

The logo for Gullón, featuring the word "gullón" in white lowercase letters on a green square background.

# PRESS KIT

GULLÓN,  
MORE THAN  
130 YEARS OF  
BISCUIT HISTORY

June 2025





## **TABLE OF CONTENTS**

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	Pages
1. Galletas Gullón at a glance	3
2. History of the company	5
3. Leader in healthy biscuits	8
4. Products	9
5. Economic performance	11
6. A responsible business	13
7. Press contact	16



## 1. Galletas Gullón at a glance

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### THE COMPANY:

- ▶ Galletas Gullón is **one of the leading biscuit manufacturers** in Europe.
- ▶ In 2022, the company celebrated its 130th anniversary and in 2024, it had a turnover in excess of 697 million euros. It is the **only family-owned biscuit company** in the sector that has celebrated its centenary.
- ▶ Thanks to its constant efforts to innovate, it has positioned itself as **one of the three main players in the sector in Spain** and leader in the 'healthy biscuits' segment.
- ▶ Its modern Gullón and VIDA factories are among the **largest and most industrialised in Europe**.

### GROWTH AND VALUE CREATION:

- ▶ A benchmark for the sector and an economic driver in the Autonomous Community of Castilla y León in particular and Spain in general.
- ▶ Galletas Gullón **continues its uninterrupted growth**, having once again increased its production (in kilos) and sales (in euros).
- ▶ For years, the company has followed a **policy of reinvesting its profits**, which has allowed it to develop ambitious R&D&I projects, avoid debt and increase its financial strength.
- ▶ It is a strategic industry because of its links and its ability to transform agricultural raw materials, process them and sell them abroad. This makes it a **net generator of foreign currency for the Spanish economy**.

### CREATING JOBS AND ATTRACTING TALENT:

- ▶ Galletas Gullón is a **pole of attraction for talent** and one of the **main employment sectors** in Castilla y León, recognised in the **MERCO University Talent Spain 2023 ranking**.
- ▶ It currently **generates more than 2,200 direct jobs**, not counting the creation of indirect jobs, after launching the largest job offer in its recent history, with 323 vacancies.
- ▶ It has created a total of **1,014 jobs in less than 7 years** in an area where the labour market is in a fragile equilibrium.
- ▶ The biscuit factory has been a pioneer in the agri-food sector in implementing the **wage register** promoted by the Ministries of Equality and Labour and the Social Economy, promoting the **employability of rural women and young people**.
- ▶ In 2023, it took a further step in its **Equality and Diversity Plan** by updating and registering it in the Collective Bargaining and Labour Agreements Register, reflecting its commitment to **real gender equality and non-discrimination**.



#### INNOVATION AND PRODUCT QUALITY:

- ▶ Galletas Gullón is **the leader in the 'healthy biscuits' segment with 35% of the market share, 60% of the sugar-free segment and 32% of the organic and BIO biscuits.**
  - ▶ The company **exports its biscuits to more than 125 countries** worldwide.
- ▶ Its **commitment to quality, food safety and innovation** has led to a sales growth over the last 17 years.
- ▶ Part of its **investment plan** is focused on developing **new healthy products with improved nutritional qualities.**

#### A RESPONSIBLE BUSINESS:

- ▶ Galletas Gullón has a **strategic business approach** aligned with the UN **Sustainable Development Goals** and included in its **Responsible Business Master Plan**, with a positive impact on five areas of action: **Economic, Social, Labour, Environmental and Ethics and Responsibility.**
- ▶ The company focuses on **optimising energy efficiency** and the **sustainable management of waste generated** in its manufacturing processes.
- ▶ In 2023, for the first time, we made the **TOP10 MERCO ESG Food sector**, the benchmark corporate monitor that assesses corporate reputation.
- ▶ Galletas Gullón is **committed to participating in and supporting local and regional projects** that focus on **healthy eating, the environment** and the **promotion of sport.**
- ▶ As part of its commitment to sustainability, it has **reduced its Scope 3 emissions** by 16% over the last two years.
- ▶ The company has an **ongoing commitment to society**, which it fulfils through product donations, agreements with associations, regional foundations and other social players in the area.



## **2. History of the company**

### **The origins of Galletas Gullón**



The company was founded in 1892 in Aguilar de Campoo (Palencia) by José Gullón Barrios, a confectioner from Zamora. Galletas Gullón is considered one of the companies that created traditional biscuits.

