

REMITIDO

CONTENIDO DESARROLLADO  
POR GRUPO HORO

# “ACTING SWIFTLY, BUT NEVER RASHLY, MAKING DECISIONS THAT REDUCE RISK AND DRIVE IMPROVEMENT WHILE STAYING TRUE TO OUR VALUES”

**In 2026, the resilience of successful companies such as JULIAN SOLER, S.A. will be put to the test. Although its sourcing is entirely domestic, its commercial reach is international.**

After several decades of wine-making tradition in La Manchuela Conquense, and faced with a growing surplus of wine, the Soler family decided to embark on a new venture and become pioneers in the grape juice concentrate business in Spain. In 1968, they installed the country's first grape juice evaporator in Quintanar del Rey (Cuenca), laying the foundations for what are today their facilities in the neighbouring town of Villanueva de La Jara. There, grapes from La Manchuela are processed alongside grape juice concentrate supplied by cooperatives and wineries from across Spain, mainly from Castilla-La Mancha.

Since then, the consolidation of JULIAN SOLER S.A.'s business model in which grapes are transformed into a natural sugar ingredient for the food and beverage industry has enabled steady growth through close collaboration with clients in more than 60 countries and suppliers based entirely in Spain. This growth has gone hand in hand with continuous adaptation, product diversification, and a firm commitment to the social values established by its founders.

The professionalisation process undertaken by this second- and third-generation family business led to the appointment of a new CEO, Ramiro Martínez, in January 2023. Now leading the company's strategy and overall management, he has redesigned a model that continues to strengthen both the quality of its products and its loyalty to the values for which the company has been recognised throughout its history. Most recently, in December 2025, it received the Castilla-La Mancha Business Merit Award (MÉEM) in the exporting company category.

After three years at the helm, with figures showing double-digit percentage growth in revenue, EBITDA, headcount and profits, yet operating in a complex geopolitical context shaped by the conflict in the Middle East, Martínez who describes himself on LinkedIn as an enthusiast for change management shares how the company has been working and how it intends to continue doing so, with AI playing its part. The aim is to guarantee stable quality and year-round supply for clients in an



Ramiro Martínez, CEO of JULIAN SOLER, S.A.



Castilla-La Mancha Business Merit Award, in the exporting company category, received in December 2025.

increasingly demanding B2B market for the natural, healthy sweetener they produce, while also remaining an attractive option for their suppliers' wine grapes.

## THE CHALLENGE OF BUILDING A SUCCESSFUL STRATEGY IN COMPLEX ENVIRONMENTS

Despite the uncertainty inherent in a business that depends heavily on weather conditions for its raw materials, as well as intense international price competition, JULIAN SOLER's resilience over more than 57 years of activity is striking.

“Our track record is the result of a roadmap built on reliability and quality. Quality is non-negotiable, and consistently delivering requires a clear commitment to both clients and suppliers. In recent years, we have strengthened our strategy through the refurbishment of our facilities and investment in human capital, always with a focus on both product diversification through innovation and the

geographical diversification of our sales, maintaining JULIAN SOLER as the undisputed leader in the sector as a Global Grape Solution Supplier,” explains Ramiro Martínez.

The company's commitment to strengthening collaboration with suppliers, increasing flexibility and production capacity, and preserving the final product throughout the year under controlled temperature conditions has enabled it to reduce the seasonality of its revenues and improve efficiency in its production processes. “We supply every quality grade all year round,” adds Martínez.

## THE CURRENT CHALLENGE: TECHNOLOGY, AI AND PEOPLE

The original spirit of the family business remains intact: sustained growth, R&D, and a clear understanding of the kind of company it wants to be. In the words of its founder, Julián Soler Marqués:

“The company as a tool at the service of society, sustained by and for people.”

“Our track record is the result of a roadmap built on reliability and quality.”

**Ramiro Martínez**

At the same time, JULIAN SOLER is also looking towards technological transformation, and artificial intelligence is already part of its day-to-day operations. The company has developed its own LLM/chatbot, which provides operators with immediate support in occupational risk prevention. It foresees a deeper evolution through tools capable of taking on repetitive tasks and recording large volumes of quality data to support decision-making.

While keeping people at the centre because, as Martínez says, “AI needs judgement and context, aspects it cannot successfully address without the human element” the company is also committed to advancing its digital transformation. To this end, it has recently established an Operational Group together with ITECAM (the Industrial Technology Centre of Castilla-La Mancha) to develop technology projects focused on automation and AI over the next three years.

## HOW TO CONTINUE LEADING THE FUTURE

Today, the future implies change but not instability. Rather, it calls for adaptability: both a necessity and a major advantage that must be approached by prioritising analytical thinking, collaborative leadership, and taking full responsibility when there are no clear instructions.

“In times of change, it is not enough simply to execute tasks. You have to identify the landscape the board, as if it were a chess game and define priorities. You never finish the game with the same pieces you started with, and you have to act quickly, but without improvising, making decisions that reduce risk and drive continuous improvement while staying true to your values,” Ramiro concludes.

With this combination of strategy, R&D, technological progress and strong values, JULIAN SOLER has set its next objective in line with that of its clients: responding to their needs and future developments involving grape-based solutions, so that it can continue to be one of the global benchmark companies in the grape juice concentrate sector.