



**TORRONS VICENS**

**COMPANY PROFILE**



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## VICENS COMPANY'S HISTORY

Torróns Vicens is a family company situated in Agramunt (Urgell, Lleida), with a long nougat tradition from 1775 and dedicated to the craftmade production of nougats and other specialties. In 2000, the businessman, Àngel Velasco and his son Àngel Velasco Herrero, are in charge of this company and since then, Agramunt's factory has experienced a continued growth, based on quality, innovation, service and price, that exports round the world and it has become a quality reference in most of the homes and in uncountable stores.

## QUALITY, TRADITION AND INNOVATION

The production of Vicens has been characterized since always for the production of Agramunt's Nougat, that is still elaborated with the same recipe and original processes since the beginnings in 1775.

With this product, there has been an incorporation of different varieties of artisan nougats to complete a range with more than 100 references. The same way, there has also been created a line of craftmade specialties forming, in total, an assortment of more than 300 products, all made with proximity ingredients and from the highest quality.

At the same time, there has been the creation of new products that have become authentic innovations on nougat's niche, with the target of transforming it from a season to a whole year product. In 2010, the range of Crispy Soft Nougats with a texture completely different from the one that has been done since then, based on crispy rice. In 2011 the Golden Nougat, with what Torróns Vicens won a FUNDE prize in the category of the most innovative company of the year. The prize was given by the Business Women, Managers and Professional Association of the public and private sector from Lleida and Barcelona. In 2012, the Salt Nougat, the first salty nougat in history. With an explosive taste and a crispy texture. That same year, the range of nougats, Excellence, was born. Made up of 18 varieties, personally selected by the Nougat Master, Àngel Velasco, and presented in a luxury case. In 2013, a range of yoghurt and



semihard nougats were created, inspired in the French Nougat.

But, with no doubt, this year's biggest creations have been, on one hand, the Hard Crispy Soufflé Nougat, made following the traditional Agramunt's Nougat recipes but with a high level of innovation, because it has air in its dough, which gives a result of a spongy and crispy nougat at the same time. A nougat recognized as the XXI century nougat.

On the other hand, the range of the nougats: NATURE, thought to transform the nougat to desserts that can be eaten during all year. It's about the five varieties created by the chef, Albert Adrià and the Nougat Master, Angel Velasco. That combine the high gastronomy with the Agramunt nougat tradition, giving as a result very original and high quality nougats.

The innovation has also been applied in the nougat packaging. Specially the fact of packaging vacuum , in a transparent bag so that the costumer can see the product, check the aspect and size, as well as placing piece of wood under the nougat to help its cutting. This last creation has been registered and has given very good results.

## QUALITY CERTIFICATIONS

This tireless passion for innovation is what makes that Torrorns Vicens, leaded by Mr. Àngel Velasco, has become the reference nougat brand in Catalonia, in sales and forecast.

This has also led to the obtaining of quality certifications in an international level and luxury like ISO 9001, international rule that is applied to the management of the company and the products they manufacture. This system looks for the maximum excellence in both the final product and the whole elaboration process.

Agramunt's Nougat has achieved different quality certificates along the years.



In 1984, they achieved the registered brand **“Q” on Food Quality**, given by **Generalitat de Catalunya**.

In 2002, Agramunt's Nougat acquires the recognition of the **Protected Geographical Indication**, label that secures that all the products with this logo are made in Agramunt, with high quality products; at the same time it holds **the EPGI European Protected Geographical Indication**, being the first bakery-pastry product that has achieved EU recognition.

An IGP label came along after the creation of the IGP Agramunt's Nougat in 2009, Generalitat's dependent organ but that has its own decision capacity in issues related with its rules. In the last elections, celebrated in 2011, Mr. Ángel Velasco, as Torrons Vicens's representative, he was chosen the new company president.

## RESOURCES

The offices and the central shop of Torrons Vicens are situated in a landmark building, it's shaped like an oval nougat, like Agramunt's Nougat, and is located besides the road C-14, a strategic location on an important lane that goes from Tarragona to Andorra.

The shop, on the ground floor, offers the visitors an unbeatable aspect, with all the products at their disposal. During all year, a big variety of nougats and other specialties, can be found, which with no doubt captivates all palates.

At the same time, the visitors can see the inside of the factory and, just in front of you, the development of the Agramunt's Nougat dough.

