The Mahou San Miguel Water Business Unit, founded in 2011 following the acquisition of our flagship brand Solán de Cabras, reinforced its positioning in the mineral water sector over the course of 2019. It did so both within Spain and abroad, through a distinctive offering in response to consumers who are increasingly concerned with health and well-being.

Last year was outstanding, with record levels for volume of sales, above 4.7 million hectolitres, representing growth of over 12% compared with 2018. It was also the first full year following the integration of Aguas del Valle de la Orotava, the Canary Islands company which joined the Mahou San Miguel water business in 2017.

These positive results were made possible by the soundness of our portfolio, comprising such brands as Solán de Cabras, Sierra Natura (still and sparkling), Sierras de Jaén y Fonteide, and which was last year further strengthened by the launch of the sparkling Solán de Cabras. This development allowed our iconic brand once again to demonstrate its ambition to transform the category, by offering unique, quality propositions. Likewise, it expanded its range of functional beverages with Solán de Cabras Antiox, made with white tea, peach and orange.

In 2019 we also celebrated the 25th anniversary of Sierras de Jaén, for which we gave it a facelift with a new design highlighting its purity and origins in the mountains of Jaén. We also opened the “Queen’s Baths”, a refurbished historic site at our Solán de Cabras spring in Beteta, Cuenca, so named because it housed the court of King Ferdinand VII, whose wife Maria Josepha Amalia of Saxony benefited from the properties of the medicinal waters. Thanks to this restoration work, the building has been added to the Inventory of Architectural Heritage with Historical and Artistic Value.

Over the past year, within the context of our firm commitment to preserving and caring for the environment within which we operate, we allocated over 14.8 million euros to promote and guarantee the sustainable development of our springs and bottling plants. This substantial investment allowed us once again last year to continue improving the productivity of our facilities, equipping them with the very latest technology on the market, with the aim at all times of reducing environmental impact and fulfilling our Sustainability commitments.

We could never have made it this far but for the commitment, talent and enthusiasm of the nearly 290 professionals who make up this business unit. A team located both at our corporate headquarters in Madrid and at our four springs and bottling plants: two in the Paraje Natural de Beteta (Cuenca), one in Los Villares (Jaén) and another in La Orotava (Tenerife).

**OUR MATERIALS AND BOTTLING SITES**

**BETETA (CUENCA)**
16893 Solán de Cabras (Cuenca)

- Surface area: 10,972 m²
- Production capacity: 3.2 million hL/year
- Bottling: 5 multi-format bottling lines

**FUENTE DEL ARCA (CUENCA)**
Polígono La Colmenilla Beteta (Cuenca)

- Surface area: 13,000 m²
- Production capacity: 800,000 hL/year
- Bottling: 2 multi-format bottling lines

**LA OROTAIVA (SANTA CRUZ DE TENERIFE)**
Camino Los Rechazos, 40, 38314 La Orotava

- Surface area: 9,025 m²
- Production capacity: 2 million hL/year
- Bottling: 5 multi-format bottling lines

**LOS VILLARES (JAÉN)**
Ctra. Jaén-Valdepeñas de Jaén s/n - Finca La Pandera - 23160 Los Villares

- Surface area: 5,300 m²
- Production capacity: 380,000 hL/year
- Bottling: 2 multi-format bottling lines
2019 MILESTONES

VOLUME OF SALES
4.7 MILLION HECTOLITRES
4.2 million hectolitres in 2018

CULTURE AND SPORT
+2 MILLION EUROS
allocated to promotion

INVESTMENTS
14.7 MILLION EUROS
to improve our facilities and make them more sustainable (vs 15.5 million euros in 2018)

SOCIAL COMMITMENT
WE PROVIDED
28,867 minutes of counselling for patients with cancer and their relatives

NEW LAUNCHES
Sparkling Solán de Cabras “Rocas” by Solán de Cabras
Solán de Cabras Antiox

IMPROVEMENT IN ENVIRONMENTAL INDICATORS

4.40% Water consumption per unit (vs 2018)
-8.41% Energy consumption per unit (vs 2018)
-4.45% CO2 emissions (vs 2018)

AWARDS AND ACCOLADES

Crystal Taste Award for Solán de Cabras. Awarded by the International Taste & Quality Institute, an accolade achieved after receiving Superior Taste designation with three gold stars for three years running

ITQ Taste Awards 2 Gold Stars for Sierra Natura, still and sparkling

Award from the Regional Government of Castile-La Mancha to Solán de Cabras on Education Day for its contribution to improving the Dual Vocational Training and professional development system for the students of the region.

