

## **ElPozo, among the most innovative leading consumer brands, according to Kantar Worldpanel**

**The Al Grill range was one of the most successful innovations of the year**

**11<sup>th</sup> May 2017.-** ElPozo has been included among the most innovative leading consumer brands in the sector according to the study 'Innovation Radar 2016' by Kantar Worldpanel.

The report says that one of the most successful innovations of the year was the ElPozo Al Grill chicken breast, made by a special baking process and enriched with a unique recipe giving it an intense flavour, hot or cold.

Al Grill is the first thin-sliced range on the market whose flavour is enhanced when heated. It has been remarkably well received by the market thanks to the use of the highest quality meat and minimum processing.

This product can be added to other innovations which ElPozo Alimentación has launched over the last year, such as the spreads and dips, lactose-free cooked ham, the ExtraTiernos range of fresh meat or sobrasada with honey, all of which clearly demonstrate its commitment to innovation.

ElPozo is the Spanish people's favourite Brand and is found in eight out of ten homes. Behind it, there is a leading company which is committed to research and innovation in order to satisfy the most demanding consumers through healthy, balanced and nutritional food, which also have an added bonus of pleasure, well-being and convenience.

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