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A Group of Pioneers Becomes Leading Multinational Group
The Birth of Arcor

Arcor was founded in 1951 by a group of pioneers whose vision was to offer quality food, at a reasonable price to consumers all over the globe.

Its history traces back to 1924, when a young Italian immigrant named Amos Pagani decided to settle in Arroyito, a small town in the province of Cordoba, Argentina.

Once there, he opened a bakery shop just as he had done in his native Italy. Four years later, the second of his five children is born: Fulvio Salvador.

He would be the one who, a few years later, would come to a group of fellow entrepreneurs with the idea of setting up a confectionery factory; a factory of a production volume big enough to reduce costs and increase competitiveness.

The founding of Arcor is the result of the effort of this group of young friends, who also had a background in industrial work.

The group was made up of brothers Fulvio, Renzo and Elio Pagani; brothers Modesto, Pablo and Vicente Maranzana; Mario Seveso and Enrique Brizio.

In 1951 the construction works for the first factory started, and on July 5th, the brand-new plant inaugurated with the starting of production. That represented the birth of Arcor. The group decided to name their endeavor Arcor as it is the coinage of the first two letters of “Arroyito” and the first three letters of “Cordoba”.
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The Expansion of Arcor

A few years later, in 1958, Arcor produced 60,000 kilos of candy per day. At the same time, it is no longer exclusively a confectionery factory; it has now incurred in different fields of industry with one clear objective ahead: To be its own provider of the strategic supplies they need in order to offer the best quality at the best price. This would allow the Group to keep its unique commitment to its consumers.

During the 60s, Arcor already envisages the value of a Latin American integration and the potential that a great common market has to offer; it is with that spirit that they adopt an early export policy which places them in an avant-garde position. Fulvio S. Pagani always expressed the importance of reaching international markets, and he stressed the need to “aim at the globe” as well as the need to “go find the opportunities available out there”.

In 1964, the Group closes its first sales abroad and it starts to participate in international fairs. In 1970, during the celebration of the very first Confectionery Trade Fair in Cologne, Germany, the Group, owned its very own exhibit stand. The first export deals consisted of the sale of glucose by-products to European countries in 1964, and confectionery products to the United States in 1968.

The history behind the Group’s first export deal became an anecdote that reflects the difficulties the Company learned to overcome during its expansion into new markets. At that time, two containers of caramel candy that had been shipped on a regular hold, melted as they passed through Equator.

The shipment arrived into the United States in one single block, and Arcor decided to pay the invoice to the importers, although it represented a high cost to the company. That attitude gave Arcor enough credibility, and a few months later those very clients visited the Company in person, thus consolidating a solid bond.
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The Development of a Unique Distribution System

By 1967 Arcor had already established its system of Official Distributors, which, to this day is still as innovative and distinctive as it was in the beginning.

Before that, Arcor had franchises selling to wholesalers in cities like Mendoza, Jujuy and Goya and, in the early 60s it starts selling through distributors of other products when the include confectionery to their range of products.

During the following years, selling through official distributors, carefully selected by the travelling sales representatives of the company, helped the Group enhance the range of products available, as well as speed up the delivery process.

All throughout those years, the company’s production was almost exclusively for the domestic market, in particular, the inner cities of the country.

The expansion into the Ciudad Autónoma de Buenos Aires started at the early 70s.
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A Steady Growth

Also during the 70s, Arcor consolidated its vertical integration through the construction of industrial plants that could satisfy the different needs of the company, from raw materials to containers, including power.

Arcor inaugurated a plant in Tucumán (1970); in San Rafael, Mendoza (1972); in Villa del Totoral, Córdoba (1975); in San Pedro, Buenos Aires (1975); another one in Villa del Totoral (1979); and in Paraná, Entre Ríos (1980). By that time, the company had already turned into a great industrial complex that set the tone amongst other companies in the country.

And it would continue to grow in Argentina as well as other countries in the area.

In 1976 it reaches Paraguay, in 1979 Uruguay, in 1981 en Brazil and in 1989, it arrives in Chile. Arcor had understood, at an early stage, the value of a Latin American integration and the great potential that a big common market had to offer, so it creates its very own MERCOSUR way before the word even came into existence.

The Group decided to consolidate its position in the markets where it already had a solid base, and to develop it in those markets where its presence was small but there was a sure potential for sustained growth. The defined strategy implies paying special attention to the markets of products with the highest growth potential for the company. The prestige of the brand Bon o Bon, the success obtained after launching the Cofler chocolates, and its entrance into the market of fine chocolates in 1991 set the first supporting pillars of this new strategy.

During this period, and in order to reinforce its leadership in the category of chocolates, the Group purchases Águila Saint (1993), one of the most traditional and prestigious chocolate companies in Argentina.

