



# PAY PAY

*Llevamos Galicia  
Dentro*

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*More than 100 years  
of making the  
best of Galicia  
live on...*

*That is preserving  
for us:*

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*Conservas Cerqueira*

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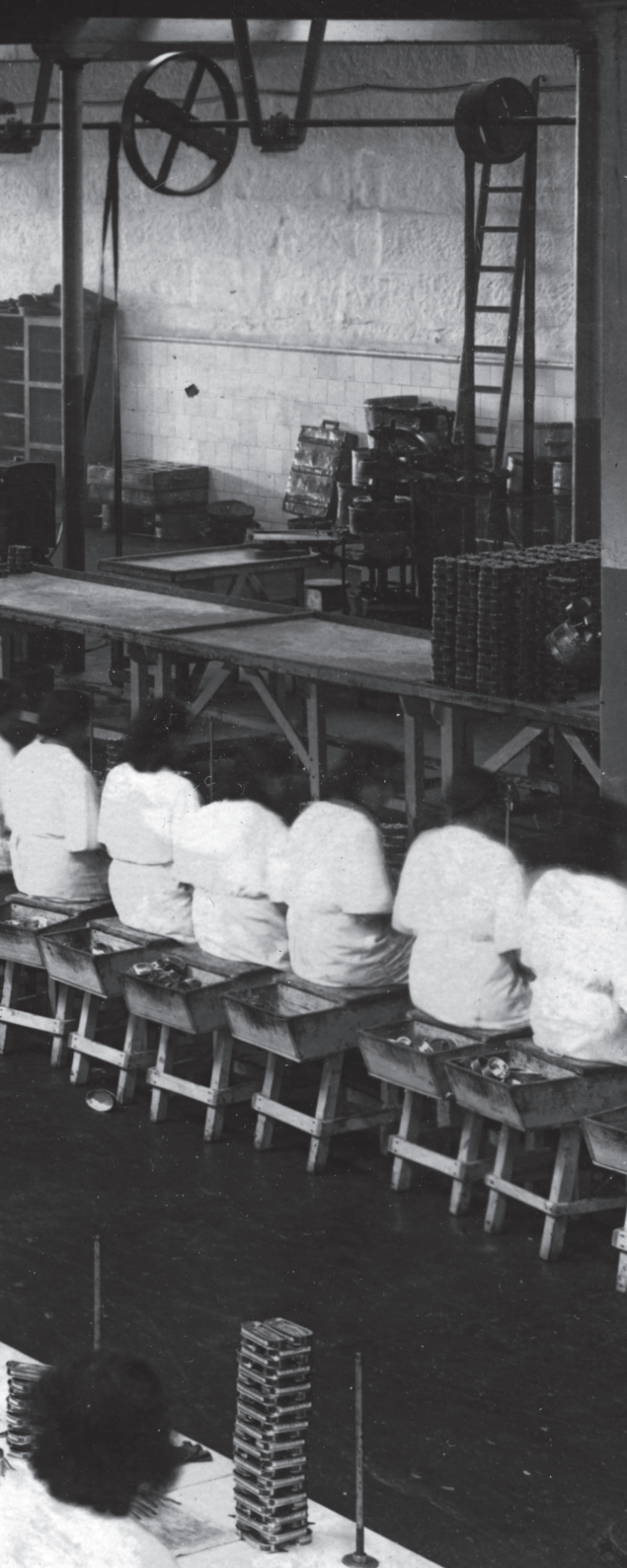












*More than 100 years working and improving  
the canned fish product*

*In the year 1890, Conservas Cerqueira,  
S.A. was born, a great family where the following  
brands find their home: "PAY-PAY", "BUENOS DIAS"  
and "RAMONA".*

*From the very beginning, we have always applied the  
most modern technology so that our canned fish  
offers the consumer a product that ensures only the  
best quality.*

*From that time on, all our processes have been  
perfectly distributed (fish cleaning, grilling,  
cooking, packaging, ...) and we have always applied  
the most modern technologies of the time with regard  
to ovens, grills, machines for airtight packaging...*

