

Nestlé to sell dairy and juice business brands in Ecuador

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Nestlé Ecuador announced the start of a strategic review process of its dairy and juice business. Subsequently, the company has reached an agreement with Gloria Foods to sell its factory and distribution centre located in Cayambe, along with the local brands La Vaquita, Yogu Yogu, Natura, Cereavena and Huesitos, and the licensing of the global brands La Lechera and Svelty.

Gloria Foods is part of the Peruvian business conglomerate known as Grupo Gloria, which specialises in various areas, including the dairy products sector with a significant presence and operations in Latin America.

José De la Maza, executive president of Nestlé Ecuador, confirms that the company will continue to offer Ecuadorian families delicious and healthy products in different categories such as culinary, cookies and chocolates, coffee, child nutrition, breakfast cereals, powder modifiers, pet food and products for consumption outside the home. Furthermore, the acquisition of Terrafertil, an Ecuadorian company that has grown throughout Latin America with a leading portfolio in the plant-based category, strengthens Nestlé Ecuador's product offering to Ecuadorian consumers.

Claudio Rodríguez, president of Gloria Foods, states that the purchase of Nestlé Ecuador's dairy business will strengthen its portfolio in Latin America and allow it to continue bringing its quality and experience to countries where they are present.

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