Solán de Cabras, number one water brand, according to the AECOC Supply Chain Benchmarking

EVENTS

5th anniversary of the Sierra de Jaén Spring
Opening of the “Queen’s Baths”
Launch of new logistics platform

OVERALL MAHOU SAN MIGUEL WORKFORCE:
3,529 PROFESSIONALS

OUR TEAM 287 PROFESSIONALS
WE ARE MORE INTERNATIONAL

Our water business once again last year consolidated its international presence, driven by Solán de Cabras, our flagship water brand which now has a presence on 35 markets, with international sales growing by 5.4% in 2019 compared with the previous year.

EUROPE
Germany, Belgium, Denmark, France, Gibraltar, Netherlands, Hungary, England, Ireland, Latvia, Malta, Portugal, Czech Republic, Romania, Russia, Sweden, Switzerland and Ukraine.

AMERICAS
Aruba, Chile, United States, Virgin Islands, Mexico, Panama, Puerto Rico and Dominican Republic.

AFRICA
Equatorial Guinea, Jordan and Liberia.

ASIA
Saudi Arabia, Qatar, China, United Arab Emirates, Hong Kong, Japan, Lebanon, Singapore, Taiwan and Thailand.

JAPAN
Solán de Cabras has premium positioning outside Spain, competing with the finest and most recognised mineral water brands, with Japan being the main foreign market, accounting for nearly one quarter of our international sales.
NUESTRAS MARCAS

We have products specifically intended for consumer well-being, and continue to innovate with new equally natural and healthy propositions.

OUR BRANDS

ITS PURITY LIES IN NATURE ITSELF

Our most iconic brand is a source of health, well-being and hydration, its purity derived from nature itself. From the depths of the Earth and for over 3,600 years, each raindrop runs and filters through layers of sediment and rock in a 100% natural process, until reaching its final phase, bottling.

It was recognised as early as the 18th century as a Mineral Medicinal Water thanks to its outstanding mineral and taste properties, and in 1790 was declared a Water of Public Utility.

EVOLUTION OF WATER: WATER WITH VITAMINS

Solán de Cabras consolidates its leadership in the sector with the launch of its new waters with functional benefits, which offer consumers a new way of hydrating themselves with a burst of flavour and nutritional content. Solán de Cabras Repair is a pomegranate-flavoured beverage with a hint of black grape that contains vitamins B3 and B8. Solán de Cabras Defence, on the other hand, is made with pink grapefruit juice and flavouring, natural orange blossoms and vitamins B6 and B12, which help promote good health. This range was expanded recently with the launch of Solán de Cabras Antiox, which is made with white tea, peach and orange.

BI SOLÁN: WATER WITH FRUIT JUICE AND LOW IN CALORIES

These waters combine Solán de Cabras natural mineral water with 20% fruit juice. To enhance its healthy qualities, the range has added stevia, a 100% natural sweetener, to its formula. Two varieties are available: multi-fruit and apple.
Both are characterised by being naturally pure from their source, which allows their properties to remain intact. They are notable for their balanced composition of mineral salts and their dry residue. They have low mineralisation and are also low in sodium, making them ideal for a healthy, balanced and natural diet. Sierra Natura is available in sparkling and still versions. In 2019 we also refreshed the image of both products, while furthermore launching a new 5-litre Sierras Natura format.

FONTEIDE

We started the year with a facelift for the Fonteide glass range, a leading flagship brand on the island market dating back over 20 years, available in both still and sparkling options.

SIERRA NATURA AND SIERRAS DE JAEN

One of the most eagerly awaited milestones for the brand. With an unexpectedly crisp bubble and a perfect, balanced composition, it rewards the consumer with a refreshing, pleasant sensation in the mouth.

LATEST NEWS

“ROCAS” BY SOLÁN DE CABRAS
A special edition bottle paying tribute to our brand’s natural origins. The packaging was designed specifically for exclusive hospitality clients who are looking for a distinctive image, as well as for gourmet settings.

“DAMAJUANA” SPECIAL EDITION.
This is a blown glass replica of the authentic and iconic ‘Damajuana’ demijohn bottle from 1872, launched to commemorate the refurbishment of the historic “Queen’s Baths”.

SPARKLING SOLÁN DE CABRAS
Our commitment to caring for the environment is present in every decision we make, and we work each day to **minimise our environmental footprint**. In this regard we consistently assess the impact of our business operations on the environment, in order to undertake efficient resource management.

During 2019 we accordingly increased the percentage of recycled PET in all formats of the Solán de Cabras range, which means that **all our brand’s packaging is now 100% recyclable and contains 50% recycled PET**, making us the first on the Spanish market to achieve this level and surpass the targets set by European and national directives. Aside from serving as a direct response to social demands regarding environmental sustainability, this initiative also has a positive effect on **reducing atmospheric CO₂ emissions**, by an amount equivalent to the carbon dioxide filtered by 300,000 trees in a day, or a **saving of 3,000 tonnes of virgin PET since 2017**.