At the end of the 19th century, several families from Aguilar de Campoo introduced the production of biscuits in Spain, taking advantage of the excellent wheat available in Tierra de Campos and the arrival of products such as sugar from the port of Santander.

During the Spanish Civil War, Galletas Gullón managed to maintain its production levels and ensure uninterrupted supplies, despite the serious difficulties the country was experiencing, thanks to its strategic location in one of the areas with the highest wheat production.

In 1950, the company began to diversify its traditional products with the launch of 'Marías' and 'Tostadas doradas' biscuits, wafers and chocolate-dipped 'rosquillas', pastries, etc.



### **First wholemeal biscuit on the market**

In the 1980s, María Teresa Rodríguez took over the management of the company and, together with Juan Miguel Martínez Gabaldón, the current CEO and general manager, she led its growth in the Spanish market and its expansion abroad.



It was during this period (1986) that the company launched the first wholemeal biscuit (with vegetable oils), which led to the creation of the healthy biscuit segment, which had not existed in Spain until then. This milestone has earned her numerous recognitions and awards throughout her career.

Between 1997 and 1999, Galletas Gullón was the first Spanish biscuit company to obtain the AENOR Quality and Environmental Management certifications, in accordance with the requirements of the ISO 9002 and ISO 14001 standards, respectively.



In 2002, the company launched the Diet Nature sugar-free line, suitable for diabetics and made with lactose (no fructose or sucrose), a range that was relaunched in 2021 under the name ZERO sugar-free.

### **Inauguration of the Gullón II factory**



The Gullón II factory was inaugurated in 2003 in Aguilar de Campoo, the largest factory in Europe at the time. The factory had a surface area of over 100,000 square metres and a warehouse of 18,000 square metres with a capacity of 27,000 pallets.

Its extensive experience in R&D led Galletas Gullón, in 2007, to lead the Cenit-Higea research project, an initiative aimed at preventing chronic non-communicable diseases (diabetes, obesity and cardiovascular diseases), in collaboration with companies in the agri-food sector and several leading national and international research institutes.

### **Investment policy and zero debt**

Thanks to a policy of reinvesting profits and zero debt, the company began building its VIDA plant in 2010, which was inaugurated five years later (2015). It currently occupies more than 100,000 square metres.

### **Galletas Gullón celebrates its 125th anniversary with a visit from the Royal Family**

In 2018, the company celebrated 125 years of history. To mark the occasion, His Majesty the King visited Galletas Gullón's facilities in Aguilar de Campoo. King Felipe was able to see for himself the work carried out by the employees in the factories.





In 2022, the company celebrated its 130th anniversary with a turnover of 419 million euros. It is one of the main assets of the biscuit sector and the main employer in Montaña Palentina (Palencia Mountain range), with more than 1,800 jobs in a post-pandemic context.

### **Generational change at the helm**

In 2019, after more than three decades at the helm of Galletas Gullón, María Teresa Rodríguez handed over the reins of the company to her daughter Lourdes Gullón Rodríguez. After more than 36 years at the helm of Galletas Gullón, she felt it was the right time and the right person to hand over the responsibility of leading the Board of Directors.



### **Galletas Gullón today**

Today, Galletas Gullón is one of the leading biscuit manufacturers in Europe. It is the only century-old family-owned biscuit company still operating in the sector. Its constant efforts to innovate have made it one of the three main players in the sector in Spain and the leader in the 'healthy biscuits' segment.

Its commitment to quality, food safety and innovation has led to an average sales growth of 10% over the last 15 years.

Its modern Gullón and VIDA factories, among the largest and most industrialised in Europe, produce biscuits that are exported to more than 125 countries around the world. Gullón's turnover in 2024 was 697 million euros and the group currently employs more than 2,200 people.





### 3. Leader in 'healthy biscuits'

Galletas Gullón is the leader in the healthy biscuits segment thanks to its continuous investment in R&D, to which it devotes a significant percentage of its profits. The company's aim is to innovate and improve the nutritional value of its products.

Galletas Gullón has been a pioneer in this segment for more than three decades, launching the first wholemeal 'María' biscuit on the Spanish market in 1979 and the first biscuit made with vegetable oils in 1986.



In 2000, the company launched 'Ligera', a range of salt-free biscuits with no added sugars. Two years later, the Diet Nature family of sugar-free products was born, which today consists of more than 20 different biscuit varieties.

In 2007, the company revolutionised the market with the launch of the organic 'María' biscuit, made with organic cereals and free from allergens (lactose, nuts, egg and lactose) and, in 2011, it launched a line of gluten-free products.

