

WE ARE **CAFÉS BAQUÉ**



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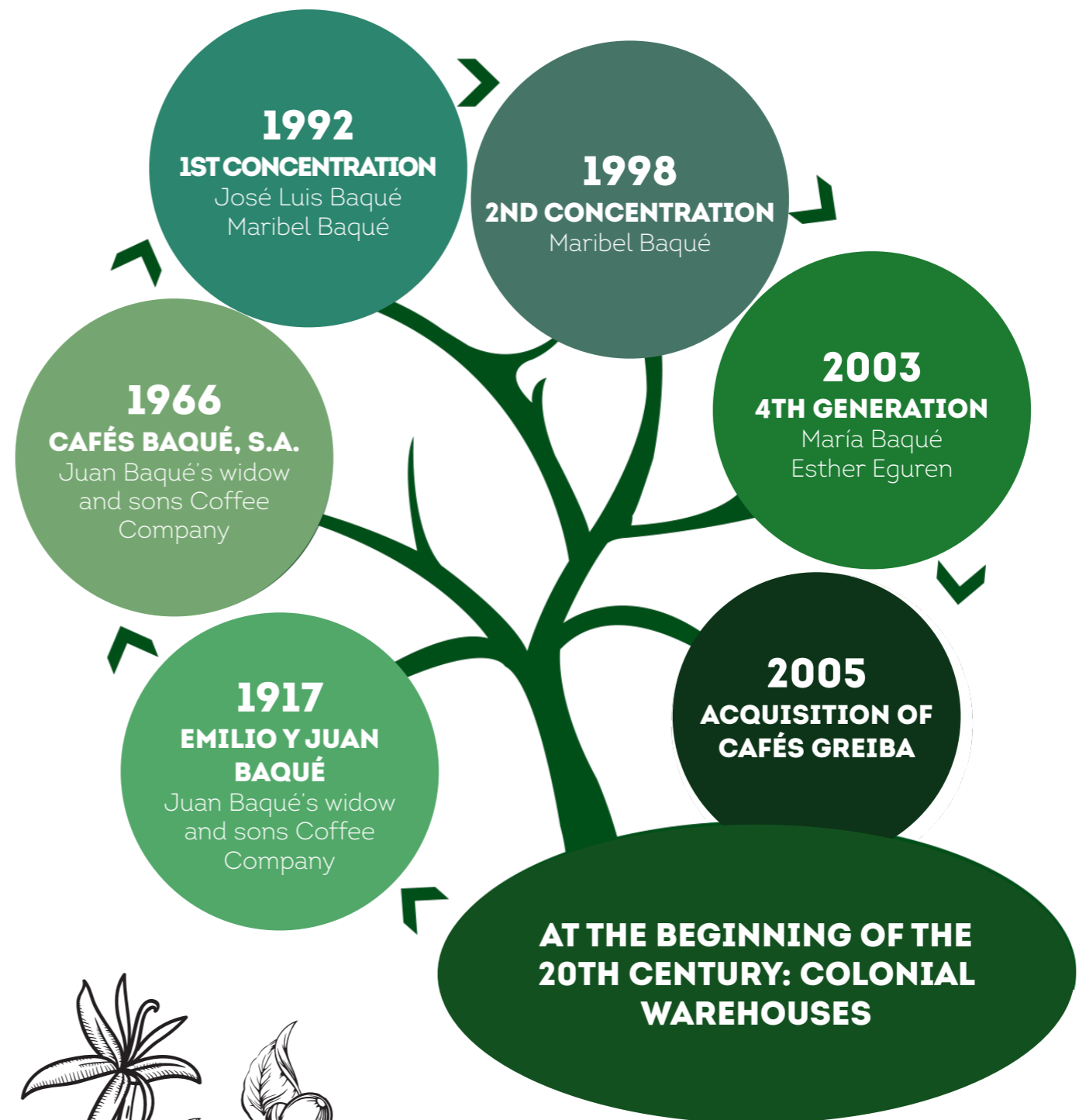
_ WE HAVE BEEN
ROASTING COFFEE
**FOR MORE THAN
A CENTURY**

