



RIOVERDE

ENCURTIDOS & CONSERVAS

— *Maxima excellentia* —



# RIOVERDE

ENCURTIDOS & CONSERVAS

*Maxima excellentia*



de la calidad

a la excelencia

from quality to excellence

de la qualité à l'excellence



Rioverde: variedad, calidad y servicio  
Rioverde: variety, quality and service  
Rioverde: variété, qualité et service





**el Sabor Rioverde:** en su punto justo

**the Rioverde taste:** just the right touch

**le goût Rioverde:** toujours à point







**los clásicos Rioverde:** hoy, como siempre  
**Rioverde classics:** today, just the same as always  
**les classiques Rioverde:** aujourd'hui, comme toujours



**los snacks Rioverde:** crean afición

**Rioverde snacks:** they make fans of you

**Les snacks Rioverde:** une vraie passion





**las ensaladas Rioverde:**  
preparadas, listas, ¡ya!

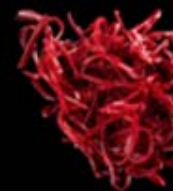
**Rioverde salads:** ready, to the table, go!

**les salades Rioverde:** prêtes à savourer !



los colores Rioverde  
the colours of Rioverde  
les couleurs de Rioverde





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the colours of Rioverde  
les couleurs de Rioverde





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# The company Rioverde

- **Comercial Rioverde, S.A.** was founded in **1.976**, with the aim of producing, packaging and marketing high quality pickles and canned products.





## Locations, Facilities, Capacity.

The Rioverde factory in Logroño (La Rioja) covers a total area of 17,000 square meters, with 8,000 square meters of buildings, including the packaging plant, laboratory, offices and warehouses.

We have two fully automated pickle production and packaging lines, with a daily production capacity of 120,000 units (10,000 boxes) in two shifts.

As well as our central warehouses, we have warehouses throughout mainland Spain and Portugal and the Balearic and Canary Isles for better service.



# Marquet Quota

According to ACNielsen data, the “Rioverde” brand market share in Spain is **15.2%** of the total packaged pickles market, with more than 230 registered brands.

We also package own brands for various distributors, Rioverde produces around **35%** of the packaged pickles consumed in Spain.

# Main Customers

## 1.- Hypermarkets:

- Carrefour
- Alcampo
- Eroski
- Haley
- Hiper Copo
- Hipercor
- E.Leclerc
- Hiper Dino
- HiperSol
- Hiper Trébol

# Main Customers

## 2.- Supermarkets:

- El Corte Inglés
- Caprabo
- Froiz
- Condis
- Covirán
- Suma
- H.Usera
- Intermarché
- Supercor
- Sabeco
- Bonpreu
- Super Olé
- Dani
- Alteza
- Sorli-Discau
- Dinosol



# Main Customers

## 3.- Cash and Carry centers:

- Gros Mercat
- BonMercat
- Serodys
- Cash DIAN
- Cash Colombino
- Cash Usera
- Punto Cash
- Cash Diplo
- Cash Sevilla
- Cash Costasol
- Cash Barea
- Top Cash



# Competitive Advantages

## 1.- Quality:

**Fresh products** pickled in **wine vinegar** (not acetic acid or alcohol vinegar).

## 2.- Image:

Product PRESENTATION. Development of the “Rioverde” brand as a key factor in achieving added value. BRAND IMAGE AND VALUE

## 3.- Range:

The widest range of pickles on the market with 31 different products over 120 different product references.



# Competitive Advantages

## 4.- Price:

A competitive pricing policy. Rioverde products are marketed in Spanish distribution channels at the best possible price for “top of the range pickles”.

## 5.- Service and Supply:

Although these are “seasonal” products, i.e. they are harvested over a period of one to three months, our production capacity **ensures** supply of products to our customers throughout the year with compliance of order deliveries



# Range of products

## ➤ *Traditional pickles*

- ✓ Green Hot Peppers
- ✓ Mixed Specials
- ✓ Picadillo
- ✓ Capers
- ✓ Caperberries
- ✓ Mild garlic cloves in olive oil.





