



The launch of a new generation of traditional recipes, with ingredients typical of portuguese gastronomy, marked the year at pans.

PANS & COMPANY

Pans & Company closed the year with 54 units and 390 employees.

During 2013, the brand closed four units and continued the asset renovation process, remodelling the Algarve Shopping, Fórum Montijo, Parque Atlântico and Fórum Algarve units. At these units, customers can now learn about the new approach of Pans & Company, inspired by Mediterranean environments and flavours.

Over the course of the year, in order to reinforce its positioning as the leading brand in its business segment, Pans & Company remained committed to product innovation. Consequently, the year saw the launch of "Portuguese Traditions by Pans", a new generation of traditional

recipes, with ingredients that are characteristic of Portuguese cuisine, and which are sure to please customers. Simultaneously, in order to respond to the needs of today's consumer, Pans & Company reinforced its "value for money" line, with new product categories ("Bifanas à moda da Pans" and "Poupans €1"), an increase in the number of promotional campaigns and boosted investment in above-the-line communications media . The company thereby continues to adjust to an environment that remains challenging, in order to transform itself into an important option in the modern restaurant sector for a broad target audience with wide ranging consumption profiles.