



gullón



PRESS DOSSIER

**GULLÓN,
MORE THAN 130 YEARS
OF BISCUIT-MAKING
HISTORY**

February 2026



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1. Galletas Gullón at a glance

THE COMPANY:

- ▶ Galletas Gullón is one of **Europe's leading biscuit manufacturers**.
- ▶ The company celebrated its 130th anniversary in 2022 and, in 2025, surpassed €750 million in turnover, representing 7.6% year-on-year growth. It's **the only century-old, family-owned biscuit company** still operating in the sector.
- ▶ Its ongoing commitment to innovation has positioned it among the **top three players in the Spanish market** and as the leader in the healthy biscuit segment.
- ▶ Its state-of-the-art Gullón and VIDA production plants are among the **largest and most highly industrialised in Europe**.

GROWTH AND VALUE CREATION:

- ▶ A benchmark in the sector and an economic engine in the Autonomous Community of Castilla y León, in particular, and in Spain in general.
- ▶ Galletas Gullón **continues with uninterrupted growth** after increasing its production (kilos) and sales (euros) again.
- ▶ For years, the company has applied a **policy of reinvesting profits** that has allowed it to develop ambitious R+D+i projects, avoiding indebtedness and increasing its financial strength.
- ▶ It's a strategic industry because of its link and because of the possibility it has of transforming the raw materials of agriculture, valuing them and selling them abroad. This makes the company a **net generator of foreign exchange for the Spanish economy**.

JOB CREATION AND TALENT ATTRACTION:

- ▶ Galletas Gullón is a **pole of attraction for talent** and one of the **main employing industries** in Castilla y León, recognised in the **MERCO University Talent Spain 2025** ranking.
- ▶ Currently, **it generates more than 2,300 direct jobs**, not counting the generation of indirect jobs, after launching the largest job offer in its recent history with 323 vacancies.
- ▶ It has created more than **1,014 jobs in less than 8 years** in an area where the labour market maintains a fragile balance.
- ▶ The biscuit maker has been a pioneer in the agri-food sector by implementing the **salary register** promoted by the Ministries of Equality and Labour and Social Economy and favours the **employability of rural and youth women**.
- ▶ In 2023, it took a further step in its **Equality and Diversity Plan** by updating it and registering it in the Register of Collective Bargaining Agreements and Agreements, reflecting its commitment to **real gender equality and the absence of discrimination**.



INNOVATION AND QUALITY OF THE PRODUCTS:

- ▶ Galletas Gullón is **the leader in the 'healthy biscuit' segment with 35% of the market share, 60% of the share of the sugar-free segment and 32% of the organic and organic biscuit segment.**
- ▶ The company **exports its biscuits to more than 125 countries** around the world.
- ▶ Its **commitment to quality, food safety and innovation** has led to sales volume growing over the past 18 years.
- ▶ Part of its **investment plan** focuses on developing **new healthy products with improvements in their nutritional qualities.**

RESPONSIBLE BUSINESS:

- ▶ Galletas Gullón has a **strategic business approach** aligned with the **UN Sustainable Development Goals** and included in its **Responsible Business Master Plan** with a positive impact in five areas of action: **Economic, Social, Labour, Environmental and Ethics and Responsibility.**
- ▶ The company directs its efforts to **optimize energy efficiency and sustainable management of waste generated** during manufacturing processes.
- ▶ In 2023, entered the **TOP10 MERCO ESG Food for the first time**, the benchmark corporate monitor that assesses the reputation of companies.
- ▶ Galletas Gullón is **committed to participating in and supporting local and regional projects** focused on **healthy eating, the environment and the promotion of sport.**
- ▶ In addition, it has managed **to reduce its carbon footprint by 17% in the last three years.** In fact, and thanks to the work carried out in recent years, the company has been ranked **tenth in the MERCO ESG 2025 ranking of the food sector.**
- ▶ The company has a **permanent duty to society** that materializes it through the donation of products, agreements with associations, regional foundations and other social actors in the environment.