_ **Family** business

_ **4th** generation

_ **Baqué** sisters

_ **Professional** management





_ WE ARE CAFÉS BAQUÉ



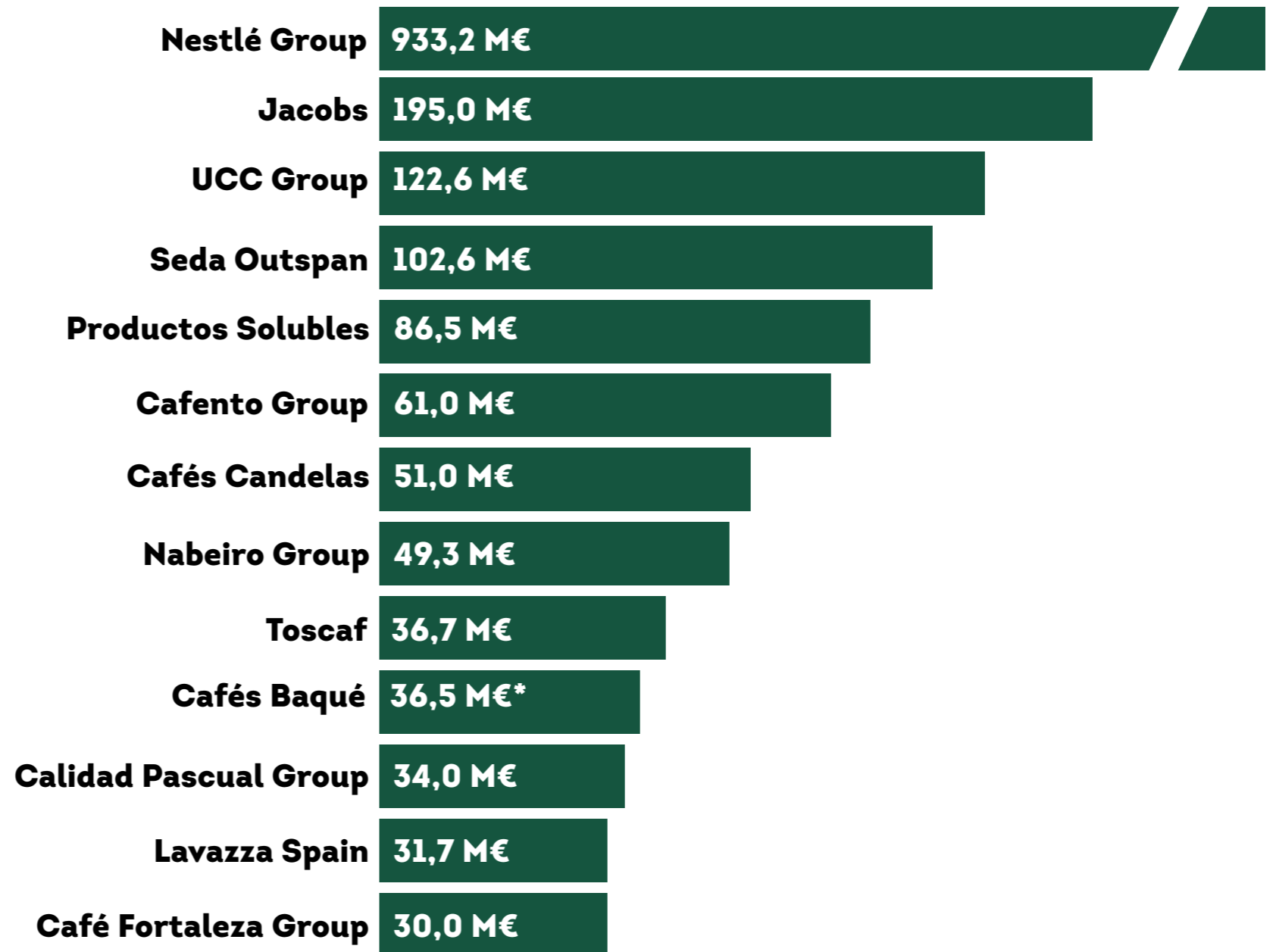
_ OUR STRONG POINTS

- _ Our production resources use cutting-edge technology.
- _ Production capacity: 7.5 million kilos.
- _ Roasting by origin: uniform manufacturing process.
- _ We are founding members of the largest green coffee importer in Spain: Comercial de Materias Primas.
- _ In-house Quality Department.
- _ We offer excellent customer service and keep to our promised deadlines.
- _ We are the first coffee roaster in the Basque Country to have both the ISO 9001 and 14001 certifications.
- _ Price/quality ratio that has a proven track record and is fully guaranteed.
- _ We provide consulting on category management.
- _ We provide Trainings for clients and distributors.

_ WE ARE **CAFÉS BAQUÉ**