In 2011, the Nougat and Chocolate Museum was inaugurated, in the same area. A place dedicated to the history and trajectory of the Agramunt's Nougat Masters, especially on Vicens's family. The now a day's Catalonia's minister of Agriculture, Farming, Fishing, Food and Natural Resources, Josep Maria Pelegrí, inaugurated the space on 21st December, 2011, making real one of the personal projects





of Mr. Velasco, that was to give the town a center that would pick up the tradition and development of its typical sweets. It's important to remark the use of the latest technology and the four languages set up: Catalan, Spanish, English and French. Since its start up, the museum has become an authentic touristic attraction, joining the cultural offer of Agramunt and in fact, in 2013, has been the most visited cultural space in the whole comarca del Urgell, according to the Comarcal Advisory Board, with more than 16,736 attendees , 2190 scholars. Regarding to the factory, it has also been adding new lines in order to be able to produce more varieties of nougats.

Finally, a new warehouse for distribution has been built, sited on the Industrial Area of Agramunt. This new equipment has facilitated the warehousing and at the same time distribution.



## GROUP'S BRANDS

The growth of Torrons Vicens is also linked to new mergers and acquisitions of other companies related to the nougat and chocolate industry becoming a solid group.

These are **Torrans Àngel&Lluch** and **Chocolate Jolonch** de Agramunt and **Torrans Viar** of Barcelona. It's important to remark another fifth company, **Tasso 2000**, as a part of this group, dedicated to the production of frozen Chocolate Truffles and Frozen selected Desserts, owned by Family Velasco before the acquisition of Torrons Vicens.



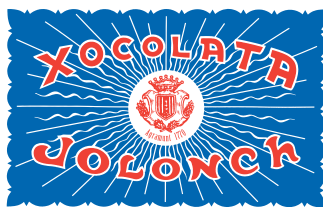
### Torrans Àngel & Lluch

The agramunt's company, founded by Mr. Angel Lluch, this company starts producing Nougats and other specialties in 1948, being the Agramunt's Nougat its main product. Ultimately it's known mainly for the development of BIO range, produced only with Natural Ingredients. Its manufacturing process is under EU law in order to offer to the consumer healthier products, safer and with all its natural properties and flavour. The company holds a CCPAE label, which warranties the Natural Origin of raw materials used on Nougats and chocolate production.





**JOLONCH**  
XOCOLATA A LA PEDRA  
D'AGRAMUNT DES DE 1770



### Torróns Viar

It's a long tradition company born in 1919 specialized to produce high quality Nougats and chocolates. Sited originally on the Sants' neighbourhood in Barcelona, today it's based on a state of the art facilities in a city on the surrounding area of Barcelona. The company with a strict quality department, day by day has been known in Catalonia as a brand reference on the artisanal nougat producers.

### Xocolata Jolonch

The surname Jolonch came from Paremola and is linked to the Nougat production since 1770. Chocolates Jolonch was one of the first brands manufacturing and selling nougats in Agramunt, first in Europe and the second in the world. This company has been passing from generation to generation since a short time ago, when they decided to quit the chocolate production and then Mr. Velasco takes the company in the beginning of 2013 with the goal to keep it running and increase its scope.

Along its history, Chocolate Jolonch has been characterized mainly for its production of Stone ground Chocolate, considered as a local variety of Agramunt. Today, other varieties fulfil the offer, as a wide range of extra quality chocolates and a beautiful look.

Its quality has been known because of its total handcrafted process and top quality. Nowadays still this artisanal method is used and the old machines, becoming an authentic museum of tools used from the beginning of its operation. This renewed brand of chocolate Jolonch and Agramunt chocolate is a fact that President Companys, before he died in 1940, as his last will he asked for a piece of bread with Agramunt's chocolate, as a reflect of the book of Josep Benet "Exili i mort del president Comanys".



## PARTNERS

All the times, Torrons Vicens has been known because its relationships and synergies with other companies and celebrities. An example is the collaboration held with Xavier Gabriel along the years, owner of the Lotto administration “La Bruixa d’or” sited in Sort. The more known project was the launch of “Torró La Bruixa d’Or”, adaptation of the gold nougat to Gabriel’s brand, conferring to the product a jump on the media, with benefits for both companies.



Another important collaboration has been settled during 2013 with the newly gifted of two Michelin Stars, Albert Adrià. Torrons Vicens and the renowned chef created the line Natura. This line of nougats based on desserts, some of them from Bulli’s Restaurant, and becoming Nougat bars, a fusion between top cooking and Agramunt’s Nougat Tradition.



