

ALIMENTACIÓN
NATURAL

BO-Q Alimentación Natural S.L.

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Health and welfare. Our major commitment

BO-Q Alimentación Natural consists of a team of people committed to the “eco” world, who in 2013 decided to combine efforts to market organic products in Catalonia and Andorra, with the aim of promoting the health and welfare of people, responsible consumption and respect for the environment.

We currently represent over 10 leading brands in the Spanish market and sell approximately 3,000 references, mainly in specialized food stores, organic supermarket, dietetics stores and herbalists with a market presence of approx. 80% in Catalonia.

We work with a single brand per segment. There is no competition within our product portfolio

Activity: Marketing and distribution of organic food products and beverages, dietary supplements and natural cosmetics.

Commercial presence / sales channel: We target specialized nutrition stores, organic supermarkets, dietetics stores

and herbalists. We have a commercial presence in the specialized channel of approx. 80% in Catalonia and Andorra.

Specialists in: Organic food, vegan products, gluten-free products, diet products, sugar-free products, lactose

and egg-free products, fresh preparations (veggie burgers, tofu, seitan, vegetable cheese).

Organic certification: The products we distribute are organic and comply strictly with all European regulations.



Our own ecosophy: Commitment, Quality and Diversity

Our lifestyle and the way we work is based on our own Ecosophy whose foundations are:

- **Much more than just distributors.**

We align our values with those of the brands we represent and the extensive network of stores we serve daily, transferring the entire value chain to the end consumer. Our difference lies in the fact that we are an extension of the brands we represent, assuming the tasks of selling, distribution, promotion, marketing, logistics and administration. Only in this way can we guarantee the best quality and service.

- **Selective about the brands we represent.**

We only market healthy

products that promote people's welfare. We opt for brands that have a number of properties that make them unique, either for their nutritional qualities, their commitment to sustainability or the nature of their raw materials. We are a distributor that differs from most in that we represent fewer brands than others, but all with great intensity.

- **Safe long-term bet**

Our total involvement with each brand means we work with them exclusively, i.e. our product portfolio never includes two brands of products that might compete with each other. We only work with one brand per product segment, thus focusing our efforts and success directly on each brand.

Interests

To complement and expand our product range with new brands and references. Import and/or representation of brands from other European countries.

Main reasons for choosing *Bo-Q Alimentación Natural* as a strategic partner:

1. Customer oriented: We work with the aim of increasing sales.
2. We work with a single brand per segment, with no competition within our product range.
3. Our involvement makes us specialists in the products we represent, a factor that promotes sales success.
4. Extensive experience in the marketing and distribution of quality organic products. Wide knowledge of the channel ensuring good market positioning with regard to the end consumer.
5. Dedication and absolute commitment. We believe in lasting relationships, because we are more than just a distributor. We do not settle for just selling more but doing it better and better.

We are experts in the products we distribute, in order to sell them with guaranteed success