2. Company History

The origins of Galletas Gullón



The company was founded in 1892 in Aguilar de Campoo (Palencia) by the Zamoran confectioner José Gullón Barrios. Galletas Gullón is considered one of the companies that created traditional biscuits.

At the end of the nineteenth century, several families from Aguilar de Campoo introduced the manufacture of biscuits in

Spain, taking advantage of the excellent wheat from Tierra de Campos that they had at their disposal and the entry of products such as sugar from the port of Santander.

During the Spanish Civil War, despite the serious difficulties the country went through, Galletas Gullón managed to maintain its production levels and ensure an uninterrupted supply thanks to its strategic location in one of the areas with the highest wheat production.

In 1950 a process of diversification began on traditional products with the launch of Marias and Golden Toast cookies, wafers and doughnuts dipped in chocolate, pastries, etc.



First wholemeal biscuit on the market

During the decade of the 80s, María Teresa Rodríguez took the helm of the company and led its growth together with Juan Miguel Martínez Gabaldón, current CEO and general manager, both in the Spanish market and in its expansion abroad.



It was during this time (1986) that the company launched the first wholemeal biscuit (with vegetable oils) on the market, which led to the creation of the healthy-biscuit segment, which until then had not existed in Spain. This milestone has earned him several recognitions and awards throughout his career.

Between 1997 and 1999, Galletas Gullón became the first Spanish biscuit company to obtain AENOR's Quality and Environmental Management certifications, in accordance with the requirements of the ISO 9002 and ISO 14001 standards, respectively.

In 2002, the company launched the Diet Nature Sugar-Free line, products suitable for diabetics in which lactose (neither fructose nor sucrose) is used, a range that was relaunched in 2021 under the name of ZERO without sugars.

Inauguration of the Gullón II factory



The Gullón II factory was inaugurated in 2003 in Aguilar de Campoo, being the largest factory in Europe at that time. The plant had more than 100,000 square meters of surface area and a warehouse of 18,000 meters with a capacity to hold 27,000 pallets.

Its extensive experience in R+D led Galletas Gullón to lead the Cenit-Higea research project in 2007, an initiative aimed at the prevention of chronic non-communicable diseases (diabetes, obesity and cardiovascular diseases), collaborating with companies in the agri-food sector and several leading national and international research organisations.

Investment policy and zero debt

Thanks to the policy of reinvestment of profits and zero debt, the company launched the construction of its VIDA plant in 2010, which was inaugurated five years later (2015).

Galletas Gullón celebrates its 125th anniversary with a visit from the Royal House

In 2018, the company celebrated 125 years of history. On this occasion, His Majesty the King visited the facilities of Galletas Gullón in Aguilar de Campoo. Don Felipe was able to see first-hand the work of the employees in the factories.





In 2022, the company celebrated its 130th anniversary with a turnover of 419 million euros. Being one of the main values of the biscuit sector and the main employer industry of the Palencia Mountain with more than 1,800 jobs in a post-pandemic context.

Generational change of the presidency

In 2019, after more than three decades at the helm of Galletas Gullón, María Teresa Rodríguez handed over the baton of the company's presidency to her daughter Lourdes Gullón Rodríguez. After more than 36 years at the helm of Galletas Gullón, she found the right moment and at the suitable person in the one that delegate the responsibility of leadership of the Board of Administration.



Galletas Gullón today

Currently, Galletas Gullón is one of the leading manufacturers of biscuits in Europe. It is the only century-old family biscuit company that remains in the sector. Its constant innovative effort has led it to position itself as one of the three main players in the sector in Spain and leader in the 'healthy biscuit' segment.

Its commitment to food quality and safety and innovation has led to an average growth of 10% in sales volume over the last 15 years.

Its modern factories Gullón and VIDA, among the largest and most industrialized in Europe, produce biscuits that are exported to more than 125 countries around the world. Gullón's turnover in 2025 was 750 million euros and, currently, the group generates more than 2,300 jobs.

3. Leaders of the 'healthy biscuit'

Galletas Gullón is a leader in the healthy biscuit segment thanks to the continuous investment it makes in R+D, to which it dedicates a significant percentage of the company's profit. The company's goal is to innovate and nutritionally improve its products.