_ WE ARE **IN THE TOP** RANKINGS

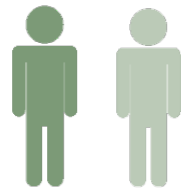
Cafés Baqué is among the top-ranking Spanish coffee roasters.



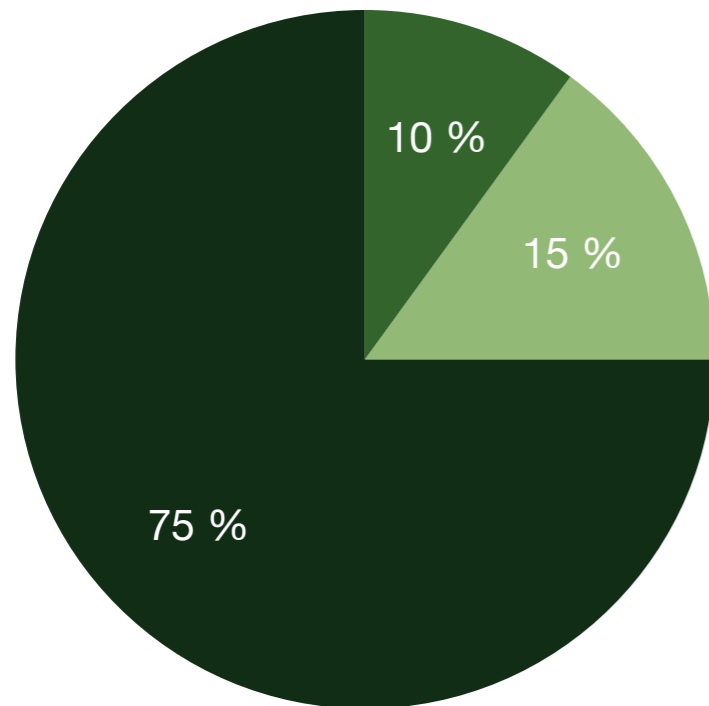
*Actual billing data for Cafés Baqué in 2018.
Source: **Alimarket** 2019 · Sales 2018 (millions of Euros).

_ WE ARE CAFÉS BAQUÉ

_ SPECIALISED MARKETING TEAM



140 employees



- GASS area
- Operations area
- Sales and Marketing area



● Production plant and in-house delegations.
● Distributors.

**+6,000 satisfied clients
+30 distributors**



_ WE ARE **CAFÉS BAQUÉ**

_INTERNATIONAL PRESENCE



**_A CONSOLIDATED
AND WELL-KNOWN
BRAND**



_WE ARE CAFÉS BAQUÉ

_The first brand that comes to coffee drinkers' minds in the Basque Country.

_Leaders in the Hospitality industry in both the Basque Country and La Rioja region.

_2nd most important regional coffee brand in the retail sector in the Basque Country.

