

Colmados from Spain



IBÉRICA - LA ESPAÑOLA

NETHERLANDS *PHYSICAL SHOP* MULTI-PRODUCT SHOP



Putselaan 57, 3072 CB Rotterdam

For 60 years this multi-brand shop in Rotterdam has been offering exclusively Spanish products. Ibérica-La española was born due to the high concentration of workers from the south in the harbour area and is nowadays very popular in the neighbourhood. Björn Hagane, the son of the previous owner, grew up with Spanish products, which he knows well and knows how to offer to the clientele since he took over the reins in 2015. So does his partner and business partner, Linda Hagane-van der Hul. A diverse selection of wines from different DOs, Iberian cured meats, cured meats, cheeses, sweets, turrón (nougat), oils, jams, paella preparations, fabadas and many more items that demonstrate his interest in Spanish gastronomy.



MEETS BASIC CRITERIA

SCORE: 95/100



Range of products on offer

The shop offers around 364 references of Spanish products, and some utensils related to Spanish culture, such as paellas or playing cards. It also has some creams, colognes and gels.

Its products have numerous guaranteed certificates of origin.

SCORE: 55/55

Signage and promotion

The shop has signs indicating the Spanish origin of the product, especially on the cheeses, sausages and preserves. Although some products are missing.

The shop carries out activities to promote Spanish products such as tastings, preparation of regional baskets and Spanish guitar recitals outside the shop, where it also offers tastings of sandwiches, Padrón peppers and Iberian ham with a professional ham cutter.

The shop offers content to promote Spanish products on its social networks, where it regularly reports on the numerous activities it organises.

The outside of the shop is decorated in the colours of the Spanish flag. And street concerts of Spanish music are organised as a lure.

SCORE: 25/30





Product location

The shop window is opaque, although posters and tastings are usually placed in the street. There is a constant effort to attract the attention of passers-by and to build customer loyalty.

The products are grouped and visible inside the shop.

The shop has decorative elements or decorations alluding to Spain, such as flags, the colours red and yellow, or paella pans.

SCORE: 15/15

Analysis

Ibérica- La Española is an example of the Colmados from Spain model for the promotion and sale of Spanish products. Its catalogue of references is very wide and varied: wines, waters, cheeses, cold meats, Iberian cured meats, preserves, broths, spices, sweets, honey, turrón (nougat), vinegars, oils, condiments, chips, beans, rice, octopus, croquettes and a selection of frozen products such as anchovies, stuffed peppers, omelettes, puntillas (baby squid) and much more. The range on offer is 100% Spanish, with numerous PDO and PGI products.

The owners periodically travel to Spain to meet the producers first-hand and showcase the meeting on social media while highlighting the origin and the product.

The chosen name of the establishment already places us in a Spanish identity. The origin of the cheeses and sausages is identified with signage, but this is something that is lacking in other products, although well-informed staff are on hand to explain to customers the details of what is on offer.

They have accounts on Instagram and Facebook, where they promote Spanish brands, with a publication frequency of between one and two posts per month. And they say goodbye to each post with an “¡hasta luego!” (“see you later”) in Spanish.

Suggestions for improvement

Improve social networks by generating interaction with brands and highlighting the territorial identity of the products seen in the shop.

Add signage on regional uniqueness to products that do not already have it.