



# HOFRED

Bakers since 1910



WELCOME







Spanish company **leader** in the **bakery** production







**HORNO DE  
SAN JUAN**



**SAN JUAN  
HORNO DE**



**Baked  
product**



**HORNO DE  
SAN JUAN**



**HORNO DE  
SAN JUAN**



**Baked  
product**



HISTORY



PRODUCTION



PRESENCE



**HORNO DE  
SAN JUAN**



**HORNO DE  
SAN JUAN**



**Baked  
product**



HISTORY



PRODUCTION



PRESENCE

More than **a century** of experience.



**HORNO DE  
SAN JUAN**



## HISTORY

**1910**

Jean Cobarsi opens his first confectionery workshop in Ceret

**1938**

Return to Catalonia and placement at Sta. Cristina d'Aro (Girona)

**1975**

Foundation of Horno de San Juan's bakery brand

**1998**

Start of the collaboration with Unilever Group

**2005**

Rise : Apple cake

**2014**

Start of the collaboration with Mercadona

**2016**

Relocation to Bonmatí (10 Km far away from Girona)

**2018**

We keep on moving forward.

**Will you join us?**



PRODUCTION



PRESENCE

More than **a century** of experience.





**HORNO DE  
SAN JUAN**



**Baked  
product**



HISTORY



PRODUCTION



PRESENCE



**HORNO DE  
SAN JUAN**





**HORNO DE  
SAN JUAN**



**Baked  
product**



HISTORY



PRODUCTION



PRESENCE



**HORNO DE  
SAN JUAN**

We manufacture  
baked cakes and  
muffins



**HORNO DE  
SAN JUAN**



**HORNO DE  
SAN JUAN**



**Baked  
product**



HISTORY



PRODUCTION



PRESENCE



**HORNO DE  
SAN JUAN**



**HORNO DE  
SAN JUAN**



**Baked  
product**



HISTORY



PRODUCTION




PRESENCE

Presence in  
**30 countries**  
over the world



**HORNO DE  
SAN JUAN**



A world map with a light gray background and white landmasses. Thirty red location pins are placed on the map, indicating the presence of a certain entity in 30 different countries. The pins are concentrated in Europe, with a cluster in Western Europe and a few in Northern Europe. There are also pins in North America (USA and Mexico), South America (Brazil, Argentina, and Chile), Africa (Algeria and Egypt), the Middle East (Saudi Arabia), and Australia.

