



IBEROSTAR GROUP

PRESS RELEASE

The launch of the first hotel logistics and wholesale distributor in Cuba is the result of government confidence and the agreement signed with Cuban company AT Comercial

LOGISTICA HOTELERA DEL CARIBE, NOW SUCCESSFULLY UP AND RUNNING IN CUBA

- The company Logística Hotelera del Caribe S.A. (LHC) started operating in December with the weekly distribution of a wide range of products to 9 Group hotels, including the Iberostar Grand Packard, Iberostar Bella Vista and Iberostar Holguín
- Iberostar has brought the gastronomy offer of the hotels it runs in Cuba in line with the rest of the Caribbean region and the world, opting for locally-based training thanks to a specialised team of expert Cuban chefs
- LHC's plans for 2019 include extending the range of products to guarantee first class gastronomy in Cuba on a par with other destinations

Palma de Mallorca, 10th December 2018. - The first hotel logistics and wholesale distributor in Cuba has begun operations in order to guarantee outstanding culinary quality and variety on the island. This major boost for Cuban tourism is thanks to the collaboration between Cuban company AT Comercial and Iberostar Hotels & Resorts. LHC guarantees the provision of general logistic services including the import, wholesale and distribution of hotel supplies and provisions, particularly foods that will guarantee and raise the standard of the country's gastronomy offer.



Last December, LHC began distributing a wide range of quality products to its hotels on the island, including the Iberostar Grand Packard, Iberostar Bella Vista and Iberostar Holguín. An action that the Group intends to maintain and increase throughout the year.

This is Iberostar's response to two of the company's core values; namely a gastronomy offer that sets it apart from the rest and an ongoing vocation

for service, positioning it as one of the leading hotel chains in terms of the quality and variety of its products, the result of a strategy based on changing product ranges and menus. This has enabled the Group to bring standards at its Cuban hotels in line with those of its other establishments around the world.

Furthermore, Iberostar's commitment to excellence includes a training programme targeting local employees. Expert chefs with long-standing experience in other restaurants within the hotel chain and a team of trainers will travel to the Caribbean island to work side-by-side with top local chefs, sharing the technical and culinary know-how that are the hallmarks of food preparation and service in Iberostar's other hotels. This is undoubtedly a

clear commitment to ensuring access to top quality gastronomy that will allow Iberostar to strengthen its position on the island.

Iberostar, committed to the sustainable growth of Cuba's tourist industry

The company is committed to contributing to the sustainable growth of Cuba's tourism industry by providing added value to its hotel offer, based on access to and the supply of top quality food, supplies and provisions both for its own hotels and other companies in the sector.

All this is possible thanks to the project set up in the [Mariel Special Development Zone](#), with the objective of promoting sustainable economic development for Cuba by attracting foreign investment, innovation in technology and the creation of industrial hubs. The launch of the first wholesale distributor in the country is part of the Cuban Government's general project to boost foreign investment in the food sector.



As part of its aim to constantly raise customer service standards, Iberostar has taken part in the setting up of the platform, situated 40 minutes south-west of Havana. The 3,000 m² facilities are equipped with state-of-the-art technologies and stock a range of over 500 products involving around 50 suppliers.

This project once again highlights the company's commitment to the community, as the setting up of LHC has also generated new jobs that promote and guarantee quality employment for the local population.

Fernando García, Iberostar Hotels & Resorts' General Resources Director explained that *"Iberostar's commitment to Cuba dates back 25 years, and so we are immensely proud to be involved in a project that will raise standards in the island's gastronomy sector and generate employment"*.

Iberostar Hotels & Resorts received authorisation to set up this company in late 2016. Since then it has been running trials that began to take shape during the second half of 2018 and the company is set to become fully operational as of 2019.

Note for the editor

Download graphics [here](#).

ABOUT IBEROSTAR GROUP

The Iberostar Group is a 100% family-owned Spanish multinational company based in Palma de Mallorca (Spain) that has been operating in the tourist sector since 1956 and whose business activity dates back to 1877. Its sales network covers 35 countries, it has a staff of more than 32,000 employees and handles 8 million customers a year. Hospitality is the company's core business, with a portfolio of more than 120 four and five star hotels located in 18 countries on three continents. In addition to the hotels, the Group has a further three business units: travel and incoming activities, a holiday club and real estate.

Iberostar Group is owned by the Fluxà family and chaired by Miguel Fluxà Rosselló, founder of the Group's current hotel unit and the Iberostar Hotels & Resorts brand. His daughters Sabina y Gloria are the Company's two Vice-Chairwomen. Sabina is also the Group's CEO and Gloria holds the post of Chief Sustainability Officer.