



# SPAIN'S

food manufacturers

A PRESTIGE BOOK







## Goya

If it's Goya it has to be good

The premier source for authentic Latino cuisine, Goya Foods is today the largest Hispanic-owned food company in the United States. Goya's history is as much about the importance of family as it is about achieving the American dream.

Founded in 1936 by D. Prudencio Unanue and his wife Carolina, both from Spain, Goya was started in a small storefront in Lower Manhattan, New York, catering to local Hispanic families by distributing Spanish foods such as olives, olive oil and sardines. Driven by the belief that there was a growing consumer market for high-quality, fresh-tasting, Latino foods, the Unanue's infused their personal philosophy throughout the company: "If it's Goya it has to be good".

Nowadays Goya has a staff of more than 4,000 people. From our 18 production units and logistic platforms we manufacture, pack and distribute over 2,200 high-quality food products from the Caribbean, Mexico, Central and South America and, of course, from Spain. In 2013, Goya Spain is one of the most successful Spanish companies in exports of both packed olive oil and olives under the same brand, "GOYA".

Our olive oils, which have been named by consumer associations as "best buy", have recently won several gold medals in international contests







Goya Spain was created in 1974 by Antonio Unanue to ensure the best olive and olive oil production and packaging in the world.

As a result of this strategic decision, we have gained a 6% share of the U.S. market in olive oil bottled in Spain and a 15% share of olives packaged in Spain.

Goya Spain began exporting from the start and continues with even more force in this line of business. After becoming the undisputed leader in Latino products in the USA, Goya is preparing its next logical move: international expansion. Goya Spain is ready for this new challenge given its tradition, experience in exporting, high degree of automation and strict food safety policy (BRC "A", IFS V6 Higher Level).

To achieve this, we are equally aware of the quality of our olive oils, which have been named by consumer associations as "best buy", and have recently won several gold medals in international contests; and of our award-winning olives that in 2013 took the "Chefs' Best" award for "Best Taste" for the 7<sup>th</sup> year in a row in the U.S.

We are the only company with a balanced production of both Spanish olives and Spanish olive oil (each one of about 3 million Kg/year), That offer these two products under the same brand umbrella.

Everyone wins with Goya: we offer quality at a fair price and we look after the interests of our distributors and care for our customers. Because, as our President Robert Unanue says: "I am not the President of Goya, our customer is".

**Founded in:** 1974

**Productive capacity:** 20 million bottles of olive oil in 2013

**Number of employees:** 29

**Export markets:** USA, Poland, Nigeria, Japan, Dominican Republic, Puerto Rico, Republic of the Congo, Ecuador, Nicaragua, Honduras, El Salvador, China, United Kingdom, etc.

**Products:** Olive oil, capers, peppers and Manzanilla and Gordal olives (*see Olives and Pickled Vegetables section in this book*)

**Brands:** Goya

**Certificates:** BRC grade A, IFS V6 Higher Level, ISO 9001-2008, HACCP, Kosher

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**GOYA**<sup>®</sup>

**Founded in:** 1974

**Productive capacity:** 20 million jars of olives in 2013

**Number of employees:** 29

**Export markets:** USA, Poland, Nigeria, Japan, Dominican Republic, Puerto Rico, Republic of the Congo, Ecuador, Nicaragua, Honduras, El Salvador, China, United Kingdom, etc.

**Products:** Manzanilla and Gordal olives, capers, peppers and olive oil (see *Olive Oil* section in this book)

**Brands:** Goya

**Certificates:** BRC grade A, IFS V6 Higher Level, ISO 9001-2008, HACCP, Kosher

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Spanish Food and Drink  
Industry Federation

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