

Mahou San Miguel pours €2.1 million in Spanish distribution model

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Spanish beer maker Mahou San Miguel has invested €2.1 million in a new distribution model for the south of Spain.

The firm said the project ensures both the competitiveness and long-term sustainability of its sites in Córdoba, Granada, Málaga and Jaén.

It added that the investment reinforces its commitment to the Andalucía region in the south of Spain, where it employs more than 300 people.

Madrid-headquartered Mahou San Miguel makes beer brands as San Miguel, Alhambra and Reina, as well as mineral water brands Sierra Natura, Solán de Cabras and Sierras de Jaén.

Carmen Calama, Mahou San Miguel logistics director, said: “This project highlights that, for us, Andalucía has strategic importance and, therefore, we are continuing to strengthen our commitment to the area through continuous investment in our facilities and initiatives that boost its economy and development.”

Earlier this year, Mahou San Miguel joined forces with 20 of its domestic distributors in Spain in a bid to improve the sustainability of its distribution chain.

The group has provided training aimed at identifying challenges and good practices to integrate sustainability into their businesses. They include innovative urban distribution solutions and technologies for the efficient delivery of goods.

Mahou San Miguel was founded when Mahou bought the remaining 70% stake that it did not already hold in San Miguel from Danone in 2000.

Earlier this year, the firm launched a new addition to its Maestra range of beers in Spain – Mahou Maestra Dunkel.