready meals are based on a simple yet powerful idea: to bring home-cooked food with you wherever you go, without compromising on flavour or quality. Inspired by traditional recipes and made with 100% natural ingredients, they strike the perfect balance between convenience and authenticity. 100% homemade and 100% convenience.



Migas Palacios with chistorra (2 x 250g)



Migas Doña Marina with Ham (2 x 250g)



Migas with Chorizo Valdeterra (2 x 250g)



Cheese Burger (2 x 125g)



Patatas Bravas (470g)



PRODUCTS TO SUIT EVERY TASTE  
PALACIOS

# RevoluGreen!

## Plant-based proteins with that familiar taste

This is the division of the Palacios Alimentación Group dedicated to developing recipes based on alternative proteins: a range of rich, tasty, 100% plant-based products, with a short list of ingredients and a shelf life designed to minimise waste. Recipes to enjoy wherever and whenever you like, served on a tray made from 79% post-consumer recycled polypropylene, reaffirming our commitment to the circular economy.

This range reflects our commitment to sustainability, which is a constant concern worldwide and a key priority for investors, partners and consumers.

## Chilled plant-based range



"Mediterranean Style" Vegetable Bites



"Chicken-style" Burger



Meatballs in Tomato Sauce

## Spanish Omelettes



Vegan Spanish Omelette with Onion



Single-serving vegan omelette

## Sausages



Vegetarian Sausages



06

## A WELL-KNOWN AND RECOGNISED BRAND.

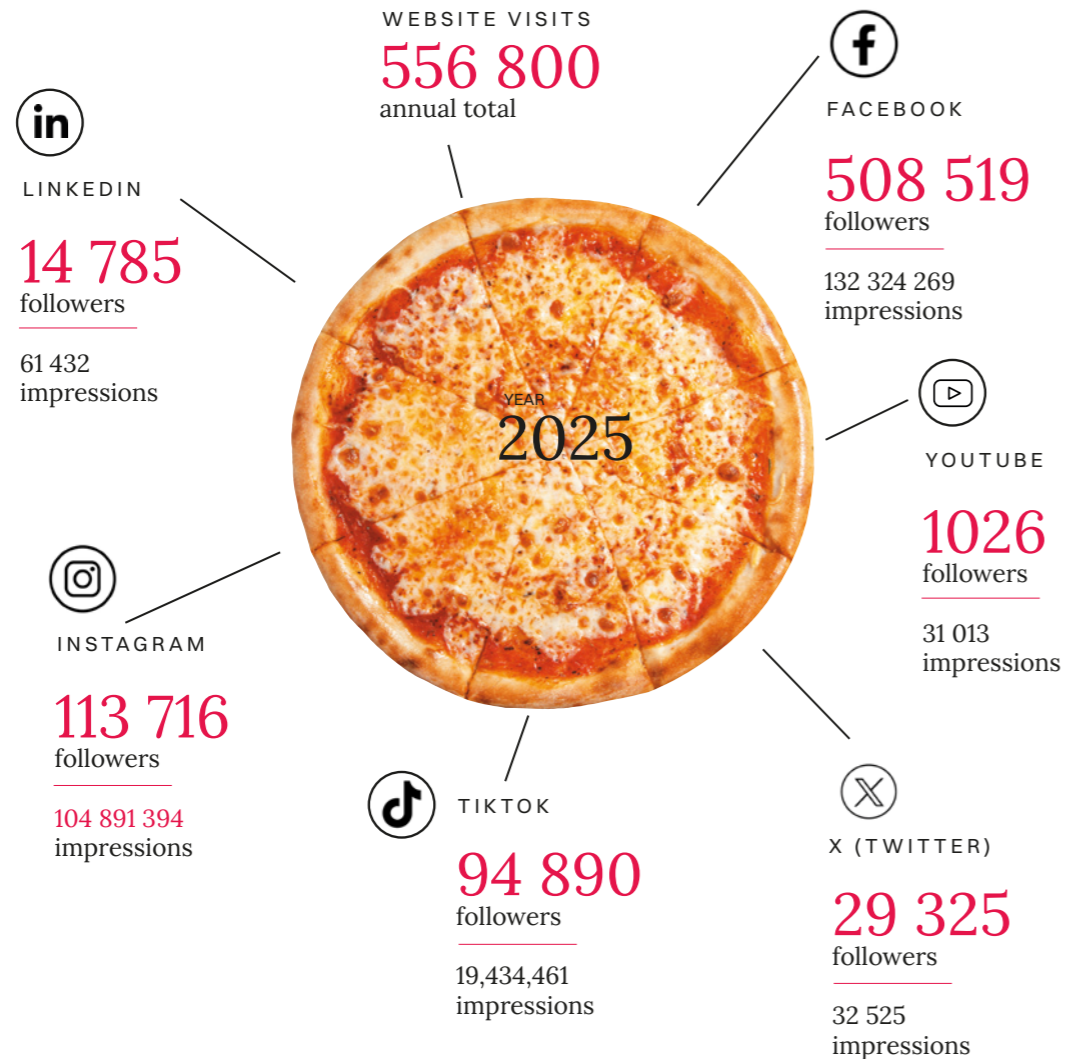
Effective communication goes beyond simply making an impact with a one-off message. The key is to build a relationship based on trust and loyalty with your customers. That's why, with around 800,000 followers across the group's brands on social media, hosting the fourth edition of the *Inimitables* competition featuring influencers like Leo Harlem, and sponsoring the running of the bulls at the world-famous "San Fermín" festival, we are confident that we are on the right track.

