

el Valle

SNACKS & CHIPS

MOMENTS FOR SHARING

CORPORATIVE
PRESENTATION



SNACKS EL VALLE

MOMENTS TO ENJOY

Snacks el Valle was founded over 20 years ago with the aim of making **Chips and Snacks of the highest quality** to enable consumers to enjoy authentic and traditional flavours with maximum guarantees of quality and traceability.
Freshly made chips to **enjoy life's best moments.**

This is possible thanks to our **traditional manufacturing process in vats**, which helps our chips to maintain their original and pure flavours.

Together with traditional methods, at Snacks el Valle **we use the best and most up-to-date technology** to make this traditional process as efficient as possible and guarantee the quality of our products. So much so that we have been awarded the food industry's strictest Certificate:





ABOUT US

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01 ABOUT US



Ever since the company was founded, over 20 years ago, **Snacks el Valle has set out to prepare the best chips and snacks**, paying attention to every last detail, and always working with dedication and effort, thanks to the technical skills of a great human team.

Thus, **our mission is to offer our customers top quality products** by selecting the best raw materials and benefitting from continuous innovation in our product range.

02 OUR VALUES



■ TEAMWORK

The activity of the company requires continuous interaction, both among the members of the production team and between this and the other departments.

Teamwork is a key value for the successful development of the company, which depends on constant collaboration between all the parties involved.



■ EXCELLENCE

At Snacks el Valle, we see excellence as a driver for growth.

With **the aim of improving the product and offering the best to our customers,** we aim to better our results, not only in the present, but also looking to the future.





■ CUSTOMER FOCUS

Our customers are our raison d'être. Therefore, attending to their needs, tastes and desires forms the foundation for any development. New products intended for discerning palates or fresher flavours aimed at younger consumers. At el Valle, **our priority is for our customers to enjoy the best and tastiest chips.**



■ INNOVATION

Similarity between products is a fact, owing to market saturation. For Snacks el Valle, **innovation with regard to both the product and the production processes**, is a tool with which to bring about a change towards a better performance and higher quality.

03 WHAT WE DO

CHIPS



SNACKS



NUTS



03 CHIPS



CHIPS

Our star product!

In this section, we find the many product varieties included in our selection of chips, intended for all consumers, such as “Churrería” chips, flavoured chips, extra-crunchy chips and Premium chips.

Each product is prepared using a different manufacturing process. This is due to the **frying techniques that we have perfected over the years to give our chips that unique and special touch**, together with the use of first class extra virgin olive oil and high-oleic sunflower oil that provide us with the traditional flavour that sets us apart.

We handle the whole potato production process, from the receipt of the raw material to the distribution of the finished product, **carrying out exhaustive quality controls at every stage.**

PREMIUM COLLECTION



BLACK TRUFFLE



OLIVE OIL & PINK SALT



IBERIAN HAM



CURED CHEESE

CLASSIC COLLECTION



SUPREME



WAVY POTATO CHIPS



RUSTIC CHIPS



CHURRERIA

CLASSIC COLLECTION



**PREMIUM OLIVE
OIL**



LIGHTLY SALTED



CARTRIDGE CHIPS

TASTE COLLECTION



**CHORIZO &
FRIED EGG**



FRIED EGG



MEDITERRANEAN



HAM

TASTE COLLECTION



LEMON & PEPPER



CUCUMBER & VINEGAR



CHILI & LIME



BLACK OLIVE

TASTE COLLECTION



TIKKA MASALA



KETCHUP

03 SNACKS



SNACKS

Snacks with which to enjoy great moments, made from the best ingredients.

Incredible flavour and maximum freshness in all our products.

We seek to make them tasty, good and at the same time suitable to form part of a healthy lifestyle.

