



*More than 50 years of growth*



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## FAMILY BUSINESS

Quesos El Pastor - Hijos de Salvador was founded in 1967 as a humble family cheese factory by Lorenzo, Salvador and Domingo, three brothers from Santa Cristina de la Polvorosa (Zamora).



# FAMILY BUSINESS

The **beginnings** were not easy, the three brothers manufactured and sold in the Santa Cristina area.

## TODAY



**We have a turnover of over 160 million euros**



**We manufacture in four factories**



**We reach more than 89 countries**





## FIRST PILLAR: QUALITY

It is impossible to have reached this volume of business if you do not offer your customers a **QUALITY** that encourages them to repeat the purchase of our cheeses.

This is something that all of us who work at Quesos El Pastor have kept in mind from our origins to the present day.

Moreover, we have **food certifications** such as IFS and BRC.



## FIRST PILLAR: QUALITY

A quality recognised not only by our customers through sales, but also in the most prestigious international awards.



ALIMENTOS DE ESPAÑA AWARD for internationalisation 2015, awarded by the Government of Spain.





## SECOND PILLAR: TRADITION AND MODERNISATION

In the cheese-making process, the most important points that **set you apart from the rest** are:

The  
selection  
of raw  
materials

+

The  
know  
how

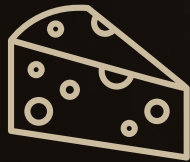
+

The  
expertise  
acquired

They are not incompatible with **modernisation**.

## THIRD PILLAR: DIVERSIFICATION

Over the last 30 years we have sought to diversify **different levers** that directly affect growth:



PRODUCTS



BRANDS



MARKETS

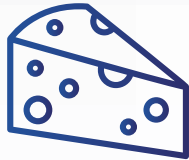


CUSTOMERS





# THIRD PILLAR: DIVERSIFICATION



## PRODUCTS

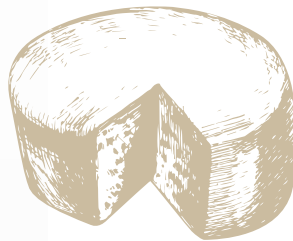
To offer our customers an assortment of cheese in **different varieties, formats and presentations** in order to cover most of their needs.



This commitment oblies us to increase our production resources.

**1967**

Born as a small artisanal factory.



1967



**20,000** kg



**1998**

Inaugurated a new factory of hard and semihard cheese (28,000 m<sup>2</sup>).

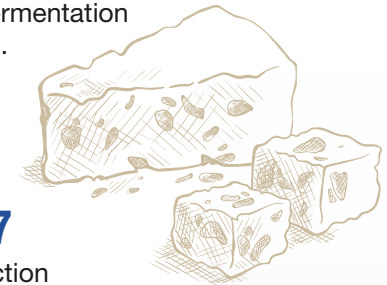
1998



**5,000,000** kg

**2012**

A new production plant is constructed for the elaboration of lactic fermentation products "log of soft cheese".



**2015**

IQF technology is implanted.

**2017**

Production and sale of Blue Cheese.

2021

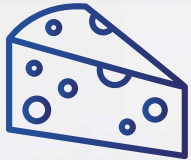


**15,000,000** kg



**300,000** liters / day

## THIRD PILLAR: DIVERSIFICATION



### PRODUCTS

Not only does our production capacity allow us to meet our customers' assortment needs, we are obliged **to innovate**, for which we use a minimum viable system that allows us to test and improve our commercial proposal.





# THIRD PILLAR: DIVERSIFICATION



**BRANDS**

Not only do we produce cheese under **our own brands**, but we also meet our customers' **MDD** needs, offering flexibility in formats, both in terms of product and type of packaging.

We have products protected by **PGI** and **PDO**.



## THIRD PILLAR: DIVERSIFICATION



MARKETS

89  
countries

We are not limited to domestic sales, we have been **exporting our products** for years, which gives us stability in the face of crisis situations in specific areas.



Our cheeses are exported to all five continents and are present in 89 countries.





## THIRD PILLAR: DIVERSIFICATION



### CUSTOMERS

We have a **sales team** that serves large-scale distribution, supermarket chains, hypermarkets and discount shops and a network of distributors that serves small customers by offering them products adapted to their type of business.



