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# Goya Means Quality

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Goya Spain

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Spain has known how to keep the same internationalization strategy created by its founder, Prudencio Unanue: exporting olive oils and olives to markets and destinations that appreciate the product's quality and brand equity.



“The evolution of Goya is based on the work and dedication of everyone who is part of this ever-growing family,” emphasizes Antonio Carrasco, General Manager for GOYA Spain. “We communicate this passion to our customers and vendors, and that has been the leading key to our success. Each one of us contributes the best version of ourselves by doing what we love the most, which contributes to not only the personal growth of our workers but also that of the company,” he points out.

## Exports on The Rise

As a supporter of the Mediterranean diet, GOYA is bringing the essence and roots of its products — pillars of a healthy and balanced diet- to all corners of the world. Olive oils, olives, capers, vinegar, and gazpacho are based on a diet pattern declared by UNESCO as an Intangible Cultural Heritage of Humanity. “At Goya Spain, we support GOYA’s unique character for its origins, and we reach all customers who are loyal to our roots and sensible to the quality of our olive oils and olives.”



Currently, GOYA is present in leading international markets like the United States, Puerto Rico, Dominican Republic, Australia, Mexico, Brazil, China, Japan, South Korea, Philippines, Poland, and Nigeria. The United States, which is GOYA's primary export market, reaches all consumers looking for a quality product at a fair price.

"The American customer knows GOYA as a reference brand for Hispanic-related foods. In GOYA Spain, we support GOYA's unique character as a brand for its roots, and we aim to reach all the customers loyal to the Spanish origin and sensible to the quality of our olive oils and olives," GOYA's General Manager denotes.

### **Quality: Added Value Recognized by International Awards**

In its day-to-day, GOYA Spain's commitment is based on ongoing work and care found in three pillars: Quality, tradition, and the origin of the raw materials. GOYA's passion and mastery are the key elements that allow GOYA Spain to produce the best olives and extra virgin olive oils. Furthermore, our passion and mastery are consolidated by ongoing promotion and divulgence.

"It's hard work, but it's needed to increase the value and the image of our olive oils for our consumers in each one of our markets," Carrasco points. "We support direct communication with the customer, and we back our distributors' network providing them with promotional materials for online and offline communication."

This increased promotion has taken GOYA Olive Oils to be placed among one of the best EVOOs in the world over, and to obtain more than two hundred international awards.

# NYIOOC World



For example, the NYIOOC World Olive Oil Competition, in its 2021 edition, has given [two Gold Awards](#) to Goya Unico and Organics Premium Olive Oils, in addition to the nine medals obtained in previous editions of this international benchmark competition.

The production of GOYA Olive Oils and Olives is endorsed by leading international certifications [UNE-EN ISO 14001, environmental Certification that guarantees the right implementation of our Environmental Management system; ISO 9001, British Retail Consortium (BRC), International Featured Standards (IFS), OK Kosher Certification, C-TPAT, USDA, JAS Certification, and CAAE].

“Every day, the olive oil’s quality is recognized by its consumers more and more, and that tendency drives us to maintain a privileged position and to continue working towards excellence”, emphasizes the General Manager at Goya Spain, Antonio Carrasco.

With these, GOYA guarantees that all its products meet the food security standards and traceability to offer the best olive oil to the most demanding customers, so: “If it’s GOYA®...it has to be good”

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*The news and editorial staff of Olive Oil Times had no role in this article’s creation.*