Galletas Gullón has been a pioneer in this segment for more than three decades, when it introduced the first wholemeal María biscuit on the Spanish market in 1979 and the first one made with vegetable oils in 1986.



In 2000, the company launched Ligera, the range of biscuits without salt and without added sugars. Two years later, the sugar-free Diet Nature family of products was born, which today consists of more than 20 different types of biscuits.

In 2007 it revolutionised the market with the launch of the María BIO biscuit with cereals from organic farming and without allergens (lactose, nuts, eggs or lactose) and, in 2011, it started the line of gluten-free products.

In 2015, it added to the Vitalday product portfolio, a sandwich of wholemeal biscuits with a high fibre content and made with high oleic sunflower oil, transforming the *indulgence biscuit sector*. Thanks to the activity and innovative capacity of Galletas Gullón over the last two years, it has launched more than 20 new products from the BIO, Gluten-Free, ZERO sugar-free and Vitalday families on the market.

Gullón biscuits, leader in the ranking of 'healthy biscuits'

According to the Organization of Consumers and Users (OCU), several products from Galletas Gullón were recognized as one of the healthiest options on the market.



In the ranking published by the Organization of Consumers and Users (OCU) on the best cookies on the market, the Zero Golden Baked Cookies were among the top positions on the podium. It has also been recognized as one of the best vegan breakfast meals.

All Zero references are suitable for vegetarians, with the V-Label seal of the *European Vegetarian Union*.

4. Products

Galletas Gullón has more than 700 references of different products ranging from traditional biscuits for breakfast (María and Tostada), to a complete range of 'healthy biscuits' (wholemeal, fibre, low in calories, organic, cholesterol-free, chocolate-dipped, wafers, sandwiches or cookies), among other specialities.

However, in the category of 'healthy biscuits' the biscuit maker is the undisputed leader with a market share of 35% in sales volume, 60% of the share of the sugar-free segment and 32% of that of organic and organic biscuits.

Innovation and product quality

Every year, the company launches new products and varieties on the market thanks to continuous investment in R+D+i. Galletas Gullón makes its biscuits with a nutritional balance and long shelf life.

Between 2019 and 2020, Galletas Gullón put on the market more than 20 different types of biscuits of BIO, Vitalday, Gluten-Free or Diet Nature varieties, among others. Specifically, in 2019, the company began to sell: BIO Range (Biscuit with oats and wheat; Cookie with chocolate chips; Four cereals biscuit with spelt; Digestive oatmeal choco; Digestive oatmeal fruit; Digestive chia and Cracker Quinoa Cheese); Vitalday Range (Brownie and Chocobom Without Palm); Gluten-Free Range (Oats), and Diet Nature Range (Assortment and Pancakes).

In 2021, Galletas Gullón launched on the market with new products in its BIO Range (Bio Choco Chips; Bio María Integral; Bio María Dorada; Bio Cookies; Bio Corn Pancakes, and Bio Brown Rice Pancakes) and in its sugar-free ZERO range (formerly Diet Nature).



Relaunch of the sugar-free range

Galletas Gullón has updated its sugar-free range, formerly Diet Nature, under the name of ZERO without sugars which, with 20 references, is the widest offer on the market. With the relaunch of this variety, the biscuit company has incorporated the NutriScore labelling system, framing most of its products in the letters A and B, the V-Label for vegetarian biscuits and with the *FSC (Forest Stewardship Council)* seal that ensures that the cardboard used in the packaging comes from responsibly managed forests and recycled materials.

Innovation in 2023

The company invests a percentage of its profit in innovation above the European average to develop new products and improve its production processes. In 2023, it surprised the market with a new launch as a result of this effort to develop the best products.



For the little ones in the house, Galletas Gullón has developed Hookies, a fun proposal from 'pirate world' with a multigrain base, high fibre content, without palm oil and with high oleic sunflower oil.

