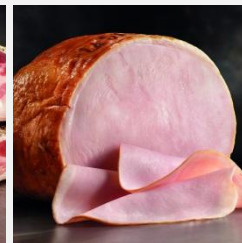




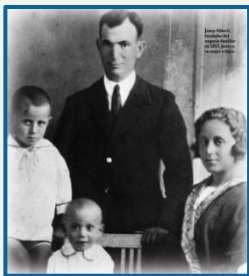
JOAQUIM ALBERTÍ, S.A.



Nanna Arnt
Area Manger

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Where do we come from?



The family Albertí founded a deli in Campllong, becoming a benchmark in the area.



Moment of great commercial expansion. We enlarged the range of products specially in with the cooked products and our distribution was extended throughout Spain.



Joaquim Albertí began the exportation to Portugal and Italy.

1917

1947

1963

1987

1989

2008

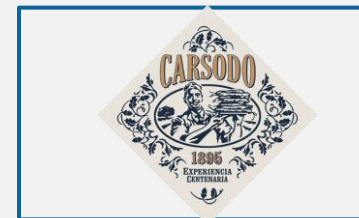
We achieve to elaborate a canned ham of high quality, accelerating the growth of the company. The brand "La Selva" is registered.



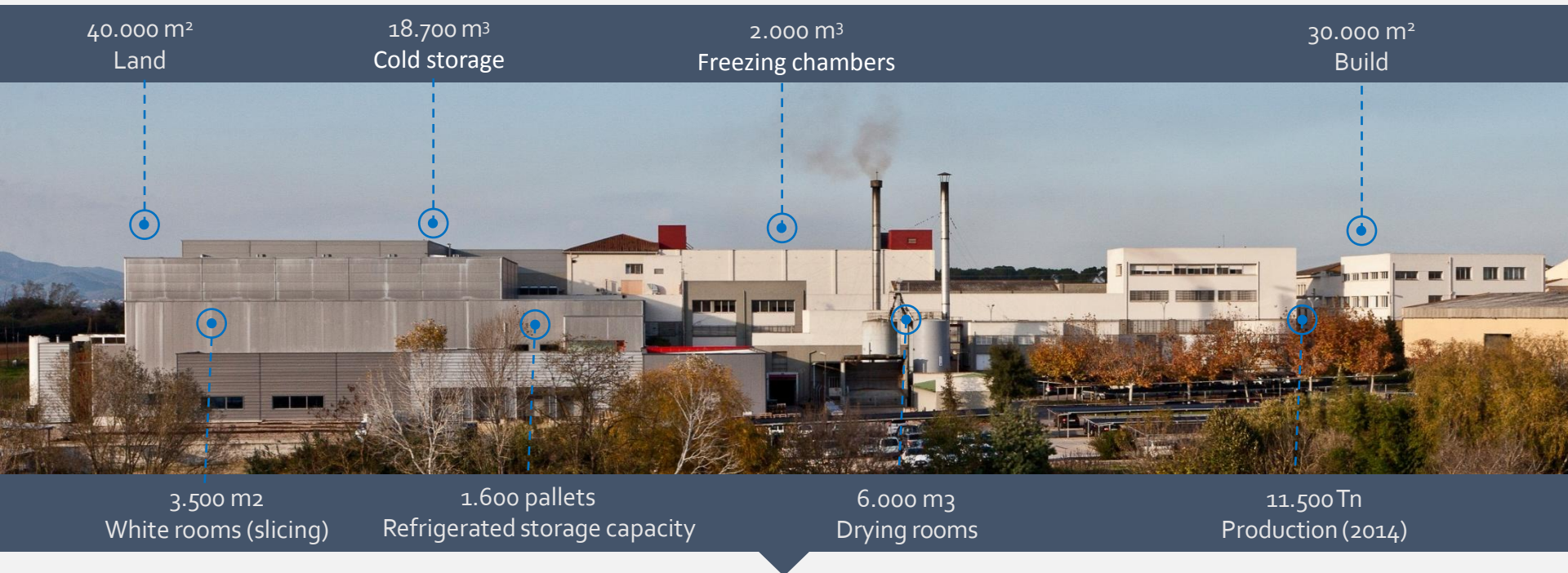
Incorporation of Xavier Albertí, the third generation, as a General Manager. With him all areas of the company became professionalized: R &D, Quality, Production, Sales ..., obtaining one of the first ISO 9002 certification of the sector.



We acquire the trademark CARSODO, being a leader in the segment of the cured products and we expanded our product range.



Company Profile



Founded in 1917

Family business specialized in the meat and elaborated product s. Butcher and deli store



Employees

+ 300 People working to obtain the best quality of product and full customer satisfaction.



