



ANDALUCÍA EXPORTACIÓN
E INVERSIÓN EXTRANJERA



**REVERSE TRADE
MISSION
ANDALUCÍA COCINA**

LANDALUZ



Andalucía
cocina

LANDALUZ - Andalusian Food Producers Association, is the most representative association in the andalusian agri-food sector whose main objective is the representation, promotion and internationalization of the agri-food products of its associated companies in several channels and markets.

LANDALUZ is becoming an important part of the business industry development of Andalusia due to the turnover obtained among more than one hundred associated companies.

The logo for LANDALUZ features the word in a bold, green, sans-serif font. The letter 'A' is stylized with a red and green graphic element that resembles a flame or a leaf.The logo for 'Andalucía cocina' features the word 'Andalucía' in a black, cursive script font, with 'cocina' written below it in a smaller, orange, cursive script font.

1. OUR BRANDS: *ANDALUCIA SABE* AND *ANDALUCÍA COCINA*

LANDALUZ is the main brand the association promotes from its National and International departments. In addition to this, it has two leading brands based on the target channel: ANDALUCÍA SABE and ANDALUCÍA COCINA.

ANDALUCÍA SABE is linked as a priority to national promotions in the main national and regional distribution chains.

ANDALUCIA COCINA links LANDALUZ products to gastronomy in collaboration with prestigious chefs from our region through the creation of books and recipes of Andalusian gastronomy. The creativity, innovation and quality of the products are outstanding characteristics of this brand.

Andalusia is well-known for the quality of our products and our extensive food culture. Thanks to this culinary project, LANDALUZ becomes a reference at institutional level as well as a great promotional support tool for Andalusian brands in order to encourage our companies to keep growing and opening new markets.

Concerning our brand Andalucía Cocina, LANDALUZ carries out offline and online actions. Furthermore, an event is held to introduce the project gathering agri-food producers and hospitality professionals.

ONLINE

40 videos about recipes, chef interviews, talks between producers and chefs (it depends on the Schedule time) for each recipe/ product.

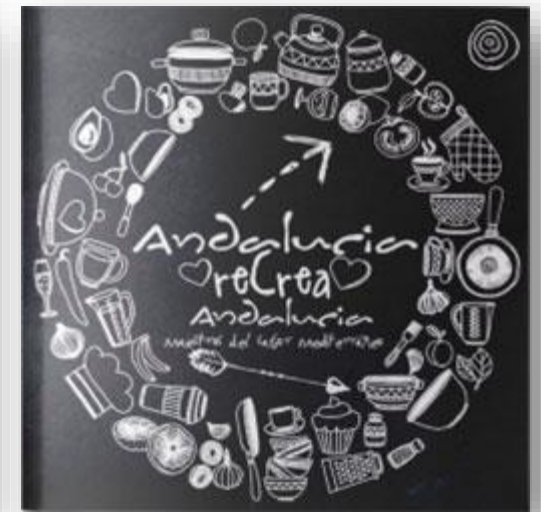
All recordings are uploaded to the website: www.andaluciacocina.com. It has a wide diffusion in social networks, through a community of over 30,000 followers, distributed among IG, LinkedIn, Facebook, Twitter and Youtube.



OFFLINE

In the physical format, we have a recipe book in which information is provided on restaurants, chefs and recipes as well as interviews with producers and chefs.

The aim of the book is to provide added value to encourage and promote Andalusian products among such an important prescribing sector as the HORECA channel professionals.



2. NUMERICAL DATA OF ANDALUCIA COCINA

The creation of ANDALUCIA COCINA Project was in 2009 in collaboration with EXTENDA.

RECIPES BOOKS

There are already more than 9 recipe books published in paper and/or digital version under the umbrella brand of Andalucía Cocina: Andalucía DesTapa Andalucía, Andalucía Conmemora Andalucía, Andalucía Cocina Andalucía, Andalucía Reinventa Andalucía, Andalucía Cucharea Andalucía, Andalucía $\frac{1}{4}$ y mitad, Andalucía Recrea Andalucía, Andalucía Cocina con Estrella, Andalucía Cocina Confussion. <https://www.andaluciacocina.com/libros/>

ANDALUSIAN CHEFS

200 recipes have been developed by 180 chefs from the 8 Andalusian provinces. Some of them are Dani García (Bibo), Ángel León (Aponiente), Benito Gómez (Bardal), Natalia Godoy (Marisquería Godoy), Luis Miguel Menor (La Milla), Diego Gallegos (Sollo), Zahira Ortega (La Deriva), Juanlu Fernández y Marcos Nieto(Cañabota), Israel Ramos (Mantúa), José Carlos García (JCG), Kisko García (Choco), and others.