“The coffee I like to drink in a cafe”

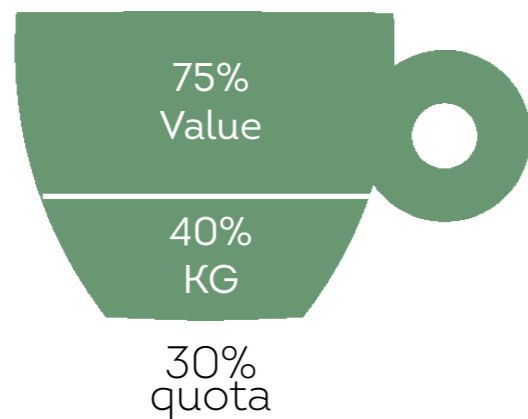
Source: Ikerfel. Omnibus 2018.
3000 interviews in the Basque
Country.

_ WE ARE **CAFÉS BAQUÉ**

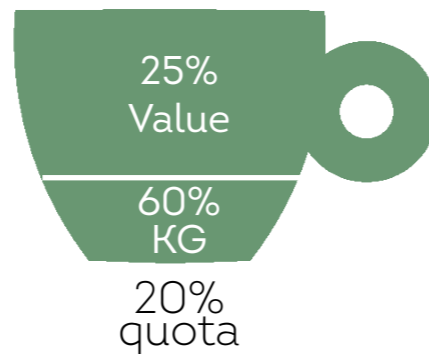
_ SIGNIFICANT **PRESENCE** IN TWO CHANNELS

SALES CHANNELS

HOSPITALITY



RETAIL



HOSPITALITY

- _ 6,000 Directly attended points of sale.
- _ 1,000 Unattended points of sale.

RETAIL

- _ Centralised negotiation.
- _ Point of sale managers.



_WE ARE **CAFÉS BAQUÉ**



_PRODUCT LINE
HOSPITALITY



2 kg. whole bean
coffees in PET hopper



1 kg. whole bean
coffees in bag



Professional Blue Barista
capsules for hospitality



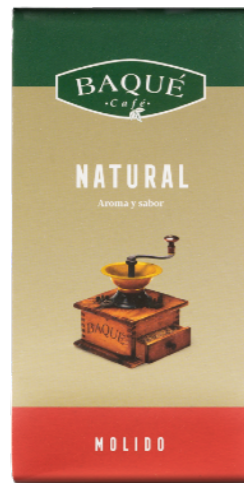
Pyramid tea bags especially
designed for the hospitality
industry.



_ WE ARE **CAFÉS BAQUÉ**



_ RETAIL PRODUCT LINE



Ground coffee



Ground coffee



Whole bean coffee



Nespresso® compatible capsules



Dolce Gusto® compatible capsules



_WE ARE **CAFÉS BAQUÉ**

_MARQUEE
CUSTOMERS



ENEKO ATXA



PARAGUAS GROUP



HOTEL WELLINGTON



HOTEL BLESS



DANI GARCÍA GROUP



IRUÑA GROUP



_WE ARE **CAFÉS BAQUÉ**

_MAIN **PARTNERS**



GENERIC BRAND PRODUCERS

_We provide the retailer's brand products in the Basque Country since 1994. UTE was the provider for the rest of Spain.

_When CONSUM (Valencia) left the Group in 2006 they decided to have a single provider for Spain under the brand EROSKI.

_May 2006: **Cafés Baqué** is selected as the sole provider of roasted coffee for the entire Eroski Group.

_Partnered with Eroski to develop and introduce the category.

_Consulted on how to improve the products:

Proposed changes in the format for the whole bean coffees. Shifted to more sustainable materials. Quality guarantees. Consumer panels.



BASQUE CULINARY CENTER

_The Basque Culinary Center is dedicated to higher education, investigation and promotion of gastronomy and food. We endeavour to drive gastronomy.

_A pioneering academic institute on a global level. It is made up of the Gastronomic Sciences Faculty affiliated with the Mondragon University and the Centre for Innovation and Investigation, BCC Innovation.

_Cafés Baqué has participated in this project since the very beginning providing both financial support and training.



HOSPITALITY SCHOOLS/ ASSOCIATIONS

_We engage with the main hospitality schools through our **Coffee School** with the aim of **training others and creating a coffee culture** among future professionals in the sector.

_We actively participate in hospitality associations so we can **be closer to our clients**, find out directly from them what their needs and concerns are and offer solutions.

