



AA Application 6.5

CALIDAD PASCUAL'S EXPANSION STRATEGY

José Emilio Navas López
Universidad Complutense de Madrid
 Luis Ángel Guerras Martín
Universidad Rey Juan Carlos

In recent years, Calidad Pascual, a Spanish dairy company founded in 1969 by Tomás Pascual, has been developing new areas of business based mainly on its core product, milk. Thus, its catalogue now features a wide range of dairy products, which it retails through different distribution channels, mainly supermarkets and hospitality.

The company's flagship milk brand is called "Leche Pascual Clásica" and is available in full-cream, skimmed, and semi-skimmed versions in sustainable packaging. Whole milk is marketed in several formats: a one-litre carton for home consumption, and a 200 ml one, in packs of three with a straw included, catering for schools and outings, for example. A handy 16.7 ml format is also available for serving with coffee or other beverages in bars and restaurants. Skimmed milk is a healthy option, as it has all the nutritional value of whole milk, but with less fat. Semi-skimmed milk is an intermediate option. The following are other milk variants:

- Pascual Calcium Milk, recommended for bone strengthening, the prevention of cell ageing and the risk of cardiovascular diseases, as well as for consumption in pregnancy. Its calcium content comes entirely from the milk itself, and it is available in full-cream, skimmed, and semi-skimmed varieties.
- Lactose-Free Pascual Milk, suitable for lactose-intolerant people, available in the following formats: whole, skimmed, semi-skimmed, and Lactose-Free Calcium.
- Salud (Health) Milk, to help the immune system, with vitamins A, D, B12, B6 and Folic Acid, and mineral salts such as zinc citrate and sodium selenium. Available in whole and semi-skimmed formats.
- Flora Folic B, to control cholesterol, with vegetable oils rich in unsaturated fats that replace saturated fats. Available in original, light, and Pro-Activ formats.

Besides these products, Calidad Pascual markets other dairy products that cannot strictly be considered milk, such as cream (for cooking and whipping), butter (unsalted and salted), milkshakes (chocolate, strawberry, vanilla, and lactose-free chocolate), yogurts (natural, skimmed, and flavoured), Yoguikids drinking yogurts for children (strawberry and banana flavours), and dairy desserts such as custard (vanilla and chocolate) and egg custard. In addition, it markets other non-milk products, such as Bifrutas juices, the Vive Soy range of drinks (soy, oats, and peaches with soy), Bezoya mineral water, and Mocay coffee, thus expanding its retail portfolio. Furthermore, the company now operates in over 60 countries.

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