The Hookies Family

it has five varieties: Mini Cereals, allergen-free (lactose-free, lactose-free, lactose-free, nut-free and egg-free), Gluten-Free Sandwich (egg-free and nut-free), Fine Chocoleche, Hookies Dragons and Hookies Sharkies.

Innovation 2024 and 2025

The company has reinforced its value proposition with launches that respond to both the preferences of children and the needs of adult consumers. Among the most outstanding novelties are the new products of the Hookies and ChocoBom ranges, with gluten-free versions and in convenient individual formats to take away.



In addition, they have redesigned the packaging of the sugar-free ZERO range, guaranteeing maximum flavour and opting for a more recognisable aesthetic. These innovations reflect its commitment to developing healthier products, adapted to different intolerances and aligned with current market trends.



5. Economic information

Galletas Gullón has closed 2025 with a turnover of 750 million euros, achieving an increase of 7.6% compared to the previous year. It thus maintains the profitability of the business, recovering pre-COVID figures thanks to the reinvestment of profit, a formula on which it has been working for decades.

From 2016 to 2023, 200 million euros have been allocated to boost the production capacity of the Gullón and VIDA factories and have made it possible to install new production lines and expand the spaces dedicated to product storage.

In addition, in 2024 it has invested more than 9 million euros in the updating of the facilities of the Gullón factory with the aim of improving the well-being of workers, creating three new buildings adjacent to the factory. In addition, two investments of 20 million euros have been committed to 20 million euros in warehouses to expand its logistics capacity and storage of raw materials. In 2026, the aim is to start up five production lines for the VIDA 2 factory.

Investment of profit in R+D

Galletas Gullón allocates a significant percentage of the company's profits to R+D investments. Specifically, an important part of its investment plan focuses on developing new healthy products with improvements in their nutritional qualities.

Likewise, the company has participated in more than 20 projects in recent decades with the CARTIF Technology Center, Universities of Castilla y León, as well as other leading companies in the sector.

Long-term research projects such as Cenit-Higea (aimed at the prevention of chronic non-communicable diseases), Sara or Primicia are some of the initiatives in the field of innovation in which Galletas Gullón has participated in recent years and which have allowed the company to develop innovative products with healthy qualities for certain segments.

Attracting talent and creating jobs

As the country's economic engine and one of the main employing industries in Palencia, Galletas Gullón maintains an average rate of employment growth of around 100 new permanent workers each year and has created more than 1,014 jobs in less than 8 years.

Currently, the company generates more than 2,300 direct jobs after launching the largest job offer in its recent history, with 323 new vacancies. In this way, Galletas Gullón consolidates itself as a pole of attraction for employment in Castilla y León. In addition, it continues to work hand in hand with local, regional and Cantabrian administrations, and the social actors of the region to promote and incorporate talent, with the professional and human development of the workforce being one of the strategic priorities of the biscuit company.

International presence in more than 125 countries around the world

Internationally, turnover represents 45% of the total, with a forecast of continuous growth over the coming years.

The biscuit company has established its strategy based on the export of the healthy biscuit concept, of which it is the leader in its segment in Spain. Currently, the products made in Aguilar de Campoo are exported to more than 125 countries and the company has subsidiaries in Portugal, Italy, France, the United Kingdom and the United States.



6. Responsible business

Galletas Gullón has a strategic business approach aligned with the UN Sustainable Development Goals and contributes to the fulfilment of 11 of the 17 SDGs. In addition, it has a strong commitment to the economic and human development of Aguilar de Campoo, as well as the region of the Palencia Mountain. To this end, it directs its activity following its Responsible Business Master Plan with the aim of creating long-term value in five different axes: Economic Axis, products and novelties; Social Axis, Community and Impact; Eje Laboral, our human team; Environmental Axis, sustainability and protection of biodiversity; and, Ethics and Responsibility Axis.

Aguilar Plan:

The company has developed the Aguilar Plan to be able to focus the company's collaborations on the issues that are really important for the social transformation of Aguilar de Campoo and the region of the Montaña Palentina. This is part of the Responsible Business Master Plan and is articulated in five axes:

- 1) Revitalization of local employment.
- 2) Promoting healthier living.
- 3) Cultural action and promotion.
- 4) Commitment to those most in need.
- 5) Biodiversity and protection of the natural environment.