*This allows us not only to make use of all the fish  
landed in times of plenty but also to offer a  
high-quality product.*



RAMONA











*The sixties: the first great technological renovation in manufacturing*



*Constant renovation in production methods was stopped because of the Civil War from 1936-1939, as it was impossible to import technology. This situation changed in the 60s as a result of economic liberalisation. At that time, an important technological renovation in our manufacturing process took place, including new machines, raw material, packaging, automatization of the different chains, the transport chain also... The consequences were lower costs that simplify and make the manufacturing process easier.*







# PAY

del NO



*The face is the mirror of the spirit*

*The high quality of the raw material and the careful manufacturing process guarantee the final result. Our experience lasting more than 100 years ... A constant innovation... All this is the "spirit" of Conservas Cerqueira, S.A. (tradition and technology in accordance with the present day) that must be reflected on the surface, the brand presentation, on its appearance, the new appearance that we are introducing to you here.*

*This is the second evolution that the appearance has gone through in its entire life. The first one was in the 70s during the great canned fish boom. The improvement of the appearance and final presentation at that time (new corporate identity, easy open tins, carton-box packaging, new materials, more information for the consumers, ...) all of this has led to expansion and increase in production, making canned fish distribution easier.*

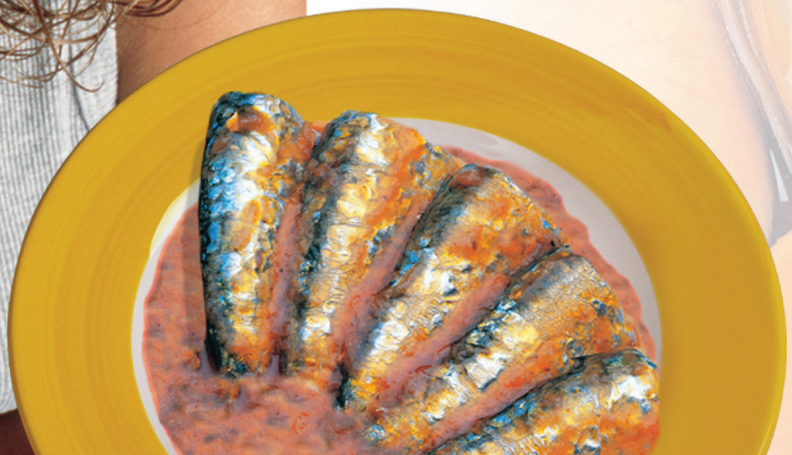


*ste*





PAY PAY





clear to read, orderly and clean



Time has passed by. Now, thirty years later, we felt that it was necessary to change our brand's appearance to come into line with the historic times we are currently experiencing.

Thus, this is the result: a completely new design of the packaging that allows the consumer to recognize a consolidated brand, a packaging that is easy to read, that makes the product easy to choose and to remember. It is also easy to recognize the product and the preparation. We have also included a lot of easy and clear information for the distributor and the final consumer.





Imagen de marca

Información del  
Fabricante

Imagen de marca

Elementos identificadores  
de producto y preparación

Producto

Preparación

Iconos de:

Producto

Iconos de:

Cuidado Medio Ambiente

Reciclable

Conservación

Contenido en cm<sup>3</sup>

Producto y preparación en  
castellano, inglés y francés

Cantidad neta y  
masa neta escurrida

Consumo preferente  
en los tres idiomas

Ingredientes en  
los tres idiomas

Fotografía

Banda de color  
indicadora de preparación

Código de barras

Información Nutricional







*container and content: quality in the design and in the product*



*Our new design shows the great quality of a product that has been manufactured in the same way as in the past, but with a new spirit.*

*This allows us to preserve the loyalty of our usual customers and also to gain new ones.*