Presence in  
**30 countries**  
over the world



## 2 Production plants

**PASTISFRED**  
MONTBLANC

Montblanc  
**Tarragona** Spain



**HORNO DE  
SAN JUAN**

Sant Julià del Llor-Bonmatí  
**Girona** Spain







Different  
production  
lines

with growth  
potential



Cakes



Muffins



Gluten-free biscuits



Modern  
facilities in  
the middle  
of nature



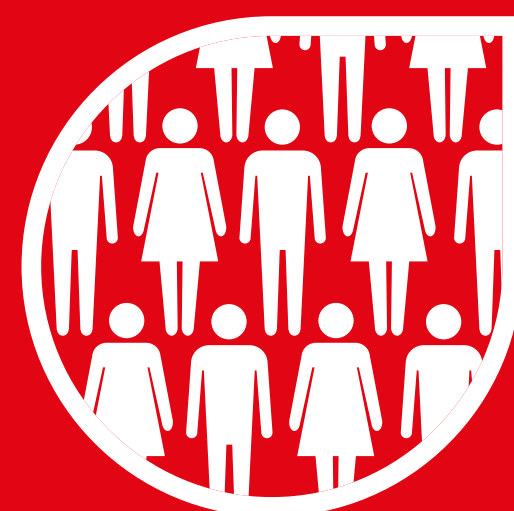


**HORNO DE  
SAN JUAN**



**SAN JUAN  
HORNO DE**

**We love**  
what we do.  
**We know**  
what we do.



**HUMAN TEAM**



**THIS IS HOW WE DO IT**

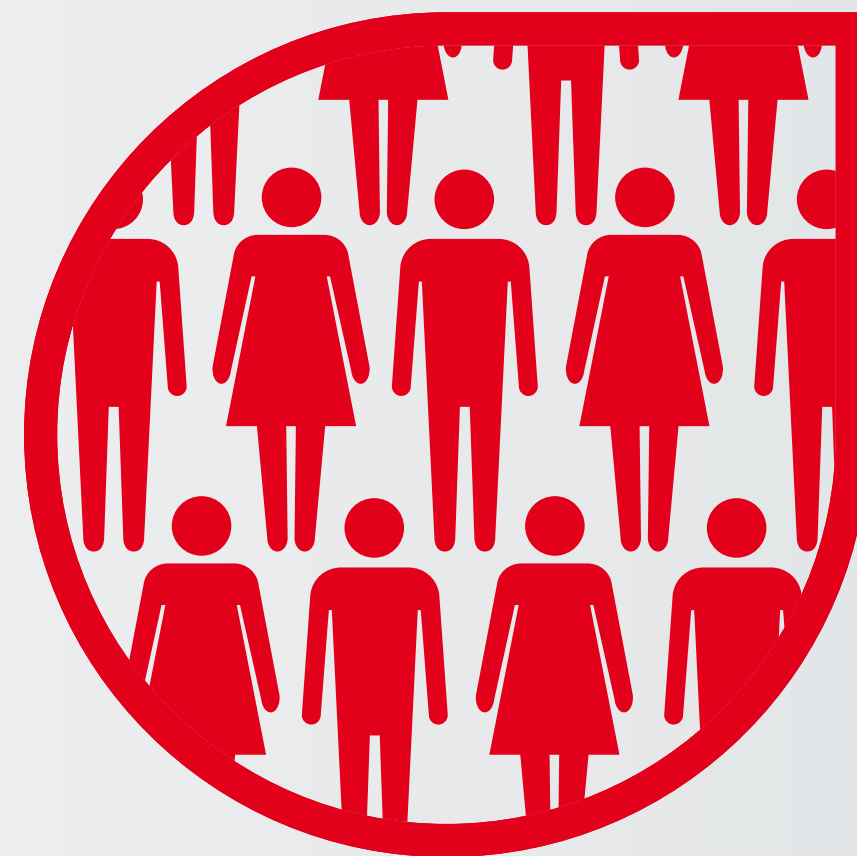


**PRODUCTS**



**OUR CLIENT**

HSJ's human team is the main capital of our company. Young, highly qualified, restless, creative, interdisciplinary, experienced.



**Talent**  
to our client's  
needs

**HUMAN TEAM**



**Growth**  
potential



Highly  
**qualified**



Talent,  
creativity and  
determination



**Family**  
business



**HUMAN TEAM**





**HORNO DE  
SAN JUAN**



**SAN JUAN  
HORNO DE**

**We love**  
what we do.  
**We know**  
what we do.



**HUMAN TEAM**



**THIS IS HOW WE DO IT**



**PRODUCTS**



**OUR CLIENT**

Innovation and creativity led by a young, restless, modern and multidisciplinary team.

We provide the ability and talent to take on the daily challenge of customizing and adapting our products to the preferences of our customers.



Maximum **satisfaction**.  
First **quality**.

**THIS IS HOW WE DO IT**



**THIS IS HOW WE DO IT**

- ✓ **Quality and R+D**  
Determination and innovation
- ✓ **Knowledge and culture**  
Sector/country analysis
- ✓ **Customized service**  
Long-term partnership
- ✓ **Flexibility**  
Customized products