Sports sponsorship

Gullón has a firm commitment to the promotion of sports practice and the promotion of healthy living. In our commitment to promote an active and balanced lifestyle, we have intensified collaborations with sports teams, promoting physical activity and well-being in their environment, especially among the youngest.



In addition, it sponsors thirteen sports clubs and organizations, among which are: Puentecillas Athletics, Palencia Women's Handball, Palencia Swimming, Aguilar Athletic Football, Aguilarense Gullón Triathlon School, Aguilar Gullón Running Athletics Club, Gullón Base School-Alberto Fernández Cycling Club, Balopal, North Padel School, Guardo Fuentes Carrionas Handball, Palentino Canoeing, OCA SOS and Torrelavega Table Tennis.

Sponsorship of sporting events such as the Palencia Ultra Mountain Marathon, in addition to collaboration with the Races Against Cancer, and a large number of sports events that take place in our region.

We have also collaborated with other institutions such as the Provincial Council of Palencia or the municipalities of Aguilar de Campoo or Palencia, among others.

Sustainability

- Participation in the REEMAIN project together with Cartif de Valladolid, an initiative funded by the European Union with more than nine million euros that aims to design the factory of the future based on energy efficiency criteria and sustainable management of the waste generated during the manufacturing processes.
- Reduction of 17% in its carbon footprint in the last three years.
- Ranking in tenth position in the MERCO ESG 2025 ranking of the food sector.
- Measurement of emissions derived from the company's direct and indirect activity.
- Renewal of the commitment to the European Charter for Diversity and adhesion to the Circular Economy Pact of Castilla y León.

Partnerships with local actors

In line with SDG 17 Alliances to achieve objectives, Galletas Gullón has established agreements and collaboration agreements to promote the employability of vulnerable groups, support vulnerable groups and tackle the social emergency. Among the agreements and conventions signed, the following stand out: the protocols and agreements signed with the Ministry of Family and Equal Opportunities of the Junta de Castilla y León to promote the inclusion of women in rural areas, the Spanish Association Against Cancer, the Spanish Red Cross in Castilla y León, the Palencia Food Bank and the Amica association. As well as adhering to the United Nations Global Compact, Forética and the European Charter for Diversity.



In 2025, the biscuit company donated about 19 tonnes of its products to Food Banks such as those in Palencia, Burgos, Cantabria and Valladolid, and social entities such as the Red Cross and Caritas. In addition, Galletas Gullón has participated in key solidarity actions such as helping those affected by the DANA in 2024 or the Great Collection of the Food Bank during Christmas, donating 858 kilos of biscuits.

Galletas Gullón has also collaborated with sports clubs and grassroots schools by donating product and sponsoring sporting and cultural events in the region and province, such as, for example, the solidarity race for Mental Health in Palencia and the ADECAS solidarity march, or the sports events carried out by the C.D. Atlético Aguilar Football School, the Palencia canoeing sports club or the San Silvestre.



Reputation

Gullón is recognized among the companies with the best reputation according to the ranking prepared by MERCO, the benchmark corporate monitor that evaluates the reputation of companies. In 2025 we have repeated in ninth position in the MERCO Empresas food sector ranking after entering the TOP 10 the previous year, climbing ten positions.



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Ranking General	
2025	106º
2024	114º
2023	199º
2022	251º
2021	290º
2020	325º



the food industry (MERCO Talento).

The company the leading biscuit brand of reference for Spaniards according to the latest Brand Footprint Spain 2024 report, prepared by Kantar. We are thus consolidated among the 20 favourite brands thanks to the credibility that consumers give us. In this way, compared to the ranking published last year, we have remained in 15th place in the Top 50 FMCG brands best valued by consumers.

In recent years, family businesses have registered a rise in the general ranking of MERCO Empresas, going from position 375 in 2019 to 106 in 2025.

In addition, we are also included in the ESG ranking of the food sector by MERCO and are part of the general TOP 10 as one of the main companies to work for in



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