Quality Certifications



Our customers

75%

RETAIL

22%

SPECIALITS

3%

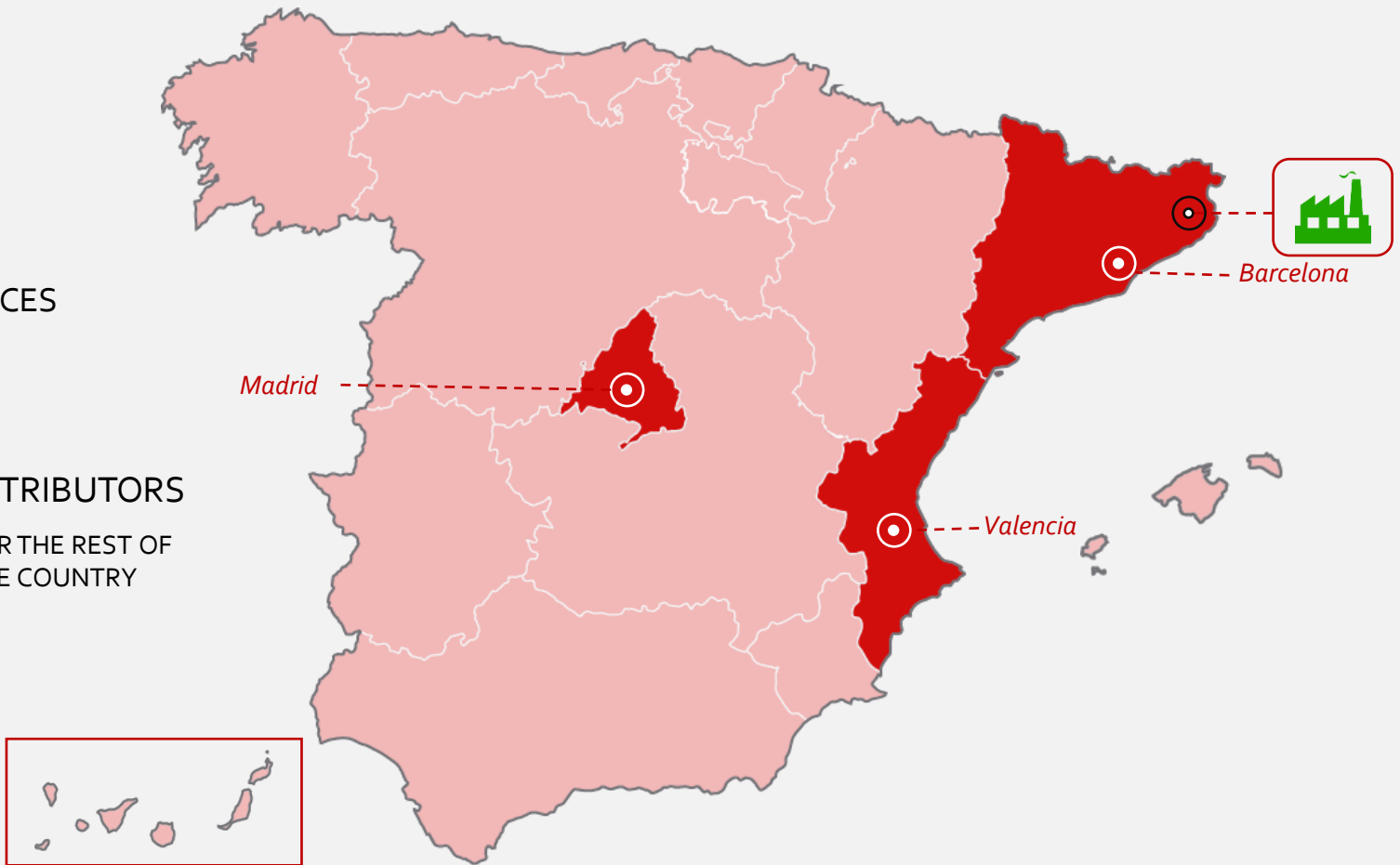
HORECA

12 Millions Kgs.
58 Millions/€

Our own network -traditional clients

3 OWN OFFICES

50 DISTRIBUTORS
FOR THE REST OF
THE COUNTRY



International markets

86%

DOMESTIC
MARKET

14%

EXPORT
+20 country



Our brands

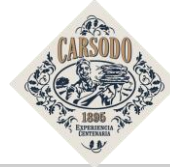


ALTA XARCUTERIA
LA SELVA
JOAQUIM ALBERTI S.A. - CAMPLLONG - GIRONA

The principal and priority brand, where the company concentrates its efforts.

Focus on cooked products, mainly **cooked ham and turkey**, native cured and culinary deli items, all distinguished by its high quality.

Aimed at demanding consumers; in the **traditional channel, retail markets and exports**, with will be clearly referring as **Premium products**.



The Carsodo brand that was founded in 1895 and brings together a range of **dried products**; whole pieces and retail packs, placed **on the specialized channel and export markets**.



GALA
Joaquim Alberti S.A.
Barcelona - Girona

Umbrella brand that contains **cooked and dried products** marketed exclusively in the **specialized channel**.

