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## CUSTOMERS AND CONSUMERS



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# EBRO FOODS, S.A.

## Customers and consumers



RESPONSIBLE CONSUMPTION  
AND PRODUCTION

Customers and consumers are two of the driving forces for development, evolution and growth of the company. The Ebro Group uses a wide variety of tools to:

1. Offer them a broad portfolio of healthy, differentiated products.
2. Anticipate and meet their needs for consumption.
3. Guarantee top quality in its products and services, meeting not only the quality standards and requirements stipulated in law, but also any stricter standards to guarantee that top quality.
4. Watch out for their health and safety, meeting the strictest food safety standards.

## Our main tools

### 1. R&D AND INNOVATION

This is what distinguishes us from our rivals, enabling us to develop unique products and technologies to meet the needs of our customers and consumers and provide them with a differentiated range of products delivering value added.

Approximately one-third of the Ebro Group's total investment budget is set aside each year for innovation.

### 2. QUALITY CONTROL AND FOOD SAFETY SYSTEMS

- Good Manufacturing Practices (GMP):** contemplating good practices for the handling, packaging, storage and carriage of fresh products.
- Hazard Analysis and Critical Control Point (HACCP):** a system for identification and control of any problems that may come to light during the design and production processes.
- Quality Assurance Standards, such as:**
  - The standards established by the International Organisation for Standardization (ISO 9001:2000, ISO 9001:2008 and ISO 22000).
  - The International Food Standards (IFS), which, structured in line with ISO 9001:2000, are among the highest distinctions in Food Safety in all distribution sectors in Europe.
  - The BRC (British Retail Consortium) certification, one of the internationally most widespread models for distributors and large retail outlets to rate their brand product suppliers.

- The Danish DS standards (Danish HACCP Code), for developing a HACCP system in the food industry and in the manufacturing of packing and packaging for food products.

In this context, all the Ebro Group plants have been certified for quality and food safety, having a total of 173 certifications between them (Annex 2).

## Customer health and safety

During 2021, Arrozeiras Mundiarroz (Portugal), Boost Nutrition (Belgium), Ebro Frost UK, Harinas Santa Rita (Spain), Herba Bangkok (Thailand), Herba Cambodia (Cambodia), Lassie (Netherlands), Lustucru Frais (France), Riviana Foods (USA) and Roland Monterrat (France) made regular assessments of their products with a view to promoting safety and improving them.

The Group companies that have been assessed on health and safety in order to promote improvements are listed below:

COMPANY	CATEGORIES/PRODUCTS	% PRODUCTS ASSESSED
Boost Nutrition	Rice, retail	4.55%
	Loose rice, retail	3.85%
	Rice bags, retail	2.13%
	Resealable square rice packets, retail	1.47%
	Commercial impulse cakes	27.27%
	Bosto grains	12.5%
	Bosto microwave	25%
Ebro Frost UK	IQF Pasta	100%
Harinas Santa Rita	Flours and batter mix	100%
Lassie	Mixes	50%
	Specialty rice	75%
Lustucru	Gnocchi	3.03%
	Simple pasta	10.53%
Riviana Foods Canada	Vegan	100%
	Vegetarian	100%
	Carolina mix	100%
	Carolina organic	100%
Riviana Foods USA	Mahatma organic	100%
	RiceSelect Discoveries	100%
	Success Garden and Grains	100%
	Tilda Ready to heat	100%

## Product and Service Labelling

All our companies comply with the national laws and regulations applicable in each country.