**PAY PAY**  
**Mejillones**  
Frescos de Campaña  
en Escabeche  
8/12 Piezas  
Mussels in pickled sauce  
Moules à l'escabeche  
Ingredientes: Mejillones, aceite de girasol, vinagre de vino blanco, sal, azúcar, especias.  
Sin Gluten

**PAY PAY**  
**Mejillones**  
Frescos de Campaña  
en Escabeche  
medianos en Escabeche  
Ingredientes: Mejillones, aceite de girasol, vinagre de vino blanco, sal, azúcar, especias.  
Sin Gluten



*Quality as a medium... Also as a purpose*

*To obtain a product such as the one we offer at Conservas Cerqueira, S.A. is only possible as a result of the excellence and the high level of professionalism throughout the production process.*

*We mean professionalism from top to bottom.*

*All the people who work in our manufacturing process are true professionals who give their very best, always looking for the highest quality of the final product. Biologists, chemists and engineers who carry out research every day in order to find new ways of increasing the processes, etc. Our workers do their job with total dedication. We obtain our delicious canned foods through our remarkable manufacturing systems. Finally, our excellent products.*



**PAY PAY**







**PAY PAY**

**VIGO**





*From Vigo... To the whole world*

*E*urope, The united states of America, Central America, South America... Our brand and the name of Vigo have crossed the confines of our territory together, taking the quality of Conservas Cerqueira, S.A. to the entire world.

We also preserve the environment.

*Because we obtain our raw material straight from nature. That is the reason why we ensure we preserve the environment so carefully, and for this same reason we require that our fish and shellfish are caught using systems that protect dolphins; we also work with recyclable materials in our production process and use modern systems for recycling and treating residues.*











# PAY PAY

*Llevamos Galicia  
Dentro*

*Galicia, tierra asomada al mar y a todos los mares del mundo. Y es de estos mares de donde obtenemos nuestra materia prima, seleccionada con cariño y con la mayor exigencia para ofrecer los mejores productos. Dentro de cada lata de Pay Pay está lo mejor de Galicia, de nuestra tierra, de nuestros mares...*

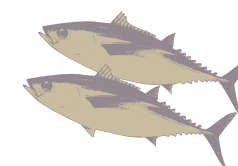
*Llevamos Galicia Dentro.*







# Atún Blanco - Bonito del Norte



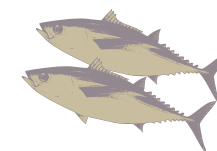
Atún Blanco - Bonito del Norte	Preparación	Formato	Sistema	Envase	Latas/Caja
	En Aceite de Oliva	OL-120 111 gr.	Fácil Apertura	Estuche	50
	Al Natural	OL-120 111 gr.	Fácil Apertura	Estuche	50
	En Tomate	OL-120 111 gr.	Fácil Apertura	Estuche	50
White Meat Tuna	Preparation	Format	System	Packing	Tins/Carton
	In Olive Oil	OL-120 111 gr.	Easy Open	Carton-Box	50
	In Brine	OL-120 111 gr.	Easy Open	Carton-Box	50
	In Tomato Sauce	OL-120 111 gr.	Easy Open	Carton-Box	50
Thon Blanc	Préparation	Format	Système	Emballage	Boîtes/Carton
	A l'Huile d'Olive	OL-120 111 gr.	Ouverture Facile	Étui-Carton	50
	Au Naturel	OL-120 111 gr.	Ouverture Facile	Étui-Carton	50
	A la Tomate	OL-120 111 gr.	Ouverture Facile	Étui-Carton	50







