



The **Company**



Central de Carnes Premium was founded in 2013 and combines *tradition, experience, and professionalism*, merged with the innovation and a vision of future of a young team that turned a project concentrating *illusion, effort, and innovation into reality*.

All of the above is supported by the best industry experts, new technological equipment ensuring *maximum food security and quality* in all products, *sustainability* breakthroughs and the concern for *animal welfare*.

With facilities occupying **over 20,000 square metres** and equipped with the latest technology, Central de Carnes Premium has production lines including beef boning activities with differentiated areas, the preparation of cuts with different presentations and of minced-meat products. This line includes a wide array of products adapting to the most varied needs of customers.

Since its creation, the business vision and clear project goals have turned the company into one of the meat industry leaders in the domestic market, having as customers the main retail business groups, supermarkets, and large areas of the country.

The **Team**

The work team is the core of **Central de Carnes Premium**. Excellent professionals make our company unique. *Effort, commitment to work and love for what we do.*

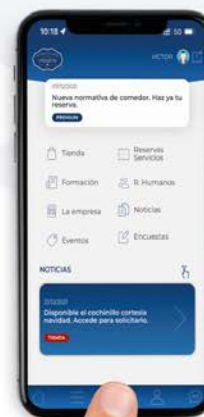
The company seeks work quality for its employees by creating a proper working environment, taking care of all of them.

Central de Carnes Premium provides services to its employees, in particular *laundry and dining services*, which are thought for and by the employees with the same purpose: **feeling we are one family**.

With over 170 employees, our company continues to innovate by offering facilities and opportunities.



Digital **Environment**



"We are in the midst of a digital transformation. In April 2022, we will be launching our new website:

www.centraldecarnespremium.com.

It is a website that has been developed primarily for mobile devices, containing all the information about our company, and its goal is to become a point of reference for the beef industry.

In parallel, we are also developing an internal platform for the entire Central de Carnes Premium team."



Scan the QR code from your mobile and discover our new MOBILE FIRST website.

Cattle

Central de Carnes Premium has estates for bovine cattle breeding in the regions of Madrid, Castilla León and Castilla La Mancha, **totalling 30,000 livestock in cycle.**

The **continuous veterinary monitoring** of animals in the field and **the careful feeding with natural pasture** and fodder help breed animals of unsurpassed quality for consumption. The products are taken care of from the beginning, with a **strict control over the supply chain** from the selection of raw materials and production methods.

Thanks to **Central de Carnes Premium's** know-how, the meat enhances the characteristics of each breed, origin, and territory, as well as their inherent gastronomic richness.

Native breeds provide added value to the livestock production of **Central de Carnes Premium**, promoting environmental protection in a sustainable manner and keeping biodiversity.



The best meat from our farms.

Central de Carnes Premium not only breeds its own cattle, but it also **selects reliable farmed animals to ensure that customers receive tender**, juicy and great-tasting pieces, offering meat cuts adapting to their dishes and final consumer preferences.

Cattle feeding is a key **factor for meat quality**. Grass and grain are used, mainly corn and barley.

Good cattle farming practices and expert knowledge during the whole production process result in a wide variety of fresh and newly prepared meat, which allows consuming it at the best possible time in terms of nutrients, smell, and flavour.

These meat products adapt to our rich gastronomic culture.

“ We make an effort to reduce the environmental impact. We fight to achieve sustainable cattle breeding. Our meat represents values that are on the rise in the 21st century society, such as sustainability, biodiversity, gastronomic culture, local rural economy, tradition and knowledge, innovation, and nutrition. ”

Gisela Sánchez, Chief Quality Officer

The **Origin**



The **Cattle Farmer**



We take care of our cattle farmers. They are an essential part of the process. At **Central de Carnes Premium**, we make significant efforts and value the significant importance of cattle farmers.

Work is done with the farmers at the **Quality Department** in relation to specific training on good cattle farming practices:

1. Respect for animals
2. Proper feeding using resources in a responsible manner
3. Cattle transport control
4. Animal welfare upon slaughter

It is necessary to transmit to customers the respect for cattle farmers throughout the cycle. We must take care of them from the beginning of the production process.



Cattle farmers work to protect Spanish native breeds. They represent the Spanish cattle heritage and are an important example of the local rural economy. They are adapted to our climate and to our varied and rich ecosystems.

Valuing the origin is the basis of sustainable development.



Central de Carnes Premium is a member of GLOBAL G.A.P., an internationally well-known non-profit organization engaged in certifying the compliance with food security and farm sustainability.



The **Process**



Feeding

Fully plant-based and careful feeding guarantees the flavour and quality of all our products.



Distribution

Using state-of-the-art processes, we prepare and work on all our meats by applying strict process and food security controls.



