



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*.

We count with **20,000 square metres** and the newest technology. Our production lines include beef boning, beef cutting and mincing activities. We offer a wide range of products always adapting ourselves to our different clients needs.

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

The **Team**

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

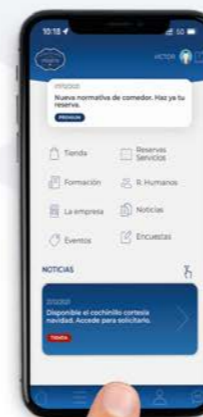
The company seeks employment safety and security for its employees by creating a proper working environment, taking care of all of them.

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 invest in innovation by upgrading its facilities and creating new



Digital **Environment**



"We are in the middle 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. Its goal is to become a reference in 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, **summing 30,000 livestock in cycle.**

The **continuous veterinary monitoring** of animals in the field and **the careful feeding with natural pasture** and feed help breed animals of ultimated 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 and territory.

Native breeds provide added value to the livestock production of **Central de Carnes Premium**, promoting environmental protection in a sustainable manner and preserving the 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. We always adapt ourselves to our final customer needs.

Cattle feeding is a key **factor for meat quality**. We use grass and grain, 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 are part of 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 do value their importance.

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 mandatory for us to transmit to our customers the respect we have 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 as 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 diverse 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

We do count with an excellent transport network to guarantee safe distribution .



Breeding

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



Preparation

Our products follow the strictest preparation processes and food security controls.



Customer

We provide high quality customer service. 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



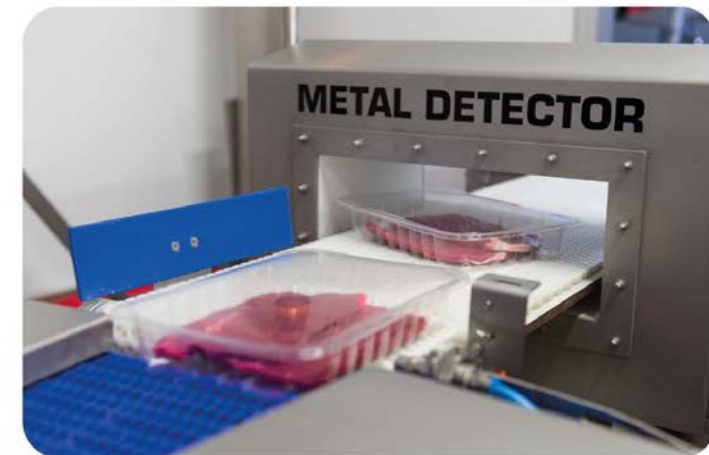
Central de Carnes Premium is committed to providing *quality in all the spheres of its activity*. This is the only possible way to obtain the **certification** for quality and food security systems under IFS and BRC international standards.

Internationally well-known certification bodies have certified the quality of **Central de Carnes Premium's facilities, services and products, food safety and security measures 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.

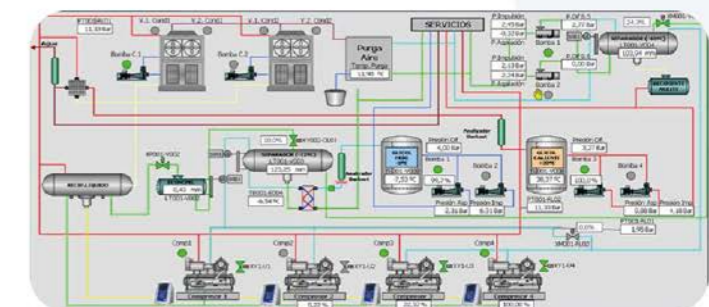
Therefore, the whole control process is audited from time to time by well-known independent control companies.



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

All products are thoroughly controlled: The temperature, the Ph value and the weight from all products are thoroughly controlled. Also a visual assesment is performed by our specialized team.

This data is necessary to ensure the optimum quality of final products. All collected data is recorded in a database to be used later on at product labelling.



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



To guarantee that we work with the best meat, the following *factors which affect quality should be considered from the beginning of the process.*

01

SMELL AND FLAVOUR

Meat smell and flavour vary depending on the breed, the animal age and the 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. The intramuscular fat and the dry ageing process increase it 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

”



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 branding and packaging for our customers by adapting their needs to market consumption trends.



The Cuts

Steaks 1ªA

Steaks 1ªB

Loin

Sirloin

Ragout

Rump medallion

Shin

Flank

Shank

Steak

Brisket

Chuck

Thin Steaks

Bones

Stew

T-Bone

Tomahawk

Ribs

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



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 dry age chambers for our meats. We dry age our cuts for a minimum of 21 days for our customers, according to their preferences, following 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. We count with different lines to adapt ourselves and the needs of our customers.



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 introduce packaging techniques/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 our commitment to offer the best products 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 cells were implemented. 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 activity.

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



CATTLE FARMERS, WHOLESALERS AND DISTRIBUTORS, JOINED TOGETHER TOWARDS SUSTAINABILITY AND MEAT QUALITY

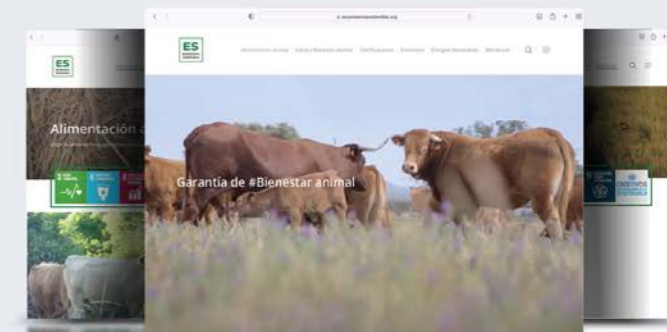
Central de Carnes Premium is a founding member of Defhesa. Its mission is to promote, support and communicate the continuous improvement in beef production and distribution sustainability.

For this purpose, Defhesa bets on leadership, science promotion and R+D, as well as the participation and cooperation of the main process agents.

Defhesa works to achieve a world in which beef would become a fundamental part of a reliable food system, providing prosperity, in which the beef chain would respect the environment and be 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 providing a fast and high quality service.

We take good care of marketing by providing different labelling, packaging and branding solutions. We draw up joint proposals for our unique products

Central de Carnes Premium is the result of a long 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 passion for what they do.

We aim to make achievements and contributions to the market that others cannot offer while searching 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.

Ctra. Villaverde a Vallecas Km. 3,8· Calle Eje 3 - 18 nº10
Plataforma baja · Mercamadrid · 28053. Madrid (España)
Tel. (0034) 91 779 72 15 · Fax: 91 779 72 16

clientes@ccarnespremium.com



@centraldecarnespremium

www.centraldecarnespremium.com