Quality and R+D  
Determination and innovation

Quality  
warranty



HIGH  
LEVEL

IFS  
International  
Featured  
Standards

Social and  
environmental  
responsibility



RSPO  
Roundtable on Sustainable Palm Oil



  
Cruz Roja Española

Self-commitment  
and continuous  
improvement



To evolve,  
to propose,  
to surprise



**HORNO DE  
SAN JUAN**



✓ **Flexibility**  
Customized products



**Units**



**Ingredients**



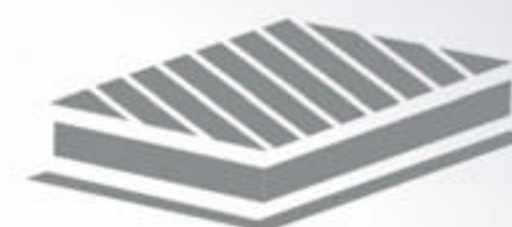
**Price**



**Expiration**



**Allergens**



**Format**



**Tastes**



**Packaging**



**Temperature**



**Aromas**



**Transport**



**Colorings**



**HORNO DE  
SAN JUAN**



# PRODUCTS

Cakes



Muffins



Campaigns



Promotions



**HORNO DE  
SAN JUAN**



# Cakes

Cakes to enjoy with family, celebrations, breakfasts or as a snack.  
Biscuit-based cakes with multiple flavors and maximum quality.



The Original Cakes

USA-Style Cakes



# The Original Cakes



APPLE CAKE  
300g / 400g



CATALAN CREAM CAKE  
300g / 400g



STRAWBERRIES & CREAM  
CAKE  
300g / 400g



LEMON CAKE  
300g / 400g



FRUITS OF THE FOREST &  
YOGURT CAKE  
300g / 400g



CATALAN CREAM & DRIED  
FRUITS CAKE  
300g / 400g



COCOA CREAM CAKE  
300g / 400g



TRIPLECHOC CAKE  
300g / 400g



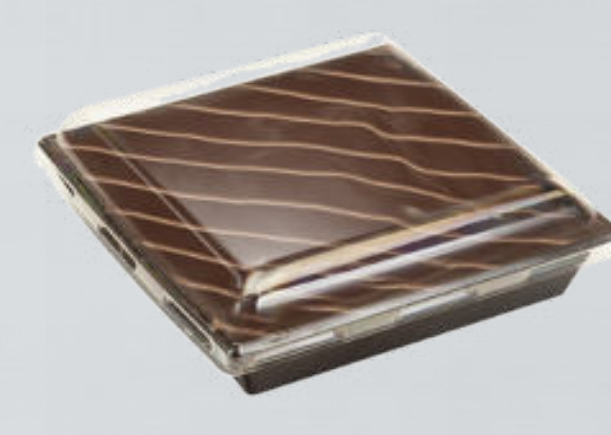
ALLCHOC CAKE  
300g / 400g



MINI LACASITOS CAKE  
300g



STARS CAKE  
300g



DOUBLECHOC CAKE  
300g



**HORNO DE  
SAN JUAN**



# USA-Style Cakes



CARROT CAKE  
420g



RED VELVET  
390g



**HORNO DE  
SAN JUAN**



# Muffins

Muffins with chocolate chips and double chocolate.



# Muffins



MUFFINS WITH CHOCOLATE CHIPS  
4 units - 300g



DOUBLECHOC MUFFINS  
4 units - 300g



MUFFINS WITH CHOCOLATE CHIPS  
2 units - 150g



DOUBLECHOC MUFFINS  
2 units - 150g



# Mini Muffins



MINI MUFFINS ASSORTMENT  
9 units - 295g



MINI MUFFINS JUMBO ASSORTMENT  
20 units - 660g



**HORNO DE  
SAN JUAN**

# Campaigns

Campaigns for a perfect occasion: Valentine's Day, Mothers' & Fathers' Day, Halloween, Easter & Christmas season.



VALENTINE'S DAY  
LOVE CAKE / LILLY'S HEART  
300g / 180g



MOTHERS' DAY  
MOTHERS' DAY CAKE  
300g



FATHERS' DAY  
FATHERS' DAY CAKE  
300g



HALLOWEEN  
HALLOWEEN CAKE  
300g



CHRISTMAS SEASON  
XMAS CAKE / XMAS TREE  
300g / 180g



**HORNO DE  
SAN JUAN**



# Promotions

Measuring Cups and Container Boxes with Choco Chips mini muffins for IN&OUT promotions.