Breeding

The secret is in the origin, in our farmers and in animals. We focus on animal welfare. Animals are the starting point of our process.



Preparation

Using state-of-the-art processes, we prepare and work on all our meats by applying strict process and food security controls.



Customer

The process ends up with our customer. Large chains, such as El Corte Inglés, Makro and Día rely on us to provide the best products to their customers.

Process Control

FOOD SECURITY



Process Control



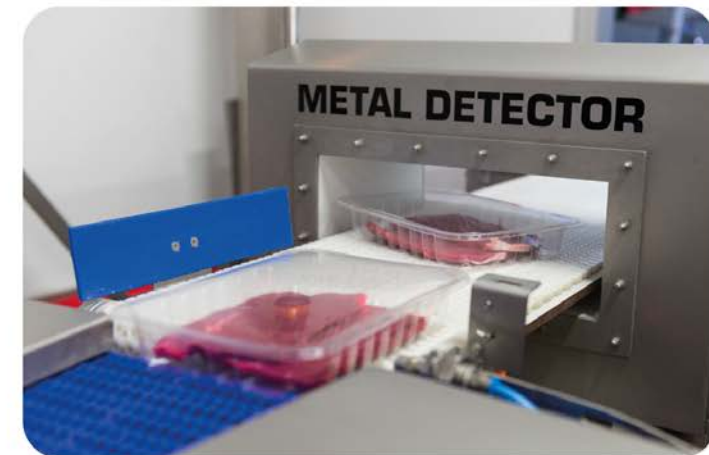
Central de Carnes Premium is committed to providing *quality in all the spheres of its activity*. This is the only possible way to obtain the **certification** for its quality and food security systems under IFS and BRC international standards.

Internationally well-known certification bodies have certified the quality of **Central de Carnes Premium's premises and equipment, services and products, cleaning and sanitation and customer care**.

Central de Carnes Premium has optional *beef labelling specifications that have been certified by an independent company*.

Such certificate is granted not only to our manufacturing plants but also to our supply chain as a whole, including animal breeding.

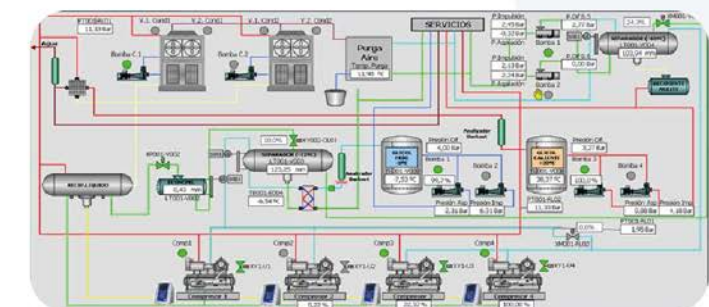
Therefore, the whole control process is audited from time to time by well-known independent control companies.



Quality control is conducted in all process stages: raw material sampling, during product manufacture and tasting, and finally when analysing nutritional and microbiological parameters.

All products are thoroughly controlled: temperature data, pH value and weight. This is accompanied by a visual assessment by production technicians.

These data are necessary to ensure the optimum quality of final products. All collected data are recorded in its database to be used later on upon product documentation and labelling.



The certificates held by Central de Carnes Premium are a recognition for the good performance of the whole quality management system.



To be certain that we work with the best meat, the key *factors affecting quality from its origin* should be considered:

01

SMELL AND FLAVOUR

Meat smell and flavour vary depending on the species, animal age and feeding, which is more emphasised in adult and male animals.

02

TENDERNESS

Tenderness is related to different factors, such as animal age, sex, and muscle position.

03

JUICINESS

Meat juiciness is determined by the lipid quantity that is naturally present in meat, increasing its flavour and tenderness. Intramuscular fat and the maturation process increase this feature as well.

04

FIRMNESS

A quality meat cut should be firm. It should give way to pressure, but not be broken up when touched, and maintain its firmness without being hard.

“Quality has always been the company's key principle. I have been taught all my life to work steadily to achieve consistent quality day after day, month after month and year after year, and I had no doubt that this had to be applied in **Central de Carnes Premium**.

Ana González, Board member and Manager

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The **Product**

Manufactured Products

At **Central de Carnes Premium**, products are manufactured in compliance with the strictest effective regulations on minced meat products.

Meat is selected in a careful and demanding manner and minced while it is fresh, using the most modern technology in the production process, which allows satisfying the demand and requirements of all markets.



We prepare the brand and packaging for our customers by adapting the needs to market consumption trends.



The Cuts

Fillets 1ªA	Steak
Fillets 1ªB	Clod
Loin	Chuck
Sirloin	Fine fillet
Ragout	Bones
Rump medallion	Stew
Shin	T-Bone
Flank	Tomahawk
Shank	Ribs



We identify our product and measure its flavour intensity to make purchases easier for consumers. We work to educate and transmit information to allow consumers to be aware of what is purchased at any time.