Atún claro



Atún Claro	Preparación	Formato	Sistema	Envase	Latas/Caja
	En Aceite de Girasol	OL-120 111 gr.	Fácil Apertura	Estuche	50
	En Aceite de Girasol	RO-85 80 gr.	Fácil Apertura	Estuche Pack 3	30 Packs
	En Aceite de Oliva	OL-120 111 gr.	Fácil Apertura	Estuche	50
	En Aceite de Oliva	RO-85 80 gr.	Fácil Apertura	Estuche Pack 3	30 Packs
	Al Natural	OL-120 111 gr.	Fácil Apertura	Estuche	50
Light Meat Tuna	Preparation	Format	System	Packing	Tins/Carton
	In Sunflower Oil	OL-120 111 gr.	Easy Open	Carton-Box	50
	In Sunflower Oil	RO-85 80 gr.	Easy Open	Carton-Box Pack 3	30 Packs
	In Olive Oil	OL-120 111 gr.	Easy Open	Carton-Box	50
	In Olive Oil	RO-85 80 gr.	Easy Open	Carton-Box Pack 3	30 Packs
	In Brine	OL-120 111 gr.	Easy Open	Carton-Box	50
Thon Clair	Préparation	Format	Système	Emballage	Boîtes/ Carton
	A l'Huile de Tournesol	OL-120 111 gr.	Ouverture Facile	Étui-Carton	50
	A l'Huile de Tournesol	RO-85 80 gr.	Ouverture Facile	Étui-Carton Pack 3	30 Packs
	A l'Huile d'Olive	OL-120 111 gr.	Ouverture Facile	Étui-Carton	50
	A l'Huile d'Olive	RO-85 80 gr.	Ouverture Facile	Étui-Carton Pack 3	30 Packs
	Au Naturel	OL-120 111 gr.	Ouverture Facile	Étui-Carton	50









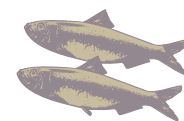
Mejillones	Preparación	Nº de Piezas	Formato	Sistema	Envase	Latas/Caja
	En Escabeche	8/12	OL-120 115 gr.	Fácil Apertura	Estuche	50
	En Escabeche	14/18	OL-120 115 gr.	Fácil Apertura	Estuche	50
	En Escabeche Picantes	8/12	OL-120 115 gr.	Fácil Apertura	Estuche	50
	En Escabeche Picantes	14/18	OL-120 115 gr.	Fácil Apertura	Estuche	50
	Al Natural	14/18	OL-120 115 gr.	Fácil Apertura	Estuche	50
	Al Ajillo	14/18	OL-120 115 gr.	Fácil Apertura	Estuche	50
	En Salsa de Vieira	14/18	OL-120 115 gr.	Fácil Apertura	Estuche	50
Mussels	Preparation	Nº of Pieces	Format	System	Packing	Tins/ Carton
	In Pickled Sauce	8/12	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Pickled Sauce	14/18	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Spiced Sauce	8/12	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Spiced Sauce	14/18	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Brine	14/18	OL-120 115 gr.	Easy Open	Carton-Box	50
	With Garlic Flavor	14/18	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Sauce	14/18	OL-120 115 gr.	Easy Open	Carton-Box	50
Moules	Préparation	Nº de Pièces	Format	Système	Emballage	Boîtes/ Carton
	En Sauce Marinade	8/12	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	En Sauce Marinade	14/18	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	En Sauce Piquante	8/12	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	En Sauce Piquante	14/18	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	Au Naturel	14/18	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	En Sauce a l'Ail	14/18	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	À la Sauce "Vieira"	14/18	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50