One year later, they open up the model chocolate plant in Colonia Caroya. It is the biggest and most modern model plant in Latin America at the time.
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Always Committed to Society

Ever since its foundation, Arcor followed a development model based in the commitment to generate economic, social and environmental value.

To that end, it maintains a sustainable model in order to strike a balance between its own business activities and the interests of the different markets it relates to.

The Fundación Arcor is created in 1991 as an expression of the social commitment it inherited from the founders. Its mission is to make contributions so that the education of children becomes the tool for equal opportunities for all kids.

Fundación Arcor aims at achieving this mission through two main goals: To generate and share the knowledge and work methodologies of social investment, and to contribute to add the issue of infancy to society’s public agenda in order to allow other actors to participate in it.
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Mr. Luis A. Pagani Assumes as President of the Group

On December 29, 1990 Fulvio dies in an accident. In 1993, at the age of 35, accountant Alejandro Pagani, the first of his six sons, takes over as President of Group Arcor.

By that time, the company takes a renewed impulse, which will project it definitely into the world. In order to do that, it underwent a deep transformation at the management level and it reached a high level of professionalism, a condition vital to adapt quickly and efficiently to the new economic panorama, in Argentina and abroad.

Under Luis A. Pagani, the Group acquires Noel, a very well-known food and confectionery brand with over one hundred years of history and prestige.

In 1995, it inaugurates the most modern cookies plant in Salto, Buenos Aires, Argentina. It is a top-notch technology cookies factory that was built in only one year.

In 1997, a new plant is built. It is a corrugated cardboard factory located in Luján, Buenos Aires. This will allow it to establish near its clients.

This plant would help consolidate the national leadership of Cartocor S.A., one of the companies integrating Group Arcor.
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Arcor in the Region

To continue its solid expansion throughout South America, in 1995 Arcor arrives in Peru, where it builds a very important plant for the production of candy.

In 1997 it acquires LIA, a well known Cookie Company in Argentina, also that year, in order to celebrate all of its achievements to that day, and it inaugurates the Arcor Museum in Arroyito, Córdoba. The main goal of that initiative is to share parts of its story with people. The museum welcomes over 5 thousand visitors every year.

In 1998 Arcor closes one of its most important business deals: The Group acquires the Chilean company Dos en Uno, leader of the confectionery business in its country, with a solid presence in the area.

This acquisition allows it to strengthen its presence in the countries within the Andean Pact, as well as to establish stronger business relationships with the markets within NAFTA.

One year later, in 1999, it sets up a chocolate factory in Bragança Paulista (Brazil). It is the most technologically-advanced chocolate factory in the area and it also has a model distribution center. This endeavor, which placed it in a leading position in terms of technological production in the continent, also represented a very significant step towards the consolidation of its presence in the very vast and very attractive Latin American market.
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Arcor Renews its Visual Identity and Continues its Expansion through the World

In order to fully reflect its achievements and its business dimension in the world, in 1999 Group Arcor decides to renew its symbology by creating a whole new visual identity, in a highly innovative fashion.

In the year 2000, it sets up new business offices in Mexico and Colombia, and it inaugurates a new distribution center in Chile.

A year later, it arrives in Canada by setting up new business offices. Also in 2001 it closes a productive agreement with Brach’s, a leading United States company, and Arcor Brazil acquires from Nestlé, a set of very well-known brand in this market: Kid’s, Poosh, Amor, Pirapito and 7Belo.

Group Arcor settles in Europe in 2002 by setting up commercial offices in Barcelona, Spain.

In 2004, embracing its permanent reimbursement policy, it opens up a plant for the conversion of flex containers in Cartocor, Luján, province of Buenos Aires. This unit in Lujan has machine that happens to be unique in Latin America.

Embracing its commitment to the communities where it operates, in 2004, the company creates the Instituto Arcor Brazil which will contribute to offer equal opportunities by supporting educational projects to benefit kids and young people in that country.
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Arcor Enters a New Business: Ice Cream


The commercial launching took place via the channel of distributors; given their reach to retail points of sale such as kiosks and gas station convenience stores, the product reaches the nation very quickly.

Thanks to this, Arcor is today the unarguable leader in the sector in Argentina.

Aligned with the international vocation of the Group, Arcor exports its ice cream to bordering countries like Paraguay, Bolivia and Uruguay.
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Bagley Latin America, One of the Leading Companies in the Area

With the purpose of achieving its vision of becoming the number one confectionery and cookies company in Latin America, and in order to consolidate its share in the international market, in 2005 it establishes a strategic association with the French group Danone.

The agreement states that under Arcor’s management, the cookies, alfajores and granola bars businesses will be unified in Argentina, Brazil and Chile.