SNACKS COLLECTION



■ **SALTED
POPCORN**



■ **BUTTER
POPCORN**



■ **POTATO
WHEELS**



■ **CHIC POTATOES**



■ **COCKTAIL**



■ **CHEESE
BALLS**



■ **PRAWN BREAD**



■ **RED FAT
BAKED SNACKS**

SNACKS COLLECTION



■ COCKTAIL



■ BUTTER
POPCORN



■ RARITOS



■ CHIC
POTATOES



■ CARAMEL
POPCORN



■ ONION RINGS



■ WHEAT BARK
SNACK



■ PORK CRUST
SNACK



■ RED FINE
BAKED SNACK



■ ORIGINAL
BAKED SNACK

SNACKS COLLECTION



BACON & CHEESE KONOS



BBQ KUADRADITOS



KETCHUP BARS



LIGHT

SNACKS COLLECTION



**BUTTER
POPCORN**

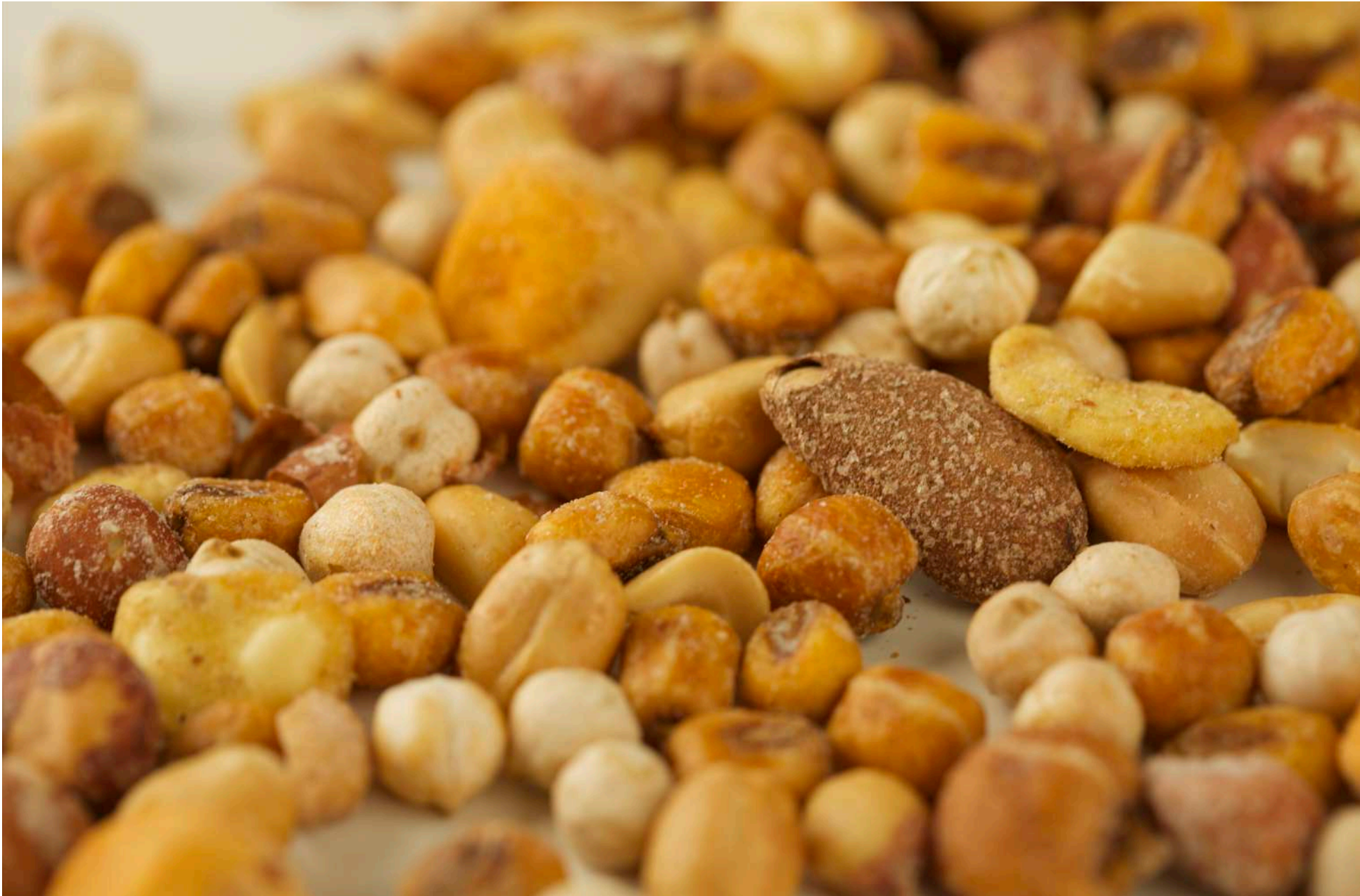


**KETCHUP
POPCORN**



**CORN
GUSTITOS**

03 NUTS



NUTS



ROASTED NUT MIX



**FRIED SCRAMBLED
MIX NUTS**



FRIED PEANUT WITHOUT SKIN



**IBERIAN FLAVOUR
CRUSTS**

NUTS



MIXED NUTS IN BAG



NUTS WITH CHILI



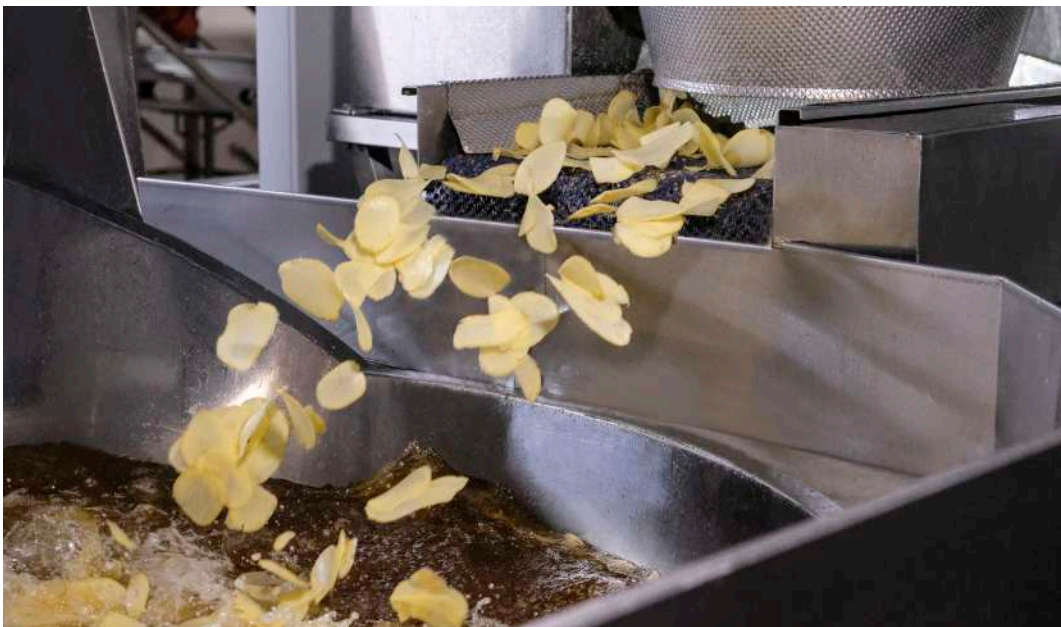
FRIED ONION

04 HOW WE MAKE THEM



01. WASHING AND PEELING THE POTATOES

The first stage of the process is to **select and wash the potatoes**, which are then peeled in water using abrasion, after which they are inspected, one by one, by expert operators to guarantee the maximum quality of the end product.



02. CUTTING AND FRYING

In this part of the process, **the potatoes are finely sliced into their required shape:** smooth, crinkle-cut, wavy, straw potatoes.

Once they have been cut, they are deposited directly in the vats where they are fried slowly at a low temperature, to obtain the best quality.

We control parameters such as acrylamide, peroxide, etc. so that our products are always within the permitted safety limits and are therefore healthier.

04 HOW WE MAKE THEM



03. SELECTION AND FLAVOURING

The selection process is fully automated, using a **latest-generation visual selector**. This is responsible for eliminating any imperfections that may appear.

The chips then go on to the **flavouring section where they are given the appropriate quantity of salt or flavouring** for each product.



04. BAGGING AND PALLETISING

The last part of the production process is the bagging.

At this stage **the crisps are packed into bags of different sizes and weights, always in a protected atmosphere in order to increase the durability and quality of the product.**

Lastly, these bags are put into boxes to facilitate transport and protect the finished product.

05 INNOVATION AND QUALITY



■ INNOVATION