Product types

01

Deli Products

Cooked and smoked hams, bacon, turkey breast, cooked sausages, chorizo, salchichón, fuet, serrano ham, etc.

02

Self Services Products

Sliced cooked ham, sliced bacon, sliced turkey, sliced chorizo, sliced salchichon, fuet, fuet chorizo, chorizo sarta, turkey chorizo, turkey salchichón...

03

Tapas – Appetizers

Dates in bacon, lords (frankfurters in bacon), chistorritas, cheese in bacon and prunes in bacon.

04

Snacking Range

Mini fuet, mini chorizo, sliced chorizo, sliced fuet.

05

Cooking Chorizo & Sausages

BBQ, Tex Mex, Criollo

06

Food Services

Cooked and dry products. Whole pieces and sliced.

Production of cooked ham



Standard method



- Made with pieces of pork ham.
- Mechanical injection of brine.
- The brine contains ingredients that are not essential for making ham: flavourings, gelling agents, flavour enhancers, etc.
- De-boned at the start of the process
- Intense and accelerated massage in drums.
- Produced in 24-48 hours
- Gelling agents and flavorings are usually added. The final texture is more rubbery and the taste is not as natural.

La Selva Traditional method



- Meticulous selection of the raw material
- Always the whole leg is used..
- Manual injection, piece by piece, in the main artery of the ham.
- The brine is made with basic ingredients: water, salt and a little bite of sugar.
- The bone is retained, as it gives more flavour and aroma, until the piece is packaged.
- Long maturing.
- Produced in eight days.
- Natural meat flavor and slightly fibrous texture characteristic of cooked meat.

Premium cooked Ham



PREMIUM COOKED “IBERICO” HAM



PREMIUM COOKED & TOASTED “DUROC”



COOKED AND SMOKED HAM



COOKED HAM WITH HERBS

Premium cooked ham



PREMIUM COOKED HAM IN **ALUMINIUM**



PREMIUM COOKED & **SMOKED** HAM

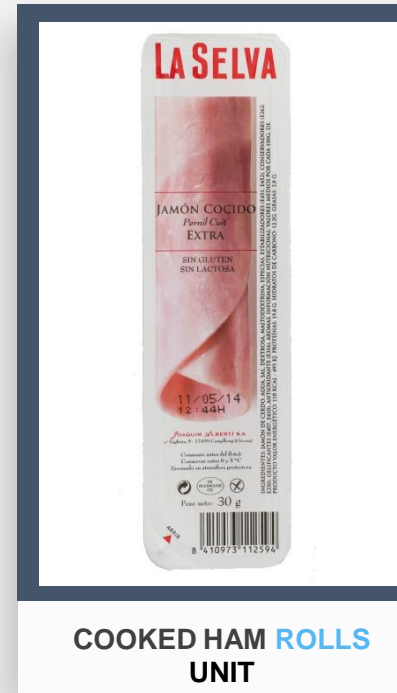


PREMIUM COOKED “BUFFET”



COOKED ARTESANO HAM WITH **CARAMEL**

Premium cooked gammon rolls



«Tapas » - Appetisers



Dates in bacon / Chistorritas / Frankfurts in bacon / Cheese in Bacon / prunes in Bacon



Packs of 150 g



Tray of 1 kg

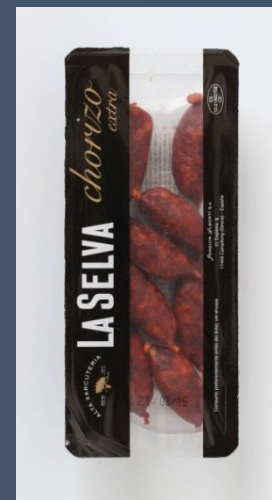


Pioneers in Tapas products
Nº 1 in Spain

Snacking



Fuetets (mini fuet) / Sliced Fuet



Choricitos (mini chorizo) / sliced chorizo



WHY IT'S DIFFERENT ?

- Smooth and mellow flavor
- The traditional taste of all times
- Ready to eat
- Peeled and sliced
- Ready for your sandwich
- Ideal for snacking

Turkey LA SELVA



TURKEY BREAT LA SELVA



ROASTED TURKEY BREAT LA SELVA



TURKEY LEG LA SELVA



CHOPPED TURKEY LA SELVA

Turkey GALA



TURKEY BREAT GALA



TURKEY BREAT GALA W. HERBS



TURKEY BREAST GALA W. CARAMEL



SMOKED TURKEY BREAST G. W. HONEY

MORTADELA Y CHÒPPED



MORTADELA BOLOGNA



MORTADELA WITH OLIVES



MORTADELA



CHOPPED PORK

Fuet Carsodo



PORK

Chorizo sarta Carsodo



PORK

New presentation – Pork products



SLICED

Chorizo sarta Carsodo



PORK



TURKEY

New presentation



Whole Pieces

COOKING CHORIZO



PORK