NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Plukon Food acquires Spanish poultry firm Redondo

24 January 2024 | News

Plukon and Redondo both have a strong focus on quality and performance



Plukon and Redondo both have a strong focus on quality and performance

Plukon Food Group B.V. (Plukon) has reached an agreement for the 100 per cent acquisition of Redondo, an integrated poultry company located in the region of Madrid.

Redondo is a second-generation family-owned business that has been active in the poultry market since 1963 and provides high-quality poultry products to customers in and around Madrid. Redondo is an integrated poultry company that operates a distinct network of facilities in three different locations in Spain, including feed mills, mother flock facilities, hatcheries, growing farms and a modern slaughterhouse. Redondo employs about 250 people and its revenues amounted to EUR 54 million for the year 2022.

Plukon and Redondo both have a strong focus on quality and performance. Plukon focuses primarily on the production of premium, fresh poultry products for the retail markets where it is active. Redondo supplies premium chicken products for some of the most relevant retail, B2B and food service companies in Spain. Thanks to the strategic location of its production facilities, within close range of most of its customers, it can guarantee the supply of high-quality fresh products.