In 2015, Vitalday added high-fibre wholemeal biscuit pancake sandwiches made with high oleic sunflower oil to its product portfolio, transforming the indulgence biscuit sector. Thanks to the activity and innovation of Galletas Gullón, more than 20 new products in the BIO, Gluten-free, ZERO sugar-free and Vitalday families have been launched in the last to years.

#### Galletas Gullón, leader in the 'healthy biscuits' ranking

According to the Organisation of Consumers and Users (OCU), several Galletas Gullón products have been recognised as some of the healthiest options on the market.



In the ranking of the best biscuits on the market, published by the Organisation of Consumers and Users (OCU), the 'Zero Doradas al Horno' biscuit was one of the winners. It has also been recognised as one of the best vegan breakfast foods.

All Zero products are suitable for vegetarians and carry the European Vegetarian Union v-label.





## 4. Products

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Galletas Gullón has more than 700 different products, ranging from traditional breakfast biscuits ('María' and 'Tostada') to a complete range of 'healthy biscuits' (wholemeal, fibre, low-calorie, organic, cholesterol-free, chocolate coated, wafers, sandwiches or cookies), among other specialities.

However, the biscuit manufacturer is the undisputed leader in the 'healthy biscuits' category, with a 35% share of the market by volume, 60% of the sugar-free segment and 32% of the organic and BIO biscuits market share.

### Product innovation and quality

Every year the company launches new products and varieties, thanks to continuous investment in R&D&I. Galletas Gullón produces biscuits with a nutritional balance and a long shelf life.

Between 2019 and 2020, Galletas Gullón launched more than 20 different types of biscuits in the BIO, Vitalday, Gluten Free or Diet Nature varieties, among others. Specifically, in 2019, the company started selling: BIO range (Oatmeal and wheat biscuit; Chocolate chip biscuit; Four cereals with spelt biscuit; Oatmeal chocolate digestive; Oatmeal fruit digestive; Chia and quinoa cheese cracker); Vitalday range (Brownie and Palm-free Chocobom); Gluten-free range (Oatmeal), and Diet Nature range (Assortment and 'Tortitas').

In 2021, Galletas Gullón launched new products in its BIO range ('Bio Choco Chips'; 'Bio María Wholegrain'; 'Bio María Dorada'; 'Bio Cookies'; 'Bio Corn Tortitas', and 'Bio Wholegrain Rice Tortitas') and in its ZERO sugar-free range (formerly Diet Nature).





### **Relaunch of the sugar-free range**

Galletas Gullón has relaunched its sugar-free range, formerly known as Diet Nature, under the name ZERO sugar-free which, the widest range on the market with 20 references. With the relaunch of this range, the biscuit manufacturer has incorporated the NutriScore labelling system, with most of its products bearing the letters A and B, the V-Label for vegetarian biscuits and the FSC (Forest Stewardship Council) seal which guarantees that the cardboard used in the packaging comes from responsibly managed forests and recycled materials.

### **Innovation in 2023**

The company invests a higher percentage of its profits in innovation than the European average to develop new products and improve its production processes. In 2023, it surprised the market with two new launches as a result of its efforts to develop the best products.

The new Vitalgrain family, a light, thin and crispy biscuit with a rice base and a mixture of barley, oats, spelt, rye and pulses, giving it a high fibre content and all the nutritional benefits of a balanced mix of cereals, high oleic sunflower oil and olive oil. This new family comes in four different varieties: Vitalgrain cocoa, oats and orange; Vitalgrain spelt, chia and chocolate; Vitalgrain oats, spelt, barley and rye; and Vitalgrain cocoa, barley and rye.



For the youngest members of the family, Galletas Gullón has developed Hookies, a fun 'pirate world' proposition with a multigrain base, high fibre, palm oil free and high oleic sunflower oil. The Hookies family comes in five varieties: Allergen-free Mini

Cereals (lactose-free, milk protein-free, nut-free and egg-free), Gluten-free Sandwich (egg-free and nut-free), 'Chocoleche Finas', Hookies Dragons and Hookies Sharkies.



## **5. Economic performance**

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Galletas Gullón closed 2024 with a turnover of 697 million euros, up 9.5% year on year. It has thus maintained the profitability of the business, recovering the pre-COVID figures thanks to the reinvestment of profits, a formula it has been working on for decades.

From 2016 to 2023, 200 million euros was allocated to increase the production capacity of the Gullón and VIDA factories, enabling the installation of new production lines and the expansion of the areas dedicated to product storage.

