

Pajita de Jamón Ibérico



By: Robert Soto, Arielynn Arana, Kyra Kroll, Ge Yu, and Taoyuan Chen

Spain

Official Language: Spanish

Located in Western Europe surrounded by Portugal, France, Atlantic Ocean, and Mediterranean Sea

Population: 47 million

Real Madrid, Barcelona, Valencia, Sevilla



Significance of Jamón in Spain

- Historical past of Spanish culture
 - Roman times and Iberian Peninsula
 - Source of diet: Iberian pigs
- Modern day Spanish culture
 - Traditional jamón: Jamón Ibérico
 - Shaping cultural identity



Decision for Jamón Straws

- Tailors to cultural needs and values
 - Drinking culture and popular dish
- Enhances experiences of Spanish culture
 - Restaurants, bars, and markets
- Creates a niche market
 - Spaniards and tourists



Pajita de Jamón Ibérico

Product: Pajita de Jamón Ibérico

Price (Market Skimming): Package of 5 is €31

Localization/adaptation efforts:

- This meat straw is a garnish for alcoholic drinks
- Made out of Jamón Ibérico
- Best for savory drinks such as bloody marys or micheladas

Differentiation:

- Spanish Jamón has a more uniform texture, more intense flavor, and is less moist because of the long curing stage.

31 euros= \$35

PRICING CONSIDERATIONS:

Spain's economic recovery

Supply and production costs

Consumers' willingness to buy

Place: Valencia

Promotion

Best bar crawls in Spain (pub-crawl-style nightlife):

- **El Carmen neighbourhood**
- **Plaza de Canovas**
- **Avenida de Aragon and Paseo de la Alameda**
- **Av. Blasco Ibañez del Cedro**

Supermarkets:

- **Consum:** basic goods- cleaning products, dried foods, alcohol, utensils
- **Mercadona:** up-market foods- meat, cheese, and patisserie counters
- **El Corte Inglés:** place for more exotic foods

Newspapers and periodicals: Spanish consumers are avid readers

Advertising TV: Second most followed media

E-Commerce: localized website design and language to fit Spain's cultural needs

Couponing and sampling: offered at supermarkets

Advertising appeal/selling proposition:

- **Localization:** acknowledge cultural significance of Jamón Ibérico and Spanish consumption (elongating and embellishing the drinking experience)
- **Global advertising theme:** "A garnish that doesn't get in the way of the drink, but becomes a part of it"

Primary Source: Interview

What are your thoughts on Jamón Ibérico?

“I love Jamón Ibérico. Very big in Spain most people have a leg in their house every year. That meat is a really good idea because people eat it a lot more than pepperoni in Spain”

What is the drinking culture like?

“People drink quite a bit since the drinking age is 18 and people don’t usually drink beer until they pass out like here if they go out they’re more likely to buy a proper more expensive drink if you get me”

Would you try this product if it was brought into Spain?

“I would buy it and try because it’s not there at all so it’s new”



Target Market: Valencia, Spain

- **Valencia, Spain**
 - Warm & Sunny weather throughout a year
 - Second largest port city after Barcelona
 - Representative tourist city
 - One of Spain's popular party cities
 - Active nightlife
- **Bar crawls**
 - Valencia's special activity
 - Visiting several bars and pubs overnight
- **Consumer habits of Valencia**
 - Prefer high-end brands
 - Purchase for leisure & fun
 - Like to try new-style products
 - Avoid worrying about the future
- **Target market: consumers who...**
 - Are Spanish natives who love Jamón Ibérico and drink alcohol
 - Tourists wanting to experience Spanish culture and are looking to try food and drinks that are fun and unique



Supply & Manufacturing & Distribution

Meat Supply:

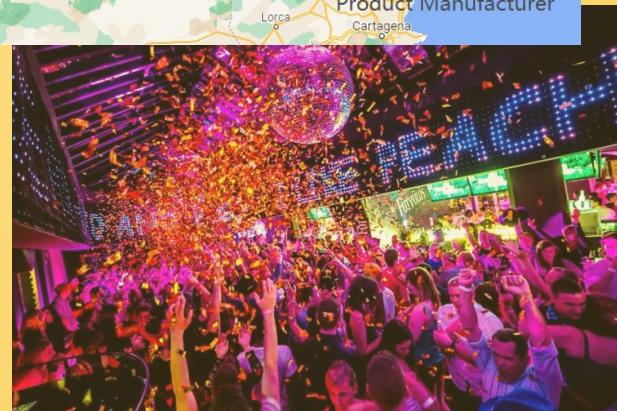
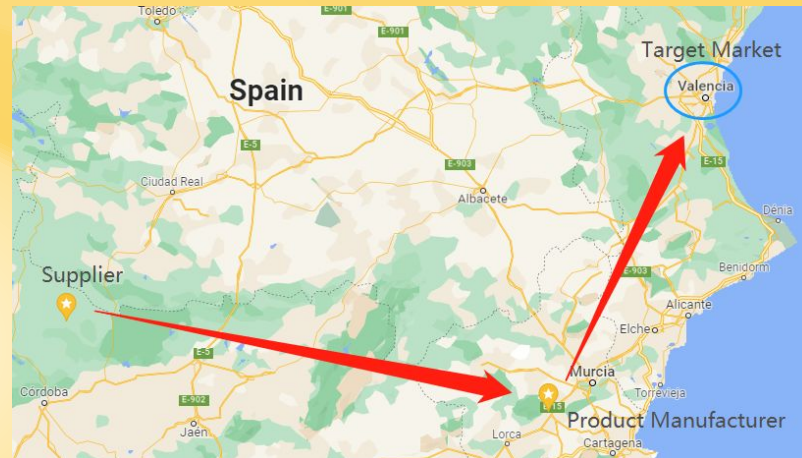
- D.O.P. Los Pedroches (Jamón Ibérico producer)
 - Located in Villanueva de Córdoba

Contract Manufacturing:

- El Pozo Alimentacion SA
 - located in Alhama de Murcia
 - Meat processing and food manufacturing
- Corporate Social Responsibility
 - Industrial Sector accounts for **20% of GDP and employment**

Distribution:

- Bars and Supermarkets in Valencia
- Big city of drinking: Nightlife in Valencia



COVID-19 Impact

Travel and Tourism:

- City shut down and travel restriction
- Tourism sales decline **86%** vs pre-covid levels

Impact on Industrial Sector:

- Import and export restriction
- GDP generated by industrial sector fell 23.8% (Second quarter of 2020)



Solution:

- Minimize supply chain issue
 - Limit distribution inside Spain border
- Distribute packaging products in supermarkets to combat COVID-19 (bar and restaurant shutdowns)
- Environmentally friendly



THANK YOU!