

Ibersol Group has undertaken an active tracking policy, promoting the development of its capabilities and particularly the provisioning of specific tailor-made products for the operation of some brands.

Together we have aimed to achieve improved efficiency, with higher levels of rigour, requisites and competitiveness, playing an active role in developing the policies and practices of partners and suppliers, especially smaller ones, offering them the possibility of expanding to markets in which we operate.

FOOD QUALITY AND SAFETY

The Ibersol Group pursues a strategy of excellence in food and environmental quality and security as proven by the certification of its entire operation (restaurants and services) with the international ISO 22000 food safety standard awarded by the APCER.

The Group's practices exceed market standards by a large margin, due to the active development of food safety and nutrition programmes, namely the adoption of higher standards for frying practices, monitoring sodium levels or putting forward diet proposals for specific groups such as children, the elderly or vegetarians.

Under the Viva Bem (Live Well) Programme, a health information model developed exclusively by the Group, very concrete and continual steps have been taken in actions to achieve its mission.

The appropriateness of children's menus in the brands taking part in that programme is assured, along with the respective communication and support for youth and school sports programmes such as the Taça de Alimentação (Nutrition Cup). Indeed, the Viva Bem Programme is a daily reality in training practices addressing consumer health.