The following companies also provide the following information:

### Contents, especially regarding substances that could have an environmental or social impact

COMPANY	% PRODUCTS
Ebro Frost UK	100%
Ebro India	100%
La Loma Alimentos	100%
Neofarms	100%
Roland Monserrat	100%

### Elimination of the product and its environmental or social impact

COMPANY	% PRODUCTS
Ebro India	100%
Geovita	100%
Harinas Santa Rita	80%
Herba Ricemills	100%
Lustucru	100%
Riviana Foods Canada	100%
Riviana Foods USA	100%
Roland Monserrat	100%
Tilda	100%

### Source of components in the product

COMPANY	% PRODUCTS
Arrozeiras Mundiarroz	9%
Ebro Frost Denmark	100%
Ebro Frost UK	100%
Ebro India	100%
Garofalo	23%
Geovita	25%
Harinas Santa Rita	50%
Herba Ricemills	10.86%
La Loma Alimentos	100%
Lustucru	65%
Mundi Riz	100%
Neofarms	100%
Riviana Foods Canada	100%
Riviana Foods USA	100%
Roland Monserrat	100%
Tilda	100%

### Product safety instructions

COMPANY	% PRODUCTS
Arrozeiras Mundiarroz	36%
Bertagni	100%
Ebro Frost Denmark	100%
Ebro Frost UK	100%
Ebro India	100%
Geovita	100%
Lustucru	19%
Mundi Riz	100%
Riviana Foods Canada	100%
Riviana Foods USA	100%
Roland Monserrat	100%

## Customer and consumer services

Information on the nutritional properties of all Ebro Group products is provided on the packaging, along with the physical address of the company and, where appropriate, its website, e-mail and telephone number.

The different customer services departments collect data and generate information for the quality system. Grievances are answered by telephone or e-mail, according to the details given by the customer. A case file is opened for each incident and reported internally to the Quality Department, which checks and monitors the relevant quality system in case of error and takes the necessary measures to offer a solution.

As a rule, the companies follow up all grievances by telephone to check consumer satisfaction.

Statistical monitoring is regularly conducted of all incidents and proposals for improvement made by consumers, which are discussed at the different Management Committee meetings held every month within each company.

The communication channels used with consumers in the different companies are indicated below:

COMPANY	COUNTRY	COMMUNICATION CHANNELS WITH CUSTOMERS
Arrozeiras Mundiarroz	Portugal	E-mail, post, website and social media
Bertagni 1882	Italy	E-mail, website and social media
Boost Nutrition	Belgium	E-mail, website and social media
Ebro Foods Netherland BV (Lassie)	Netherlands	Telephone, e-mail, website and social media
Euryza	Germany	Telephone, e-mail, website and social media
Herba Ricemills	Spain	Telephone and e-mail
Lustucru Frais	France	Telephone and post
Lustucru Riz	France	Telephone, post, e-mail and social media
Pastificio Lucio Garofalo	Italy	Telephone, e-mail, website and social media
Riceland Magyarorszag	Hungary	Telephone, e-mail and website
Risella	Finland	Telephone
Riviana Foods Canada	Canada	Telephone, e-mail, website and social media
Riviana Foods USA	USA	Telephone, e-mail, Website and social media

## Incidents during the year

### INCIDENTS REGISTERED WITH LARGE CUSTOMERS

Overall, 7 incidents were registered in 2021, 1 of which corresponded to Arrozeiras Mundiarroz (Portugal), 1 to Bertagni (Italy), 2 to Garofalo (Italy) and 3 to Herba Ingredients (Netherlands). Of those, 4 were related with product health and safety, 2 to information and labelling and 1 to marketing communications, advertising and promotion.

### CLAIMS FROM END CONSUMERS

The following table shows the number of claims (packaging defects, requests for information, sensory properties, etc.) handled during 2021, by company.

COMPANY	NO. INCIDENTS 2021	NO. INCIDENTS 2020
Arrozeiras Mundiarroz	149	268
Bertagni 1882	318	322
Boost Nutrition	228	178
Ebro India	78	70
Euryza	930	628
Herba Ricemills	340	388
Ebro Foods Netherland BV (Lassie)	241	266
Lustucru Frais	1,413	2,074
Lustucru Riz	1,151	--
Pastificio Lucio Garofalo	677	916
Riceland Magyarorszag	45	33
Risella	187	472
Riviana Foods Canada	1,663	2,422
Riviana Foods USA	7,903 (rice)	14,034 (rice) 18,617 (pasta)
Roland Monterrat	503	
Tilda	1,144	1,602

No claims were received in 2021 in any Group company related with privacy and customers' personal data leaks.