PARTICIPANTS: ASSOCIATED LANDALUZ COMPANIES

Between 15 and 20 companies participate in this project every year. A total amount of 80 associated companies have collaborated with the prestigious chefs in the different editions of Andalucía Cocina through the contribution of products and their participation in the preparation of the recipes from the perspective of business cobranding.

SOCIAL MEDIA

ANDALUCÍA COCINA has presence mainly in two social networks: Instagram and Facebook. Almost 10,000 people follow ANDALUCIA COCINA's Instagram account, while the Facebook account has more than 20,000 followers:

<https://www.instagram.com/andaluciacocina/>

<https://www.facebook.com/AndaluciaCocina/>

The current strategy of content in social networks has increased more than 50% in engagement. In fact, there are a list of restaurants which have the desire to be part of the virtual community.

3. ACTION OBJECTIVES

Andalucía Cocina

This action aims to bring together companies and institutions at national and international level to enhance global knowledge of the wealth of our gastronomy region.

There are networking events between public and private promotion entities, Andalusian producers from a wide variety of food subsectors, agri-food purchasing agents and prestigious chefs from Andalusia.

The objectives of the project are as follows:

- Promoting the gastronomic tradition and culture of our region.
- Making easier the access of Andalusian products and brands to the Horeca channel.
- Encouraging the collaboration between producers and chefs.
- Creating a single information space for the main agri-food agents.
- Introducing products and brands in international markets, as well as their international expansion and geographical diversification.
- Internationalization of the Andalusian agri-food sector.
- Contributing to the strengthening agri-food sector of our region.



4. ACTION DEVELOPMENT

4.1 EVENTS

FIRST EVENT: INTRODUCING THE NEW RECIPE BOOK "ANDALUCIA COCINA" 20/06/2022

The main aim of this event: Introducing the new edition of the book "Andalucía Cocina" and bring together restaurateurs and specialists in HORECA distribution, companies in the agri-food sector and national and international buyers.

Address: head office of LANDALUZ in Dos Hermanas, Hacienda de Quinto (Montequinto, Seville, Spain)

Date: June 20th, 2022.

LANDALUZ would like to invite our associated companies to enjoy the event and make some tastings of their products to the buyers attending the event.

The participation of each company includes a Display table / tasting with Company logo

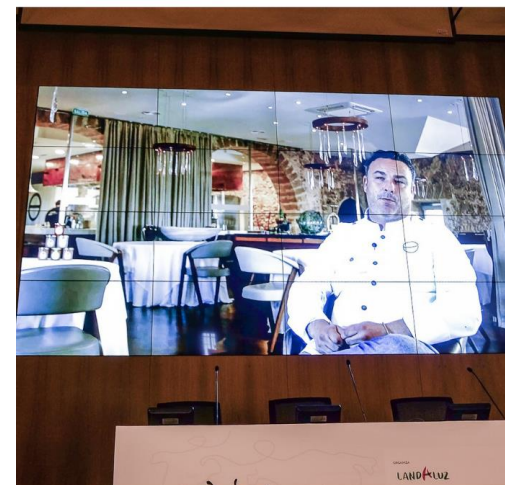
The participation will be limited to the LANDALUZ member companies.

This event is similar to a trade show where buyers can interact with the producers who act as exhibitors at the event getting to know their products in a calm environment, as well as learning recipes created by prestigious chefs who will be attending the event.

For further information:

<https://www.youtube.com/watch?v=LHf5hbISAac>

Example of an event organized by Landaluz – October 10th, 2019 (before COVID-19)



4. ACTION DEVELOPMENT

4.1 EVENTS

SECOND EVENT: FORMAL DINNER

The main objective is to create a menu with Andalusian products*. International buyers and andalusian companies will be able to taste the menu in a relaxed atmosphere.

Address: head office of LANDALUZ in Dos Hermanas, Hacienda de Quinto (Montequinto, Seville, Spain)

Date: June 20th, 2022.

THIRD EVENT: REVERSE TRADE MISSION

The main objective is to support the internationalization process of Andalusian companies. The reverse trade Mission with international buyers aims to create a formal workspace where buyers and producers can go into further details about their business cooperation.

Address: head office of LANDALUZ in Dos Hermanas, Hacienda de Quinto (Montequinto, Seville, Spain)

Date: June 21st and 22nd, 2022

NUESTROS *Chefs*



4. ACTION DEVELOPMENT

4.1 EVENTS

FOURTH EVENT: VISIT + COCKTAIL DINNER

An event is held in a calm atmosphere surrounded of olive trees.

Hacienda Guzmán is considered one of the largest olive museums in the world. More than 150 varieties from 13 different countries let you appreciate the extraordinary richness and complexity of the olive oil.

Address: Hacienda Guzmán – Fundación Juan Ramón Guillén

Date: June 22nd, 2022.



**Thank you very much.
We hope to see you soon!**