# Sardinas



Sardinas	Preparación	Formato	Sistema	Envase	Latas/Caja
	En Aceite de Oliva	RR-125 120 gr.	Fácil Apertura	Estuche	50
	Al Limón en Aceite de Oliva	RR-125 120 gr.	Fácil Apertura	Estuche	50
	Picantes en Aceite de Oliva	RR-125 120 gr.	Fácil Apertura	Estuche	50
	En Aceite de Girasol	RR-125 120 gr.	Fácil Apertura	Estuche	50
	Al Limón en Aceite de Girasol	RR-125 120 gr.	Fácil Apertura	Estuche	50
	Picantes en Aceite de Girasol	RR-125 120 gr.	Fácil Apertura	Estuche	50
	En Tomate	RR-125 120 gr.	Fácil Apertura	Estuche	50
	En Escabeche	RR-125 120 gr.	Fácil Apertura	Estuche	50
Sardines	Preparation	Format	System	Packing	Tins/ Carton
	In Olive Oil	RR-125 120 gr.	Easy Open	Carton-Box	50
	With Lemon in Olive Oil	RR-125 120 gr.	Easy Open	Carton-Box	50
	Spiced in Olive Oil	RR-125 120 gr.	Easy Open	Carton-Box	50
	In Vegetable Oil	RR-125 120 gr.	Easy Open	Carton-Box	50
	With Lemon in Sunflower Oil	RR-125 120 gr.	Easy Open	Carton-Box	50
	Spiced in Sunflower Oil	RR-125 120 gr.	Easy Open	Carton-Box	50
	In Tomato Sauce	RR-125 120 gr.	Easy Open	Carton-Box	50
	In Pickled Sauce	RR-125 120 gr.	Easy Open	Carton-Box	50
Sardines	Préparation	Format	Système	Emballage	Boîtes/ Carton
	A l'Huile d'Olive	RR-125 120 gr.	Ouverture Facile	Étui-Carton	50
	Au Citron a l'Huile d'Olive	RR-125 120 gr.	Ouverture Facile	Étui-Carton	50
	A l'Huile d'Olive Piquante	RR-125 120 gr.	Ouverture Facile	Étui-Carton	50
	A l'Huile Tournesol	RR-125 120 gr.	Ouverture Facile	Étui-Carton	50
	Au Citron a l'Huile Tournesol	RR-125 120 gr.	Ouverture Facile	Étui-Carton	50
	A l'Huile Végétale Piquante	RR-125 120 gr.	Ouverture Facile	Étui-Carton	50
	A la Tomate	RR-125 120 gr.	Ouverture Facile	Étui-Carton	50
	En Sauce Marinade	RR-125 120 gr.	Ouverture Facile	Étui-Carton	50

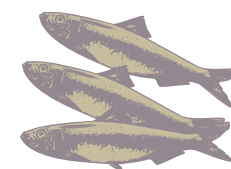








Sardinillas



Sardinillas	Preparación	Formato	Sistema	Envase	Latas/Caja
	En Aceite de Girasol	RR-90 90 gr.	Fácil Apertura	Estuche	50
	Picantes en Aceite de Girasol	RR-90 90 gr.	Fácil Apertura	Estuche	50
	En Tomate	RR-90 90 gr.	Fácil Apertura	Estuche	50
	En Escabeche	RR-90 90 gr.	Fácil Apertura	Estuche	50
	En Aceite de Oliva	RR-90 90 gr.	Fácil Apertura	Estuche	50
Small Sardines	Preparation	Format	System	Packing	Tins/Carton
	In Sunflower Oil	RR-90 90 gr.	Easy Open	Carton-Box	50
	Spiced in Sunflower Oil	RR-90 90 gr.	Easy Open	Carton-Box	50
	In Tomato Sauce	RR-90 90 gr.	Easy Open	Carton-Box	50
	In Pickled Sauce	RR-90 90 gr.	Easy Open	Carton-Box	50
	In Olive Oil	RR-90 90 gr.	Easy Open	Carton-Box	50
Petites Sardines	Préparation	Format	Système	Emballage	Boîtes/Carton
	A l'Huile Tournesol	RR-90 90 gr.	Ouverture Facile	Étui-Carton	50
	A l'Huile Tournesol Piquante	RR-90 90 gr.	Ouverture Facile	Étui-Carton	50
	A la Tomate	RR-90 90 gr.	Ouverture Facile	Étui-Carton	50
	En Sauce Marinade	RR-90 90 gr.	Ouverture Facile	Étui-Carton	50
	A l'Huile d'Olive	RR-90 90 gr.	Ouverture Facile	Étui-Carton	50







