

15 Years of The Catalan Baguetina

If time had stopped at the important moments of our lives had surely realized the importance of them and that they would change our lives in the future.

THE GROUP BAGUETINA CATALANA: MORE OUR, EVEN CLOSER TO YOU FOR 15 YEARS

I want these lines to pay tribute to a very important role in the business world in the city of Barcelona by the tenacity and work employed in creating one of the most known and popular within the food sector, CATALANA BAGUETINA THE GROUP.

Let me take this opportunity on this date as memorial for the group to know the true story of a known brand and there are thousand of which urban legends about its origin, and this time I choose to celebrate the 15th anniversary to let you know all the story of a man worker, the story of a man employer in its own right, the story of the creator of the group baguetina catalana.

JOSE LOPEZ MONTOYA gift from a very early age he devoted himself to the juvenile fish trade, which trade he learned from his father and grandfather of the same. Married man with four children all boys and tireless worker of the business which carried in the blood since childhood.

Running in full 1992 Barcelona Olympics, in full effervescence of a city that has grown so huge when Mr Montoya was presented the opportunity to open a small business in Balmaes street with Roussillon for the sale of food, bread and cafeteria, with the idea of the opportunity to give their four children can look for the future within a city that was seething business.



Among the few savings and deposited harvested from a lifetime of work in the fish trade, ventured to create a small establishment to be called the BAGUETINA CATALANA pun combination of baguette and barretina, hat typical Catalan.



Mr. Montoya and his sons invested in an innovative business idea in many respects, a business located in a commercial area and a lot of people step, a way of displaying products so far not inspired by existing cobes of fish the municipal markets, where many years been working, large piles of sweet and salty in large glass windows and spacious where the customer could enjoy them in all their glory and not resist the impulse buy. Another

important and innovative within the fuel BAGUETINA CATALANA bread baguette, who has never bought one of the delicious baguette baguetina, within the broad timetable for its purchase from morning until late at night, 365 day of the year, another of the major strengths in this innovative way of looking at the sale within the food sector. This formula unknown to date with the hard work of Mr. Montoya and his sons did what was at first a single business is expanding out to create a reference point in the best-known brands in the city.

If we were to emphasize an important time of consolidation within the group's expansion would BAGUETINA the number of references of which three stress their importance for tourism within the city;

The four outlets in the most emblematic streets in Barcelona, La Rambla

The three outlets in the holy family

The point of sale in one of the most important boulevards of Europe Passeig de Gracia.

Currently the group has several brands within the food sector:

Bieguelow two local rambla and Holy Family.

VaportiMontoya which has two outlets and four in Barcelona and Seville, which was their tribute to Mr. Montoya Sons in appreciation of everything I teach.

And the last birth within the group but not least Rainbow on one of the most bustling streets of the city street Pelayo.

Different ways of approaching the business of food and a coffee shop but with the same order meet the needs of many Barcelonans always trying to give the best quality and best service from 15 years ago.



Today it has 32 outlets between Seville and Barcelona and is immersed in an expansion always choosing the best to give you the best service to our customers.

I hope that these humble lines being able to explain in a simple manner the great work done by an employer which is now employing more than 200 families, and creator of one of the most popular groups in our city Mr. D . MONTOYA JOSE LOPEZ.

FLORENCIO MONTOYA