This represents the constitution of Bagley Latinoamérica SA, one of the leading cookies companies in the region.
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A Centennial Brand

By the end of 2005, Group Arcor acquired Benvenuto S.A.C.I., a traditional Argentine company, leader of food products in the local market.

That is how, from a portfolio of highly valuable brands such as La Campagnola, Nereida, BC, Salsati, Poncho Negro, among others, it incorporates its traditional lines of canned fish, tomato, beans and vegetables, dulce de leche, marmalades, fruits and seasonings.

With the purchase of Benvenuto S.A.C.I., Arcor adds three new factories located in Choele-Choele (Río Negro), Mar del Plata (Buenos Aires) and San Martín (Mendoza).
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Arcor Continues its Expansion through the World

It sets up commercial offices in Venezuela, South Africa and China to reinforce the presence of its products in more distant markets.

This continuous search for business in outer markets paves the way, in 2006, for a productive association in Mexico with Group Bimbo for the production of candy and chocolate in Mexico.

The aim is to supply the Mexican market and other parts of the world.
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Ever since the beginnings of Group Arcor, its pioneers understood that economic progress was associated to social development and to the protection of natural resources.

This philosophy has guided the acts of the company for over 60 years, and it has helped promote a sustainable management based on the generation of economic, social and environmental value.

This has been a distinctive trait of Arcor that has recently renewed its commitment through a Sustainability Policy. The idea is to share a perspective of sustainability along and across the business units of the Group, thus promoting a responsible management amongst all the people and places to which it relates.

By its way of doing things, Arcor seeks to build a future for everyone.

By mid-2009 the institutional character “Arcorito” is born, together with the new slogan “Magical Moments”

All along the past ten years, Arcor is a consolidated leading company that continues to grow and to believe in new challenges.
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In 2010 it makes a decision that takes the market by surprise: it conforms a strategic alliance to Coca-Cola.

This association of brand gives way to co-brandings and to the development of new projects.

New, innovative products that originally combine both brands are developed: Mentoplus-Powerade; T-Pop’s-Sprite; Topline-Sprite Zero and Fanta ice cream, among others.

During 2011 Arcor embraces a new challenge when it decides to venture into a new category of products: it launches powder juice mix branded Arcor and BC. This new bet of the company places it within the top positions in the category; thanks to its innovative spirit and ongoing communication it manages to come closer to its consumers.

In 2012, Arcor raises the bet and enters a new business: it launches ARCOR cereals. Now, and for the first time, it competes in a great growing market in Argentina and the region. With a variety of 7 products of a superior quality, Arcor’s short-term expectation is to become the leader in the sector, and so far, it is certainly succeeding. Arcor seeks fidelity from all its consumers keeping in mind that the main consumers of this product are children and their mothers, followed by young adults.

That same year, Arcor had many reasons for joy, celebration and public recognition.
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La Campagnola, the traditional Argentine brand and member of Arcor Group, blows its first 100 candles.

It celebrates a century offering the market products of the highest quality, and it receives growing recognition. It is one of the few brands in Argentina turning a hundred years, and it is the brand that, generation after generation, keeps inspiring consumers and offering the unique products Argentines share on their tables day after day.

Fundación Arcor turns 20 years. Two decades of commitment to society. The entity was created by Group ARCOR and infancy was its area of interest.

The Group is convinced that education is the key tool for generating equal opportunities for all our children. Fundación Arcor makes its contribution to children by promoting and supporting projects focused in the education of boys and girls, by strengthening those community organizations dedicated to the thorough development of children from the perspective of education, generating training processes, including the issue in the social agenda, and mobilizing several and different social actors.

For over 20 years and thanks to the assistance of all the people involved, the Foundation works to promote the effective fulfillment of children’s right to education.
Lastly, Cartocor, Group Arcor’s manufacturer of corrugated cardboard containers turns 30 years of leadership and sustained growth.

Thanks to its story and reputation, the company now satisfies the needs of the market providing the greatest quality and excellence of products and customer service.

Cartocor is currently composed of 5 productive units of cardboard and boxes, a paper production plant and it is the main manufacturer in Argentina and a leader at the regional level. It is proudly turning 30 years dedicated to packaging the work of a country.
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All these landmarks have made Arcor one of the most important companies in the area, as well as an example of success in terms of international expansion. Arcor is currently present in over 120 countries of all five continents which mean that its products are being enjoyed by millions of consumers of markets as diverse as demanding.

With over 60 years of existence, Arcor continues to devise new projects with the same goal over and over: To offer quality products to consumers all over the globe. No matter where an Arcor product is consumed as long as it produces the pleasure that the universal language of happiness can produce; fortunately, happiness knows no race, skin color or languages.