## THIRD PILLAR: DIVERSIFICATION



CUSTOMERS

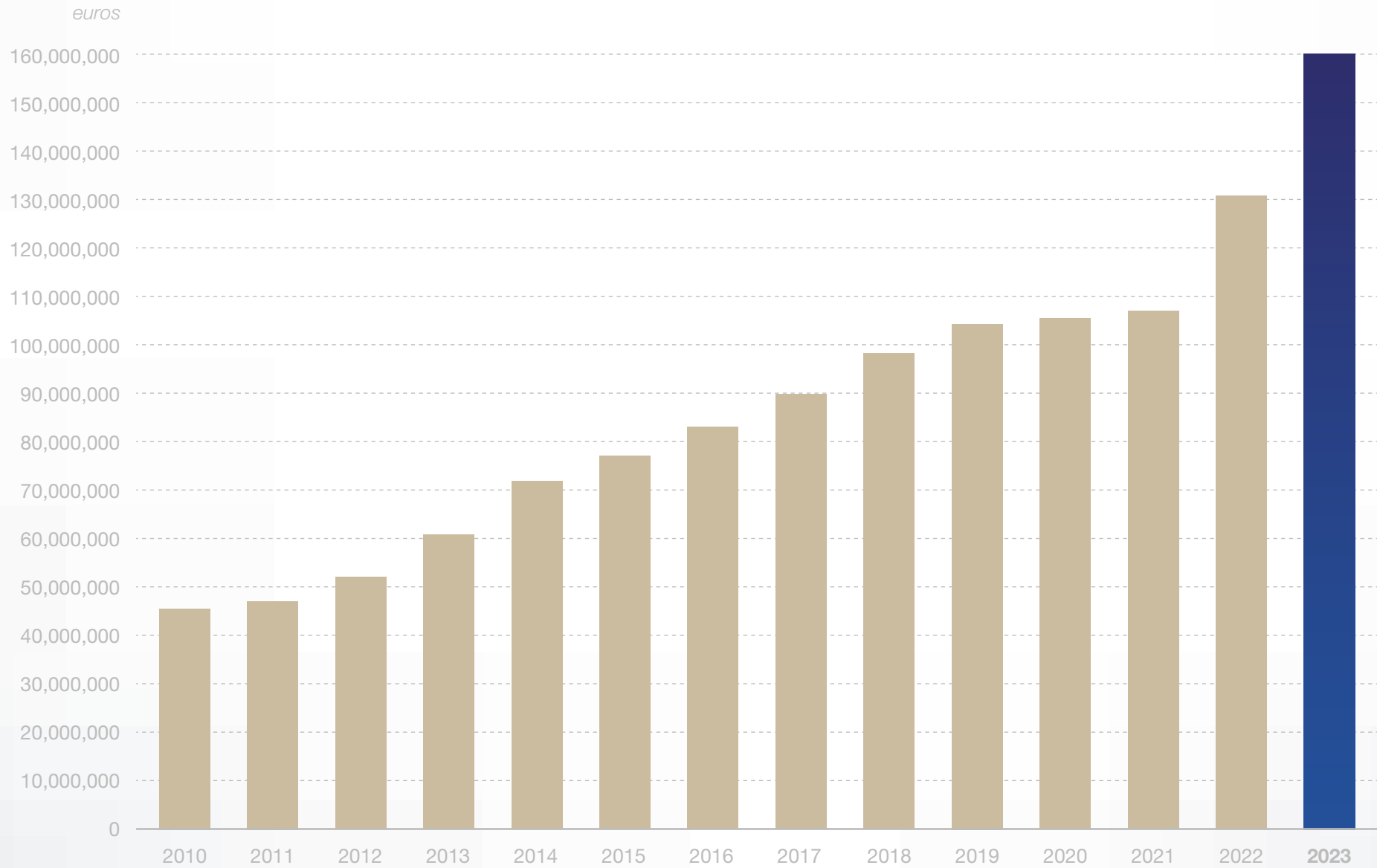
**We listen** to our customers, which allows us to **develop new products** to meet their needs and to constantly improve existing products.







# SALES

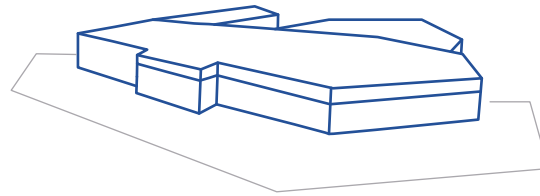


# IN FIGURES (2023)



Surface

50,000 m<sup>2</sup>



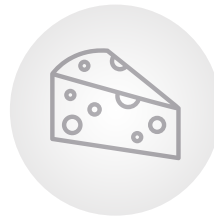
Turnover

160,000,000  
euros



Processed milk

115,000,000  
liters / year



Cheese

17,000,000  
kg / year



Livestock farmers

800  
livestock farmers



Workers

350  
on site





## OUR VALUES

*modesty*  
*work*

## SOCIAL ACTION

- **ASPROSUB**, our champions. This non-profit organisation aims to improve the quality of life of people with intellectual disabilities and their families.
- **We fix population in rural areas**, giving direct employment to 350 people and indirectly to the 800 farmers from whom we collect milk every day.
- **We are environmentally friendly.** For example, we use renewable energies (solar panels) and we treat all the water used in the production process.







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