In addition, in 2024 it invested more than 9 million euros in upgrading the facilities of the Gullón factory to improve the welfare of workers, creating three new buildings adjacent to the factory. In addition, two investments have been committed. The first, for 2025 and 2026, of 20 million euros in warehouses to increase logistical capacity and storage of raw materials. The second is for five production lines for the VIDA 2 factory, which will come on stream in 2026.

### **Investing profits in R&D**

Galletas Gullón allocates a significant percentage of the company's profit to investment in R&D. In particular, an important part of its investment plan is focused on the development of new healthy products with improved nutritional qualities.

The company has also participated in more than 20 projects over the last few decades with the CARTIF Technology Centre, the Universities of Castilla y León and other leading companies in the sector.

Long-term research projects such as Cenit-Higea (for the prevention of chronic non-communicable diseases), Sara and Primicia are some of the innovation initiatives in which Galletas Gullón has participated in recent years, enabling it to develop innovative products with healthy properties for specific segments.





### Creating jobs and attracting talent

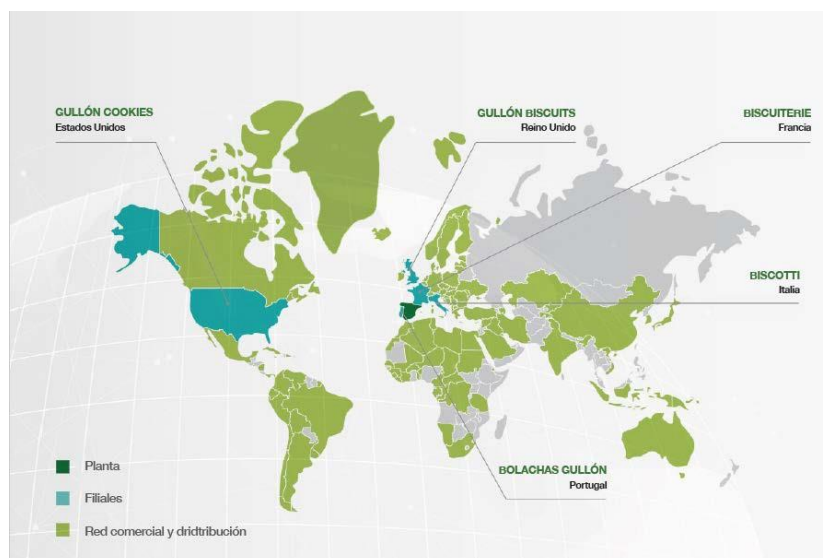
As an economic driving force in the country and one of the most important employers in Palencia, Galletas Gullón maintains an average annual employment rate growth of around 100 new permanent employees and has created a total of 1,014 jobs in less than 7 years.

The company currently generates more than 2,200 direct jobs, following the launch of the largest recruitment drive in its recent history, with 323 new vacancies. In this way, Galletas Gullón is consolidating its position as a centre of employment attraction in Castilla y León. In addition, the company continues to work hand in hand with the local, regional and Cantabrian administrations, as well as with the region's social players, in order to promote and integrate talent, since the professional and human development of its workforce is one of the company's strategic priorities.

### International presence in 125 countries worldwide

International sales account for 44% of total sales, with continuous growth forecast for the coming years.

The biscuit company has based its strategy on the export of the healthy biscuit concept, in which it is the leader in its segment in Spain. Currently, the products made in Aguilar de Campoo are exported to 125 countries and the company has subsidiaries in Portugal, Italy, France, the United Kingdom and the United States.



## 6. A responsible business

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Galletas Gullón has a strategic business approach aligned with the UN Sustainable Development Goals, contributing to the achievement of 11 of the 17 SDGs. In addition, it has a strong commitment to the economic and human development of Aguilar de Campoo and the Montaña Palentina region. To this end, it carries out its activity in accordance with its Responsible Business Master Plan, which aims to create long-term value in five different areas: Economic focus, products and innovations; Social focus, community and impact; Labour focus, our human team; Environmental focus, sustainability and protection of biodiversity; and, Ethics and Responsibility focus.

### **Aguilar Plan:**

The company has developed the Aguilar Plan to focus the company's collaborations on the issues that are really important for the social transformation of Aguilar de Campoo and the Montaña Palentina region. This is part of the Responsible Business Master Plan and revolves around five axes:

- 1) Revitalising local employment.
- 2) Promoting a healthier lifestyle.
- 3) Cultural action and promotion.
- 4) Commitment to those most in need.
- 5) Biodiversity and protection of the natural environment.





