



*Takes care of you*



# Our history



ARLUY was created in 1988 after the family SAN JUAN sold its former biscuit company, the well known MARBU. The new factory was settled in Logroño, in the industrial area of La Portalada.

ARLUY maintains its family ownership based on three generations experience as biscuits manufacturer, investing in technological innovation and promoting differentiation of its products.

Since the beginning of the company, the target is to develop products focused on Specialties and filled biscuits, avoiding to fight in the low differentiated market of basic breakfast biscuits.





# Our history

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In 2009, ARLUY purchased from GRUPO SIRO, the two most well-known brands of this company; REGLERO and RIO. Brands, valued and known by consumers, which complement the products range of the company.

The purchasing of both brands proves the commitment of the company to keep growing, in being one of the renowned Spanish manufacturer on the market and to lead the segments of added value into the biscuits market.

# Our history

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In 2011, ARLUY achieved an agreement with the multinational GRUPO NATRA for the purchasing of the chocolates brand **ZAHOR**.

This purchase allows **ARLUY** to expand its business to a complementary market closed to the biscuits business as we are leaders in manufacturing biscuits with chocolate.



# Our history

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In 2012 ARLUY purchased a new facility of 35000 m2 in which has installed new production lines, which allow to face sales increasing into the Domestic market as well as into the Export one.

This operation is part of growing plans for developing new projects of R&D+i and export.





# Our brands



ARLUY is the brand exclusively dedicated to healthy and entertained products focused on kids and teenagers.





# Our brands



REGLERO is our brand of handcrafted products of premium quality mainly directed to adults.





# Our brands



RIO is our brand of healthy snacks for all the family members.





# Our brands



Our aim with ZAHOR is to recover it back as one of the renowned brand on the market. ZAHOR will become the polyvalent brand for all the family.



# Our position



ARLUY covers the entire market spectrum, for such reason, and being conscious of the importance for end consumers of our customers' brands, ARLUY manufactures products for Private Labels with the highest quality and adapted to the needs and requirements of each customer.





# Our strengths



- ~ Innovation and differentiation
- ~ Agility and flexibility
- ~ Investment





# Innovation



## Products





# Innovation



ARLUY develops and launches yearly between 3 and 5 new products, this would not be possible without the ARLUY Research and Development department, in charge of investigating new developments related to raw materials, packaging and products tests.

All these new launchings are tested with potential customers, kids and mothers, who test and evaluate new products in a specific area created for such purpose. Thanks to their comments and opinions, we can extract conclusions which help us to decide if a product is suitable or not, independently of other matters.



# Innovation



## Marketing





# Innovation



## Advertising





# Export



Since the creation of the company, we have always had a strong vocation and commitment with its internationalization, being present nowadays in more than 80 countries worldwide. Our main markets are Portugal, Italy, Switzerland, Japan, Russia, South Korea, USA and China.

Right now, our export sales represents a share of 25% of our yearly turnover. Our aim is to keep growing up with all our brands and reach a share of 35%.





# Export Offices



SHANGHAI (CHINA)



PARIS (FRANCE)

LOGROÑO (SPAIN)



# Quality Certifications



ARLUY works day by day to reach the highest quality standards. This effort has been awarded with the certification of the regulation UNE-EN ISO 9001 during the year 2003 and also later on with the certification of Environmental management ISO 14001.

During the year 2010 we got the following certifications in food safety as IFS version 6 and BRC version 6.

We are associated with Green Point since August 1997, we introduced the EAN Code and DUN 14 in all our products, with the possibility of UPC for the American market. Since 2005, we have also introduced the EAN code 128.





# Innovation

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We bet to keep on growing up thanks to:

- ~ To strengthen our brands
- ~ To increase export sales
- ~ To sign agreements to market others products
- ~ To purchase others brands
- ~ To increase market share

FUTURE



*Takes care of you*

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**Thanks**  
**for your attention**