The format of our products is adapted to the needs of our customers thanks to several production lines:

Protected atmosphere

Skin

Flat Skin

Vacuum

Round



We have controlled maturation chambers for our meats. We mature our meats for a minimum of 21 days for our customers, according to their preferences, subject to a strict quality control.

The **Format**

The Facilities

Central de Carnes Premium is a technology and innovation industry leader. Our facilities are equipped with the latest developments in the field of production. There are different lines to be adapted to the needs of each customer.



Central de Carnes Premium works every day on research and investigation in all company spheres. We invest in technological development to adapt our process and make it more sustainable. We investigate to achieve formats that meet the quality standards and our customers.



R+D

SUSTAINABILITY

Central de Carnes Premium has implemented over 10 sustainability and environmental commitment measures since May 2017. Some of them include:

- Sustainable waste management
- Electrical truck loading system
- Carbon emission reduction plan
- Water footprint reduction plan (since 2017)



Carbon footprint record, compensation and carbon dioxide sequestration projects.



Other key points in relation to sustainability include workers' training and external audits, both at the production plant and at the farms we work with.

The measures include training in responsible consumption and the rational use of water, external audits on cleaning, sanitation and disinfection systems for water consumption enhancement and cleaning products. Workers are the best allies and help honour the commitment to offer the best product with the lowest environmental impact.

The goal is to provide customers with the best meats manufactured in observance of the environment, people, and animal welfare.



In December 2018, 100-kW photovoltaic facilities were commissioned. This first initiative will seek to obtain over 145,000 kWh of electric power per year to help reduce CO2 emissions by more than 829 tons in the next 25 years of operation.

DE DEHESA is a registered trademark in the European trademark registry with the aim of communicating to society the values or efforts of the beef supply chain in promoting and improving sustainable best practices.



CATTLE FARMERS, WHOLESALERS, AND DISTRIBUTORS, UNITED TOWARDS SUSTAINABILITY AND MEAT QUALITY

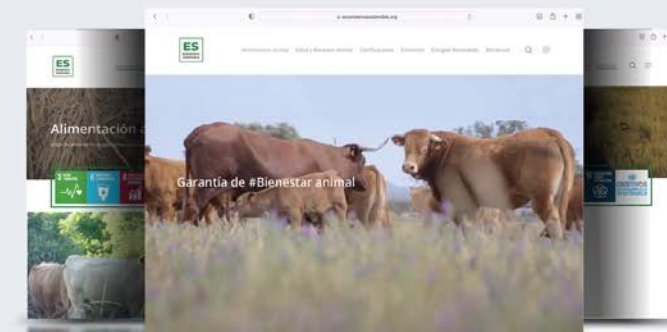
Central de Carnes Premium is a founding member of Defhesa. Its mission is to promote, support and communicate the continuous improvement in beef production and distribution sustainability.

For this purpose, Defhesa bets on leadership, science promotion and R+D, as well as the participation and cooperation of value chain participants.

Defhesa works to achieve a world in which beef is a fundamental part of a reliable food system, providing prosperity, in which the beef value chain respects the environment, is socially responsible and economically viable.



ECOSISTEMA SOSTENIBLE, (sustainable ecosystem) ensures that the products labelled with its stamp have been produced using processes that meet strict quality and sustainability standards audited and certified by Global GAP, with an impact on 12 out of the 17 sustainable development objectives (SDO) established by the United Nations.



www.ecosistemasostenible.org

The **CUSTOMERS**

Central de Carnes Premium works both with large retail groups having stores throughout the Spanish territory and with local supermarkets, reaching all regions and adapting to the needs of each customer.

The Sales and Customer Service Department is at your service at all times, offering personalized assistance. The close and customized contact with each customer allows enhancing the process and speeding up all orders.

We make available our Marketing Department to our customers by providing labelling, packaging, and branding solutions. We draw up joint proposals for our unique products

Central de Carnes Premium is the completion of a business journey in the meat industry. We are part of a premium sector, and our company is a reference in terms of quality and innovation.

The Premium family is made up of a young and trained team with great illusions.

We aim at making achievements, contribute to the market what others cannot offer and search for excellence.

The project has just started. With great R+D development and work, we investigate and analyse market trends on a daily basis.

Changes, adaptations, and evolution lie ahead in terms of technology and sustainable development. We continue to prepare ourselves day after day to stay ahead of progress.

We invest today to become leaders tomorrow.

Ana Gonzalez

FINCA
Monteacebo

**PASSION
MEAT**

Central de Carnes Premium manages different brands for its customers and shares opinions to manufacture customized products satisfying the final customer.



Central de Carnes Premium, S.A.

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