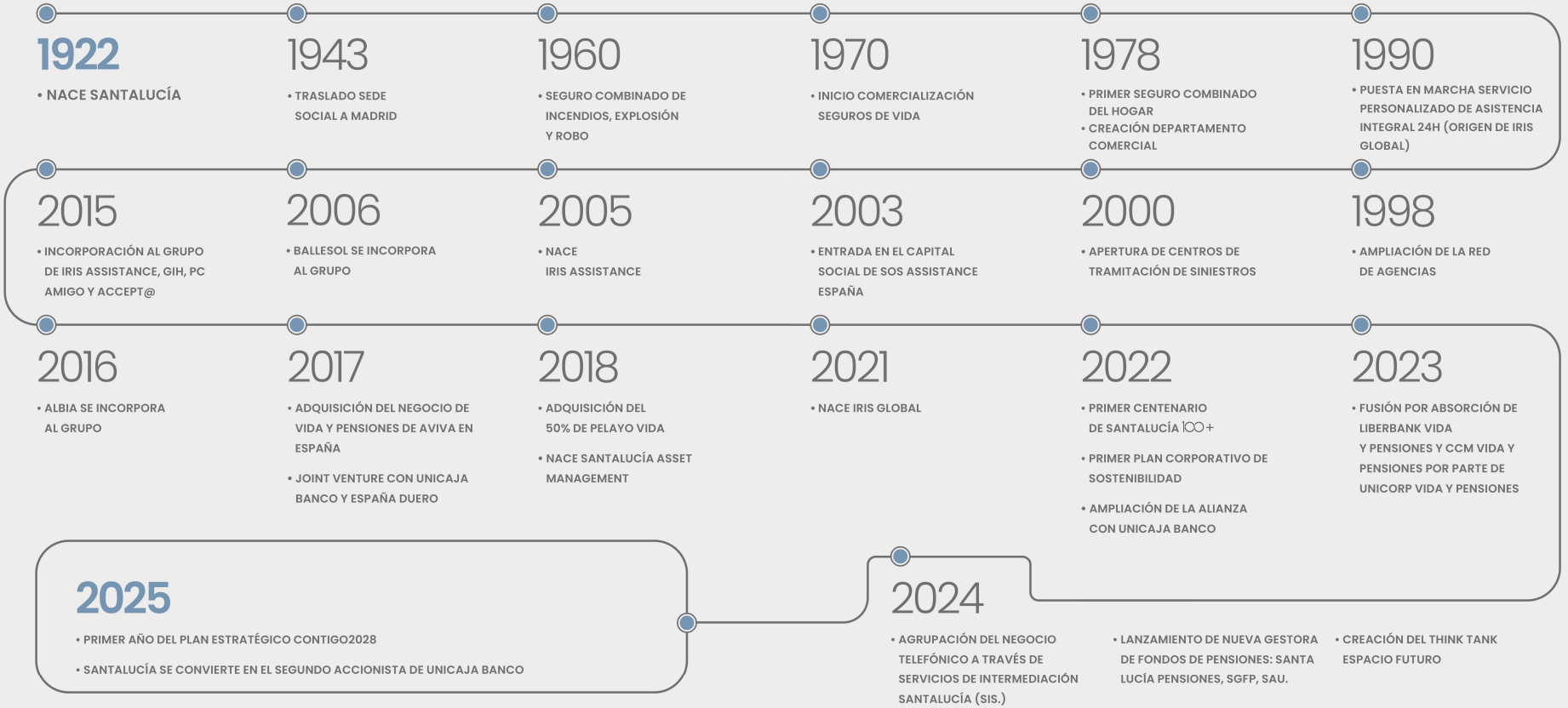HISTORIA DEL GRUPO SANTALUCÍA