MEASURING CUP WITH  
CHOCOCHIPS MINI MUFFINS  
330g



CONTAINER BOX WITH  
CHOCO CHIPS MINI MUFFINS  
390g



**HORNO DE  
SAN JUAN**



**SAN JUAN  
HORNO DE**

**We love  
what we do.  
We know  
what we do.**



**HUMAN TEAM**



**THIS IS HOW WE DO IT**



**PRODUCTS**



**OUR CLIENT**



The personal service and the permanent proximity with our clients is the maximum guarantee to close agreements based on trust, efficiency and honesty.



**OUR CLIENT**

**Personal treatment,  
trust, efficiency,  
honesty.**



**Auchan**



**Walmart**

**Dia**



**ASDA**

**Carrefour**

**NORMA**



**TOTTUS**



**MERCADONA**







**PASTISFRED**  
MONTBLANC



MONTBLANC  
PASTISFRED



**Frozen**  
product



**PASTISFRED**  
MONTBLANC



## Different and versatile production **lines**



**Modern  
facilities  
very well  
connected.**





**PASTISFRED**  
MONTBLANC



PRODUCTION



RAW MATERIALS



SUPPLIERS



**PASTISFRED**  
MONTBLANC



**PASTISFRED**  
MONTBLANC



PRODUCTION



RAW MATERIALS



SUPPLIERS

Creative  
cakes  
and tarts



**PASTISFRED**  
MONTBLANC





**PASTISFRED**  
MONTBLANC



PRODUCTION



RAW MATERIALS



SUPPLIERS

High quality  
community  
products



**PASTISFRED**  
MONTBLANC

All our suppliers are audited  
to prove the maximum quality  
of their products



**PASTISFRED**  
MONTBLANC



PRODUCTION



RAW MATERIALS



SUPPLIERS



**PASTISFRED**  
MONTBLANC



## PRODUCTS

Tarts



Profiteroles  
Truffles



Campaigns



Coming soon...



PASTISFRED  
MONTBLANC



# Tarts



**“SAN MARCOS” TART**  
(sponge cake, whipped cream  
and egg-yolk topping)



**“BLACK FOREST” TART**  
(sponge cake, whipped  
chocolate cream and shaved  
chocolate topping)



**LEMON TART**



**MASSINI TART**  
(sponge cake, whipped cream,  
whipped chocolate cream and egg-  
yolk topping)



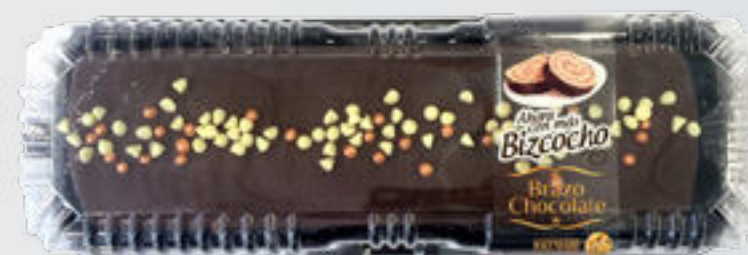
**BLUEBERRIES  
CHEESECAKE**



**TIRAMISU TART**



**CHOCOLATE MOUSSE**



**CHOCOLATE SWISS ROLL**



**EGG-YOLK SWISS ROLL**



**WHIPPED CREAM  
MILLE-FEUILLE**



**PASTISFRED**  
MONTBLANC



# Profiteroles / Truffles



**PROFITEROLES**



**CHOCOLATE TRUFFLES**



**PASTISFRED**  
MONTBLANC

# Campaigns



**EASTER EGG TART**



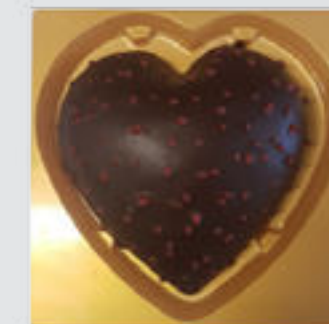
**FATHERS' DAY**



**MOTHERS' DAY**



**CHRISTMAS**



**ST. VALENTINE'S DAY**



**“SANTA CATALINA“**  
(Regional tart made of meringue)



**PASTISFRED**  
MONTBLANC





*Thank you very much!*

