

# PASCUAL GROUP ACQUIRES ALICANTE CAFÉ JURADO, THE ADVISORS

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The agri-food company Pascual has acquired Café Jurado, based in Alicante, a company with over a hundred years of history and one of the references in the Valencian Community. Pascual incorporates the 113 employees of Café Jurado into the group's structure to ensure its continuity and consolidate itself as one of the biggest players in the coffee business for the hotel industry. Likewise, it will maintain the Alicante brand.

Founded in 1912 by the Jurado family, Café Jurado specializes in the roasting, manufacturing and processing of coffee in Alicante. Since then, the brand has expanded in and out of Spain, currently being present in 20 countries and with ten provincial offices in the country, in addition to its own e-commerce platform.

Café Jurado manufactures and distributes a wide variety of coffee beans, ground, freeze-dried, soluble and in capsules, as well as teas and infusions, reaching a network of more than 2,500 establishments in the Horeca channel.

Pérez-Llorca has advised grupo Pascual with **Julio Lujambio** (pictured), **Ángel Martín**, **Jaime Pérez Torroja** and **Jaime de Blas**.