# Berberechos



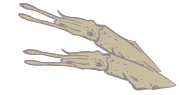
Berberechos	Preparación	Nº de Piezas	Formato	Sistema	Envase	Latas/Caja
	Al Natural	30-40	OL-120 115 gr.	Fácil Apertura	Estuche	50
	Al Natural	35-45	OL-120 115 gr.	Fácil Apertura	Estuche	50
	Al Natural	40-50	OL-120 115 gr.	Fácil Apertura	Estuche	50
	Al Natural	45-55	OL-120 115 gr.	Fácil Apertura	Estuche	50
	Al Natural	Pequeño	OL-120 115 gr.	Fácil Apertura	Estuche	50
Cockles	Preparation	Nº de Pièces	Format	System	Packing	Tins/Carton
	In Brine	30-40	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Brine	35-45	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Brine	40-50	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Brine	45-55	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Brine	Small	OL-120 115 gr.	Easy Open	Carton-Box	50
Coques	Préparation	Nº de Pièces	Format	Système	Emballage	Boîtes/Carton
	Au Naturel	30-40	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	Au Naturel	35-45	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	Au Naturel	40-50	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	Au Naturel	45-55	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	Au Naturel	Petit	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50







# Trozos de Calamares



Trozos de Calamares	Preparación	Formato	Sistema	Envase	Latas/Caja
	En Tinta	RO-85 80 gr.	Fácil Apertura	Estuche Pack 3	30 packs
	En Tinta	OL-120 115 gr.	Fácil Apertura	Estuche	50
	En Salsa Americana	RO-85 80 gr.	Fácil Apertura	Estuche Pack 3	30 packs
	En Salsa Americana	OL-120 115 gr.	Fácil Apertura	Estuche	50
Squid (Pieces)	Preparation	Format	System	Packing	Tins/Carton
	In Ink Sauce	RO-85 80 gr.	Easy Open	Carton-Box Pack 3	30 packs
	In Ink Sauce	OL-120 115 gr.	Easy Open	Carton-Box	50
	In American Sauce	RO-85 80 gr.	Easy Open	Carton-Box Pack 3	30 packs
	In American Sauce	OL-120 115 gr.	Easy Open	Carton-Box	50
Calmars (Morceaux)	Préparation	Format	Système	Emballage	Boîtes/Carton
	À L'Encre	RO-85 80 gr.	Ouverture Facile	Étui-Carton Pack 3	30 packs
	À L'Encre	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	En Sauce Americaine	RO-85 80 gr.	Ouverture Facile	Étui-Carton Pack 3	30 packs
	En Sauce Americaine	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50







# chipirones enteros rellenos



Chipirones Enteros Rellenos	Preparación	Formato	Sistema	Envase	Latas/Caja
	En Tinta	OL-120 115 gr.	Fácil Apertura	Estuche	50
	En Salsa Americana	OL-120 115 gr.	Fácil Apertura	Estuche	50
	En Aceite Girasol	OL-120 115 gr.	Fácil Apertura	Estuche	50
	Con Surimi estilo Angulas	OL-120 115 gr.	Fácil Apertura	Estuche	50
Stuffed Squids	Preparation	Format	System	Packing	Tins/Carton
	In Ink Sauce	OL-120 115 gr.	Easy Open	Carton-Box	50
	In American Sauce	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Sunflower Oil	OL-120 115 gr.	Easy Open	Carton-Box	50
	With Surimi Baby Eels Style	OL-120 115 gr.	Easy Open	Carton-Box	50
Calmars Entiers Farcis	Préparation	Format	Système	Emballage	Boîtes/ Carton
	À L'Encre	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	En Sauce Americaine	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	A l'Huile Tournesol	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	Avec Surimi Type Civelles	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50