# Range of products

## ➤ *Apetizers*

- ✓ Spiced gherkins
- ✓ Traditional gherkins
- ✓ Bittersweet gherkins
- ✓ Anchovy flavour gherkins
- ✓ Gordal olives with hot peppers
- ✓ Gordal olives with gherkins
- ✓ Sweet banderillas



# Range of products

## ➤ *Apetizers*

- ✓ Spicy Banderillas
- ✓ Banderillas Gran Bouquet
- ✓ Traditional cocktail onions
- ✓ Bittersweet cocktail onions
- ✓ Cocktail of pickles
- ✓ Gherkin sticks
- ✓ Gherkin slices



# Range of products

## ➤ *Salads*

- ✓ Grated carrot
- ✓ Grated beetroot
- ✓ Sliced beetroot
- ✓ Grated celery
- ✓ Soja sprouts

# Range of products

## ➤ *Salads*

- ✓ Chinese salad
- ✓ Mediterranean salad
- ✓ Baby carrots in vinaigrette
- ✓ Bittersweet Roasted Pepper salad
- ✓ Baby corncobs
- ✓ Salad dressing – Cocktail for salads



RIOVERDE

*Encurtidos*



*Conservas*

MAXIMA EXCELLENTIA



Aceituna Gordal con Guindilla  
Queen Olives with Green Hot Peppers  
Olives "Gordal" farcies aux Piments Verts Piquants



Aceituna Gordal con Pepinillo  
Queen Olives with Gherkins  
Olives "Gordal" farcies aux Cornichons



Alcaparras Capucine  
Capers Capucine  
Câpres Capucine



Alcaparrones  
Caperberries



Ajos Suaves con Aceite de Oliva  
Mild Garlic Cloves with Olive Oil  
Ails Doux à l'huile d'olive



Banderillas Dulces  
Not Hot Banderillas  
Brochettes de Végétaux Non Piquantes



Pepinillos Tradicionales  
Traditional Gherkins  
Cornichons au Goût Traditionnel



Pepinillos Especiad Mediano  
Medium Spiced Gherkins  
Cornichons Spécaux moyens



Pepinillos Especiad Pequeños  
Little Spiced Gherkins  
Cornichons Spécaux petits



Pepinillos Agrdulces  
Bittersweet Gherkins  
Cornichons Aigre-doux



Pepinillos Sabor Anchoa  
Gherkins Anchovy Taste  
Cornichons Goût Anchois



Rodajas de Pepinillo Fresco  
(Slices)  
Slices Gherkins  
Cornichons en Rondelles



Remolacha de Mesa en Rodajas  
Slices Beetroot  
Betterave en Rondelles



Ensalada de Apio Rallado  
Juliened Celery  
Julienne Céleri



Ensalada China  
Chinese Salad  
Salade Chinoise



Soja Germinada  
Soya Sprouts  
Pousses de Soja



Ensalada Mediterránea  
Mediterranean Salad  
Salade Méditerranéenne



Mazorquitas de Maiz  
Baby Corn  
Petites Epis de Maïs







**Banderillas Picantes**  
Hot Banderilla  
Brochettes de Végétaux  
Piquantes



**Banderillas Gran Bouquet**  
Gran Bouquet Cocktail Sticks  
Brochettes Grand Bouquet



**Cebollitas Blancas Tradicionales**  
Spring Onions  
Petits Oignons



**Cebollitas Rojas Agri Dulces**  
Bittersweet Red Spring Onions  
Petits Oignons Rouges  
Aigre-douces



**Cocktail de Encurtidos**  
Cocktail Pickles  
Cocktail de Condiments



**Guindillas**  
Green Hot Peppers  
Piments Verts Piquants



**Varitas de Pepinillo Fresco**  
(Sticks)  
Sticks Gherkins  
Sticks de Cornichons



**Variantes**  
Assorted Pickles Vegetables  
Assortiment de Légumes



**Picadillo de Variantes**  
Minced Mixed Pickles  
Julienne de Légumes en Morceaux



**Aliños**  
Dressing-special combinations  
Assaisonnements



**Ensalada de Zanahoria Rallada**  
Julienned Carrots  
Julienne de Carottes



**Remolacha de Mesa Rallada**  
Julienned Beetroot  
Julienne de Betteraves



**Zanahorias Baby Aliñadas**  
Baby Carrots Bittersweet  
Petites Carottes Aigre-douces



**Ensalada de Pimiento Agri Dulce**  
Red Pepper Salad (Stripes)  
Salade de Piment Rouge



**Pepinillos Rellenos de Anchoa Natural**  
Gherkin stuffed with genuine anchovy  
Cornichon farci à l'anchois naturelle

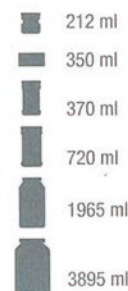


**Pepinillos Rellenos de Pimiento Piquillo Asado**  
Gherkin stuffed with roasted piquillo pepper  
Cornichon farci au piquillo piquillo rôti



**Pepinillos en Rodajas Agri Dulces**  
Slices Gherkins. Can 10 Kg  
Cornichons en Rondelles.  
Boîte 10 Kg

Capacidad  
Capacity  
Capacité



■ Disponible  
Available  
Disponible  
□ No Disponible  
Nonavailable  
Non Disponible