

## **Artá Capital has reached an agreement to invest in Facundo Group, a leading company in the Spanish snacking sector**

Madrid, 8 June 2022

Facundo, a leading producer of branded snacks, has a long-standing presence of over 75 years in the Spanish consumer market. Its portfolio of iconic brands include Facundo and Chaskis, which convey the values of tradition, quality and innovation. Every year, Facundo sells millions of snacks to a loyal customer base in the convenience and retail channels.

Facundo was founded in 1944 by Mr. Facundo Blanco and Mrs. M<sup>a</sup> Dolores de la Fuente. Under the leadership of its founders, a small business in the heart of rural Spain (Palencia), it has become one of the most recognized brands of Spanish snacks. In this new stage of growth, the founding family will remain as a key shareholder, guaranteeing, together with Artá Capital, the stability of management, employment levels, and the strength of the business group.

The group has two modern production centres in Palencia. One specialized in the production of nuts (including Facundo's sunflower seeds, its flagship product) and another one dedicated to the production of corn snacks, potato crisps and other snacks. As part of its commitment with a healthy lifestyle, Facundo is expanding its portfolio with new brands such as Cuori, a snack made from backed cereals and olive oil, with 60% less fat than comparable snacks.

Artá Capital joins this new growth phase with ambitious strategic plans, focused on the development of new innovative and healthy products and the strengthening its commercial capabilities to grow in new geographic regions.

Artá Capital will provide the Villagrá family with its extensive experience as shareholders of family businesses and its wide network of teams to strengthen Facundo's position as a benchmark in Spain in the snacking and nuts sector.

### **About Facundo Group**

Facundo Blanco has been a benchmark in creating the best nuts and snacks to enjoy for more than 75 years. The strategy continues to be a reference in quality, innovation and the preferred national company in the nuts and snacks sector. Its aim is to be an imaginative, ingenious, socially responsible and daring company, that constantly surprises its customers with exquisite and tasty products compatible with a healthy lifestyle.

For more information on Facundo visit <http://www.facundo.es>

### **About Artá Capital**

Artá Capital is an experienced private equity investor with a reputation as a trusted partner for family-owned businesses and focus on the Iberian mid-market. Since its creation, Artá has been one of the most active investors in Iberia with 17 investments, 35 add-ons investments from its portfolio companies and 10 divestments. The firm is currently investing from its second €400m fund.

For more information on Artá Capital visit <http://www.artacapital.com>