# Tacos de Pota



Tacos de Pota	Preparación	Formato	Sistema	Envase	Latas/Caja
	En Aceite de Girasol	OL-120 115 gr.	Fácil Apertura	Estuche	50
	Al Ajillo	OL-120 115 gr.	Fácil Apertura	Estuche	50
	A la Marinera	OL-120 115 gr.	Fácil Apertura	Estuche	50
Jumbo squid	Preparation	Format	System	Packing	Tins/Carton
	In Sunflower Oil	OL-120 115 gr.	Easy Open	Carton-Box	50
	With Garlic Flavor	OL-120 115 gr.	Easy Open	Carton-Box	50
	In Marine Sauce	OL-120 115 gr.	Easy Open	Carton-Box	50
Pattes d'encornet	Préparation	Format	Système	Emballage	Boîtes / Carton
	À l'Huile de Tournesol	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	En Sauce a l'Ail	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50
	A la Marinere	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50









Almejas	Preparación	Formato	Sistema	Envase	Latas/Caja
	Al Natural	OL-120 115 gr.	Fácil Apertura	Estuche	50
Clams	Preparation	Format	System	Packing	Tins/ Carton
	In Brine	OL-120 115 gr.	Easy Open	Carton-Box	50
Palourdes	Préparation	Format	Système	Emballage	Boîtes/ Carton
	Au Naturel	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50



Zamburiñas	Preparación	Formato	Sistema	Envase	Latas/Caja
	En Salsa de Vieira	OL-120 115 gr.	Fácil Apertura	Estuche	50
Small Scallops	Preparation	Format	System	Packing	Tins/ Carton
	In sauce	OL-120 115 gr.	Easy Open	Carton-Box	50
Petites Coquilles Saint-Jacques	Préparation	Format	Système	Emballage	Boîtes/ Carton
	À la sauce "vieira"	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50

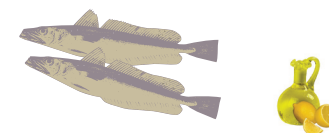








## Huevas de Pescado



Huevas de Pescado	Preparación	Formato	Sistema	Envase	Latas/Caja
	En Aceite de Girasol al Limón	OL-120 115 gr.	Fácil Apertura	Estuche	50
Fish Roe	Preparation	Format	System	Packing	Tins/ Carton
	With Lemon in Sunflower Oil	OL-120 115 gr.	Easy Open	Carton-Box	50
Oeufs de Poisson	Préparation	Format	Système	Emballage	Boîtes/ Carton
	Au Citron-a l'Huile Tournessol	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50



Navajas	Preparación	Formato	Sistema	Envase	Latas/Caja
	Al Natural	OL-120 115 gr.	Fácil Apertura	Estuche	50
Razor-Shells	Preparation	Format	System	Packing	Tins/ Carton
	In Brine	OL-120 115 gr.	Easy Open	Carton-Box	50
Couteaux	Préparation	Format	Système	Emballage	Boîtes/ Carton
	Àu Naturel	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50









## Delicias de Surimi



Delicias de Surimi	Preparación	Formato	Sistema	Envase	Latas/Caja
Baby Eels Surimi Style	Al Ajillo Picante	OL-120 115 gr.	Fácil Apertura	Estuche	50
	Preparation	Format	System	Packing	Tins/Carton
Surimi Type Cirelles	In Hot Garlic Sauce	OL-120 115 gr.	Easy Open	Carton-Box	50
	Préparation	Format	Système	Emballage	Boîtes/Carton
	En Sauce Piquante á l'Ail	OL-120 115 gr.	Ouverture Facile	Étui-Carton	50





*Mejorando  
lo inmejorable*





*A veces, el mar nos da sus frutos con una generosidad inaudita. En conservas Cerqueira escogemos lo más selecto del mar y lo conservamos para que perdure. Cuando las capturas nos ofrecen la materia prima de mayor calidad de nuestros mares, nosotros se lo ofrecemos a usted: es la Línea oro de PayPay, un tesoro escaso que conviene conservar.*









Conservas Cerqueira comercializa también sus productos bajo otras marcas propias como "Buenos Días", preservando los niveles de calidad que nos caracterizan.







RAMONA



*Ramona, otra de las marcas propias empleadas en los productos de conservas cerqueira, aúna tradición y vanguardia en su actual presentación.*













# PAY PAY

*Llevamos Galicia  
Dentro*

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