## MARKETS (INTERNATIONAL)

After the creation of the new Export department, new trading venues had been opened in countries of the five continents. Recently China, nevertheless other areas like Emirates had been part of the new trading relationships. In total, it’s in more than 20 countries where Vicens Products are exported, mainly Russia, France, United States, Switzerland and United Kingdom, now meaning the 20% of the total production. Some of the cases, good forecast is part of the decision to the company to explore the possibility to open new own stores on foreigner countries, like France or Germany.



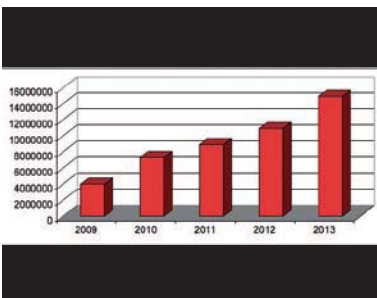
The participation on international trade shows has been a key in order to pen these new foreign markets, shows like **ISM in Cologne, Germany or Gulfood in Dubai, Arab Emirates.**

Same time, Torrons Vicens is showcasing on **Alimentaria trade show** since 2010, held in Barcelona every two years.



Alimentaria 2014





## MARKETS (NATIONAL)

Besides their own retail stores, Torrónes Vicens distribute its products thru big Retailing Companies like El Corte Inglés, Alcampo, Carrefour, Caprabo among the others, meaning this channel the 60% of the sales.

And they also produce Private Label for companies like Miquel Alimentació, El Club del Gourmet of El Corte Inglés, Bon Preu, Àrea de Guissona, among the others.

## POSITIONING AND GROWTH.

Nowadays, based on third parties statics, Torróns Vicens has a strong position into the nougat market, becoming on the national market leaders on the artisanal sector, and in Catalonia leaders on the nougat general market.

Last year Torróns Vicens had a growth of 30%, with a group turnover between 15 to 20 Million of Euros.

That's the key reason of why today Torróns Vicens has become a reference of Brand on the nougat market with an important forecast of growth, but keeping its family owning and artisanal essence, a stamp of the company.

## PRODUCTS

Torróns Vicens has been increasing and improving their offer with lots of effort and dedication. Besides Nougats a new range of first quality specialties now fulfil the offer.

### “TURRONES”

**Agramunt's Nougat**, following 1775 recipes this is the most traditional variety. Format of 10 individual pieces of 30 grams, in bag or pack can be elaborated with Almond or hazelnut and also chocolate coated.

**Artisanal Range**, there is more than 100 varieties of hard nougats, soft, yolk, marzipan, chocolate, “guirlache”, coconut, yogurt, demi hard, no sugar, etc, packed on slabs of 500 and 300 grams, vacuum





packed and with a wooden base to facilitate to cut.

**Gourmet and FCB range**, Nougats range produced with selected raw materials and presented on a luxury case displaying its quality. This range came with two formats, 300 and 500 grams.

**Excellence Range**, this line has been developed by the Nougat master Angel Velasco, made with first quality ingredients and displayed on a awesome case. These nougats are packed on a long case of 300 and 250 grams.

**Albert Adrià – Natura Range**, line of nougats jointly created with Chef Albert Adrià. Combining high cooking with Agramunt nougat tradition, the result is a high quality and original nougat. It's packed in a stylized and attractive case of 300gr.

**Nougats and chocolates without sugar** designed for health conscience people but still with all the taste and top quality.

## ARTISANAL SPECIALTIES

**Small Bags**: wide variety of products in a perfect packaging to eat everywhere. Caramelized dry nuts or chocolate coated, truffles, among others. There is a line under FC Barcelona licence on this assortment.

**“Barquillos Artesanos”** classics and chocolate coated.

**Artisanal cookies**, dedicated taste and texture selection, made with top quality ingredients, mixed and baked to perfection. Can be find in two formats, plastig bag or white cube case for special occasions.

**Nougat Spread Cream** made with natural ingredients and traditional way. Nougat of agramunt spread cream and nougat with chocolate spread cream.

**Honey and artisanal Jams** wide variety of flavours made with top quality natural ingredients.



**Chocolates in cases of 250 and 300 g.** with vanilla, white, milk, bitter, with almonds or with hazelnuts.

**“Carquiñolis”:** century recipes are used to produce our artisanal “carquiñolis”.

**Individual Artisanal Nougats,** the quality of the artisanal nougat in a on the go format, good at any time of the day.

Individual Agramunt Nougat of 50 or 30 grams, of hazelnut or almond, classics or chocolate coated. Perfect to enjoy classic agramunt nougat at anytime.

**Liquors** of Agramunt Nougats, of Nougat cream of Agramunt and of Stone Ground Chocolate. Three specialties to taste the classic nougats of agramunt in another format.