Snacks el Valle is a front runner in the field of innovation since, thanks to **over 20 years of experience in the development of new products**, some of them have become national market references in recent years.

All our developments take place in our laboratory, which works together with all of our suppliers to **ensure that the products are adapted to the needs of the customers** and the demands of consumers.

■ QUALITY AND FOOD SAFETY



At Snacks el Valle we are committed to our customers and their needs in every respect. We strive daily to **maintain the continuous improvement of product quality and service**.

We apply care and attention to all the stages of the production chain, from the fields and the harvesting of the raw materials to the bagging of the end product, through the suppliers, facilities, personnel and processes, with the aim of guaranteeing the safety of the product and the consumer.

Thanks to this care, **Snacks el Valle is certified according to the IFS Food standard**, an international standard that recognises the organisation's commitment to Food Safety.

06 COMMITMENT AND SUSTAINABILITY



We carry out all our processes while ensuring the correct management of the waste generated: from organic waste to all kinds of packaging. Our team is committed to caring for the environment.

For us, the environment is increasingly important. Therefore, **we are improving processes to recycle as much as possible and cause a minimum impact on the environment:**

- *All the cardboard and plastic disposed of in our factory is subsequently recycled.*
- *We have a biological water treatment system so the water used in our processes is completely clean when discharged.*
- *Chips with imperfections are used to make animal feed.*
- *The potato peelings are used to make fertilizer for plants.*



07 DISTRIBUTION



We have an extensive nationwide distribution network thanks to which we reach nearly all the provinces of Spain.

For the past 5 years we have been investing in export to take our products all over the world. Today, Snacks el Valle is present in several countries of the European Union, as well as countries of South America, the USA, Canada, Asia and Africa.

07 CONTACT



CONTACT

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el Valle

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MOMENTS FOR SHARING