Meanwhile, in 2019 all our shrink-wrapping used 25% recycled PET, and further advances have been made in replacing plastic with cardboard in the primary packaging of both Solán de Cabras and Sierra Natura.

Over the course of last year we likewise strengthened our partnership with the association Ecoembes to raise awareness of recycling by means of customised yellow recycling bins at the main events organised by Solán de Cabras.

**PROFESSIONALS WITH AN ENVIRONMENTAL CONSCIENCE**

Within the framework of our collaboration with the regional government of Castile-La Mancha for the **restoration of the riparian woodlands on the banks of the Tobar lagoon**, last year Solán de Cabras employees repeated their environmental volunteering day in the area surrounding the Beteta spring. The aim of this initiative was to **restore the local flora** by planting saplings of native tree and shrub species and so continue protecting the environment wherever we pursue our business.
WE ARE COMMITTED TO TALENT AND WE BOOST LOCAL EMPLOYMENT
The Mahou San Miguel Water Business Unit is made up of a team of nearly 290 professionals, based both at our headquarters and our four springs and bottling plants. It is precisely because of the rural location of our springs that our commitment to boost local employment is one of our main priorities.

SOLÁN DE CABRAS, HONOURED ON EDUCATION DAY IN CASTILE-LA MANCHA
Our brand was recognised on Education Day in Castile-La Mancha for its contribution to education in the region, specifically in the form of a partnership agreement signed with the Regional Government of Castile-La Mancha under which Dual Vocational Training students can complete their work experience placements at our Solán de Cabras spring in Beteta, Cuenca.

WE HELP TO COMBAT CANCER
It is now seven years since we joined forces with the AECC (Spanish Cancer Association) to develop a major project which involves providing counselling for people with cancer and their relatives, thereby emphasising the importance of emotional well-being when dealing with the disease. In 2019 we also produced the documentary “The Emotion of Well-being”, to publicise the services that the association offers to patients and those closest to them.

“RUN FOR HER”
We again staged this initiative last year, turning the treadmills pink in October at a number of sports centres in Madrid and Barcelona, while also managing to provide 28,867 minutes of counselling for cancer patients and their relatives.

PINK TABLES
In 2019 pink made a return to the hospitality trade in Madrid, Barcelona, Valencia and Bilbao through an initiative with the aim of raising awareness about breast cancer.

OTHER ACTIONS:
Solán de Cabras continued its involvement in the Women’s Race, the country’s largest charity race, and also took part in the ‘I, Woman’ International Awards, along with audiovisual productions in partnership with the Real Madrid and Atlético Madrid football clubs, highlighting our brand’s commitment to combating cancer.
In 2019, the Mahou San Miguel Water Business Unit distilled the Mahou San Miguel sustainability commitments into 16 specific targets for 2025, focused on three core strands: Circular Economy, Environment and People. The goals include in particular 100% recycling by 2020, conservation of the environment with strategic partners, contributions to personal health through the AECC, and the promotion of local development. A roadmap that will undoubtedly continue to guide our operations.

WE PROMOTE SPORT AND WELL-BEING
We continue to promote healthy lifestyles, as demonstrated by Solán de Cabras, which in partnership with yoga expert Xuan Lan continues to promote YogaRun, a discipline combining the benefits of both yoga and running, delivering a significant boost to health.

WE PROMOTE CULTURE
Solán de Cabras resumed its status as main sponsor of the eighth edition of the Cuenca Summer Festival, a flagship cultural event in the city. Meanwhile, for the fourth year running the brand had a presence at the Barcelona Greek Festival, an event covering the entire cultural agenda of the Catalan capital over the course of a whole month.

Solán de Cabras also took part in the Meninas Madrid Gallery project, with two very special ‘meninas’ exhibits: Saxony and Rain, auctioned off at the end of the event with the proceeds donated to the AECC.

WE SUPPORT CUISINE
During 2019 Solán de Cabras maintained a presence at numerous culinary events, including in particular Madrid Fusión and Salón Gourmet, two of the most important gatherings to showcase culinary trends in the country.

EXPERIENCES WITH VALUE

READY FOR THE FUTURE
We will continue to promote innovation as a lever for growth through the development of distinctive and sustainable proposals and initiatives, the aim being to satisfy the priorities and concerns of our consumers and clients, aligned with the clean and healthy lifestyle they demand.

We will likewise be working together with the mineral water sector in the country to increase the value of natural mineral water, a pure and natural product which offers clear health benefits, and furthermore helps the general population to take on board healthy lifestyles.

And of course, the Mahou San Miguel Water Business Unit will continue to intensify our social projects for those most in need, as demonstrated during the Covid-19 health emergency with the donation of more than 300,000 litres of natural mineral water to public, private and field hospitals, as well as vulnerable people nationwide, alongside support for the hospitality sector which is being so hard hit by this crisis, and is vital to Spain’s economy and to our business.