## % Production outsourced

The following table shows the percentage of production volume manufactured at certified sites by an independent third party according to internationally recognised food safety standards:

COMPANY	PRODUCT MANUFACTURED	COUNTRY	% OF MANUFACTURING	
Arrozeiras Mundiarroz	Noodles	Hungary	100%	
	Ready to Serve, Essential	Spain	100%	
Ebro India	Rice	India	5.6%	
Garofalo	Preserved tomato	Italy	100%	
	Couscous	France	100%	
	Couscous & ethnic	Italy	100%	
	Dry pasta	Italy	100%	
	Extra virgin olive oil	Italy	100%	
	Filled pasta	Italy	100%	
	Fresh pasta	Italy	100%	
	Gluten-free pasta	Italy	100%	
	Packaged flour	Italy	100%	
	Potato balls	Italy	100%	
	Sieved tomato	Italy	100%	
	Geovita	Shinode rice 10 kg	Italy	7.26%
		Shinode rice 20 kg	Italy	0.43%
Herba Ingredients	HerbaMIX RSS	Netherlands	1%	
	Ecological rice cereal	Netherlands	1%	
Herba Ricemills	Cargo rice	Spain	2.22%	
La Loma Alimentos	Parboiled rice	Argentina	3%	
Lassie	Cereal mix	Netherlands	0.01%	
	Rice mix with herbs	Netherlands	0.46%	
Lustucru	Filled fresh pasta	Italy	100%	
	Crisps	Netherlands	100%	
	Lasagne	Italy	100%	
	Organic tagliatelle	Italy	100%	
Mundi Riso	Sandwiches	France	100%	
	Red and black rice	Italy	0.23%	
	Broken rice	Italy	0.27%	
	Parboiled rice	Italy	1.33%	
	Parboiled rice	Italy	0.42%	
Neofarms	Parboiled rice	Italy	3.22%	
	Parboiled rice	Argentina	3%	

COMPANY	PRODUCT MANUFACTURED	COUNTRY	% OF MANUFACTURING
Riviana Foods USA	RTS/Basmati	Spain	2.9%
	Calrose	USA	0.8%
	Jasmine Rice	Thailand	7.6%
	Medium grain	USA	0.4%
	SUP rice mix	USA	1.1%
Tilda	Dry rice	Belgium	1%
	Frozen rice	UK	1%
	Frozen rice	Spain	1%
	Rice milk	Italy	0.01%
	Risotto rice	Italy	0.2%

## Promotion of healthy food and healthy lifestyles

Within our undertaking to encourage and promote healthy eating, all the brands of the Ebro Group include product categories targeting health, such as ancient grains, gluten free, quinoa, whole grain, etc., focusing increasingly on everything to do with healthy, organic and natural foods.

In addition, the Ebro Group has created the blog [Sentirsebien.es](https://www.sentirsebien.es) (.es) [lit.: ‘when you feel good, it shows’], an informative space in which nutritionists, researchers and professionals of the sector post articles, recipes and advice for the public promoting healthy eating habits and maintaining an active lifestyle.

In 2021, Healthy segment sales accounted for 8.90% of the total net sales of Group companies selling products in this category.

COMPANY	% OF TOTAL SALES OF THE COMPANY
Arrozeiras Mundiarroz	1.03%
Boost Nutrition	0.76%
Ebro India	0.55%
Euryza	16.55%
Garofalo	19.77%
Geovita	2.29%
Herba Ricemills	11.92%
Lassie	7.68%
Lustucru	0.69%
Riceland Magyarorzag	4.81%
Riviana Foods USA	10.86%
S&B Herba Foods	5.87%
Tilda	10.17%
<b>% TOTAL</b>	<b>8.90%</b>