Chocolates, “Polvorones”, Filled Almonds, marzipan figures, and a lot of other Christmas specialties to surprise your guests with quality and taste.

## STORES

Torróns Vicens uses different ways of distribution for the produced products. One is the retail stores network, approximately represents the 40% of the retail sales of the company, and the rest 60% is on Retail and multiples.

Some of the stores are owned and other are franchised, since 2010 has been spread the network and today is a network of 24 stores sited in Catalonia, Madrid and France(Perpignan).

The target of these stores is to change seasonality of this product nowadays very focused on Christmas days on our country, different on other countries where a whole year around consumption is the usual.

Locations of Stores are basically on strategically touristic spots with the objective to attract local public and foreigner visitors. Aside these physical stores Torrons Vicens online sales are today available on the most of the European countries.

Stores are sited in singular places and very centric. All of them keep same appearance with particular differences. Wooden furniture finished in ivory colour and a lot of product showcasing with warm wall colours with specialties pictures showing to the visitors a close







product, artisanal and with the highest standard of quality.

On the same way, two new stores have been opened at El Corte Ingles of Plaza Catalunya in Barcelona and Preciados in Madrid. These stores running last Christmas season and after the success the agreement will extend these operation during all the year as a resoult of this agreement Torrons Vicens will have a prominent presence in the most select food areas in this two stores.

Nowadays our 24 stores are distributed as the following:

#### **AGRAMUNT (LLEIDA)**

- Ctra. Tàrrega, 1
- C. Sió, 2

#### **BARCELONA**

- C. Comte d'Urgell, 61
- C. Petritxol, 15
- C. Consell de Cent, 308
- C. Call, 10
- Mercat Boqueria P. 405-409
- Les Rambles, Quiosc N.43
- EL CORTE INGLÉS Pza. Catalunya, 14 Planta -1

#### **SITGES (BARCELONA)**

- C. d'Espanya, 2
- C. Parellades, 23

#### **LA JONQUERA (GIRONA)**

- Ctra. N II, Camí de la Piscina, 11

#### **BOSSÒST (LLEIDA)**

- C. Sant Roc, 1

#### **SORT (LLEIDA)**

- Av. Generalitat, 9

#### **GIRONA**

- C. de la Força, 17

#### **LLEIDA**

- C. Major, 74

#### **FIGUERES (GIRONA)**

- C. Sant Pere, 15

#### **PLATJA D'ARO (GIRONA)**

- C. Pineda del Mar, 16 Local 3

#### **SALOU (TARRAGONA)**

- C. Barcelona, 41

#### **LLORET DE MAR (GIRONA)**

- C. Narcís Fors, 5





## PUIGCERDÀ (GIRONA)

- C. de les Escoles Pies, 14

## PERPINYÀ (FRANÇA)

- 4 Rue Voltaire

## MADRID

- C. Mayor, 43

- EL CORTE INGLÉS, Preciados, 3 Planta -1

## PRESS

Due to this big expansion of Torrons Vicens has derivate in a big impact on the media for different reasons, economic and business or for the new products launching.



España	Cabrit	Lluc	Nap	Escamotat	Rulo
MARÇ 2012	MARÇ 2012	MARÇ 2012	MARÇ 2012	MARÇ 2012	MARÇ 2012
12-14€	17-19€	12,5€	27€	22-38€	3,5€
NOVEMBRE 2011	NOVEMBRE 2011	NOVEMBRE 2011	NOVEMBRE 2011	NOVEMBRE 2011	NOVEMBRE 2011
13-14€	17-18€	10€	17-22€	19-27€	3,25€
AUG	AUG	AUG	AUG	AUG	AUG
14€	19-22€	10-11€	27-29€	20-41€	3,25€





**FACTORY, MUSEUM AND PRINCIPAL SHOP**

Ctra. de Tàrraga, 1  
25310 Agramunt - Lleida - SPAIN  
Tel. +34 973 39 06 07 · Fax +34 973 39 16 01  
[torrons@vicens.com](mailto:torrons@vicens.com)

**COMMERCIAL OFFICE**

C. Dr. Josep Castells, 10 (Pol. Salas)  
08830 Sant Boi de Llobregat - Barcelona - SPAIN  
Tel. +34 93 630 82 71 · Fax +34 93 654 73 86  
[comercial@vicens.com](mailto:comercial@vicens.com)

[www.vicens.com](http://www.vicens.com)  
[www.vicensonline.com](http://www.vicensonline.com)