Around 80% of the Spanish population is familiar with the Palacios brand.

OVER 762 261 FOLLOWERS ON SOCIAL MEDIA AND 257 000 000 IMPRESSIONS.

In 2025, the Palacios Group remained the industry leader in terms of total social media followers, ranking second on Twitter and third on Instagram.

|                     | KPI                              | 2023        | 2024        | 2025        |
|---------------------|----------------------------------|-------------|-------------|-------------|
| <b>TV</b>           | TV impacts 1 year (mill.)        | 352 000 000 | 600 000000  | 619 000 000 |
| <b>SOCIAL MEDIA</b> | Followers                        | >614 252    | >704 834    | >762 261    |
| <b>SOCIAL MEDIA</b> | Impressions (mill.)              | 180 000 000 | 219 000 000 | 257 000 000 |
| <b>WEBSITE</b>      | Website visits from social media | 96 526      | 67 211      | 77 327      |
| <b>WEBSITE</b>      | Total visits to the website      | 661 903     | 565 206     | 556 800     |



619 000 000 IMPRESSIONS ON TV IN 1 YEAR.

Throughout the year, the Group maintained a consistent focus on the media, with the aim of consolidating and increasing our profile and popularity within society, including direct participation in competitions and public events. This activity has been carried out both through targeted advertising campaigns aimed at relevant target audiences and through coverage in the media and our presence on social media. We have featured in the press, on the radio and on television, making headlines in the food, business and other specialist media, as well as in the mainstream press, always with imagery and messages that have been perceived as positive by the target audiences of each of the initiatives undertaken.

It is worth noting that, in 2025, for the fourth consecutive year, we hosted the *Inimitables* Competition, hosted by Leo Harlem, both online and as a major public final event. Its huge success ensures the continuation of our *Inimitable* initiative. We have also launched a new advertising campaign featuring the advert "The best Spanish omelette after your own", starring Leo Harlem. This has led to a significant increase in brand awareness, reaching 55.4 (up 14.2 points compared to 2022)\*.

\* Source: Dym.



TELEVISION



TELEVISION



TELEVISION



SPECIAL OFFERS



WE'RE IN THE NEWS



[www.palacios.es](http://www.palacios.es)



  
**PALACIOS**  
*El secreto de una familia*