## Sport sponsorship

Gullón is firmly committed to promoting sport and healthy lifestyles. As part of our commitment to promoting an active and balanced lifestyle, we have strengthened our partnerships with sports teams, to promote physical activity and well-being in the communities, especially among young people.



The company also sponsors fourteen sports clubs and schools, including: Atletismo Puenteceillas (the largest with more than 500 athletes), Balonmano Palencia Femenino, Judo Palencia, Natación Palencia, Fútbol Atlético Aguilar (the largest in the city with more than 230 players), Escuela Triatlón Aguilarenses Gullón, Club Atletismo Running Aguilar Gullón, Escuela Base Gullón-Club Ciclista Alberto Fernández, Balopal, Escuela de Pádel Norte, Palentino de Piragüismo, OCA SOS and Escalada Sostenible Aguilar.

Sponsorship of sporting events such as the Ultra Montaña Palentina Marathon, as well as collaboration with Carreras Contra el Cáncer (Runs To Fight Cancer) and a large number of sporting events that take place in our region.

We have also collaborated with other institutions such as the Provincial Council of Palencia or the town councils of Aguilar de Campoo and Palencia, among others.

## Sustainability

- Participation in the REEMAIN project with Cartif in Valladolid, an initiative funded by the European Union with more than nine million euros, which aims to design the factory of the future based on criteria of energy efficiency and sustainable management of waste generated during the manufacturing processes.
- 16% reduction in its Scope 3 emissions over the last two years (from 2022).
- Promoting recycling through the 'Recycle with Galletas Gullón' project to raise awareness of environmental issues.
- Participation in a project aimed at removing pollutants from water.
- Measurement of emissions from the company's direct and indirect activities.
- Recovery of waste heat from biscuit baking and implementation of external air cooling systems.
- Renewed commitment to the European Charter for Diversity and signing up to the Castilla y León Circular Economy Scheme.





## Partnerships with local stakeholders

In line with SDG 17 Alliances to achieve goals, Galletas Gullón has signed collaboration agreements and conventions to promote the employability of vulnerable groups, support vulnerable groups and address social urgencies. Among the agreements and conventions signed, the following stand out: the protocols and agreements signed with the Regional Ministry of Family and Equal Opportunities of the Regional Government of Castilla y León to promote the inclusion of women in rural areas, the Spanish Association against Cancer (AECC), the Spanish Red Cross in Castilla y León, the Food Bank of Palencia and the Amica Association. It is also a signatory to the United Nations Global Compact, Forética and the European Diversity Charter.



In the last three years, the company has donated 144,264 kilos of products to various social organisations with the aim of improving the well-being of the most vulnerable and strengthening local development. Among the beneficiaries are the Spanish Red Cross, the Food Banks of Palencia, Burgos, Cantabria and Tenerife, as well as Cáritas and the San Juan de Dios Centre. In addition, Galletas Gullón has participated in important solidarity actions such as the aid to those affected by the DANA

(Valencia floods) in 2024 or the Great Food Bank Collection at Christmas, donating 858 kilos of biscuits.

Galletas Gullón has also collaborated with sports clubs and grass roots academies by donating products and sponsoring sporting and cultural events in the region and province, such as the Solidarity Run for Mental Health in Palencia and the ADECAS Solidarity Walk, or the sporting events organised by the C.D. Atlético Aguilar football school, the Palencia canoeing club or the San Silvestre Run.



## Reputation

Gullón is recognised as one of the companies with the best reputation, according to the ranking carried out by MERCO, the benchmark corporate monitor that evaluates the reputation of companies. In 2025, we have repeated in the ninth position in the MERCO Companies food sector ranking, after entering the TOP 10 last year, climbing ten positions.



Ranking General	
2025	106º
2024	114º
2023	199º
2022	251º
2021	290º
2020	325º



In recent years, the family-owned company has risen in the overall MERCO Companies ranking from 375th position in 2019 to 106th position in 2025.

We are also included in MERCO's ESG ranking for the food sector and are part of the overall TOP 10 as one of the best companies to work for in

the food industry (MERCO Talent).

We are the number one reference biscuit brand for Spaniards, according to the latest Brand Footprint Spain 2024 report by Kantar. We have thus established ourselves in the top 20 preferred brands, thanks to the credibility that consumers have given us. As a result, compared to the ranking published last year, we have maintained our 15th place in the Top 50 FMCG brands most valued by consumers.



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