

Empanadas del Mundo y Recarga tu Vino

no sabrás mejor / you will not taste better

Empanadas

An empanada is a type of baked turnover consisting of pastry and filling, common in **Southern European**, **Latin American**, and the **Philippines** cultures. The name comes from the Galician verb empanar, and translates as "enbreaded", that is, wrapped or coated in bread.

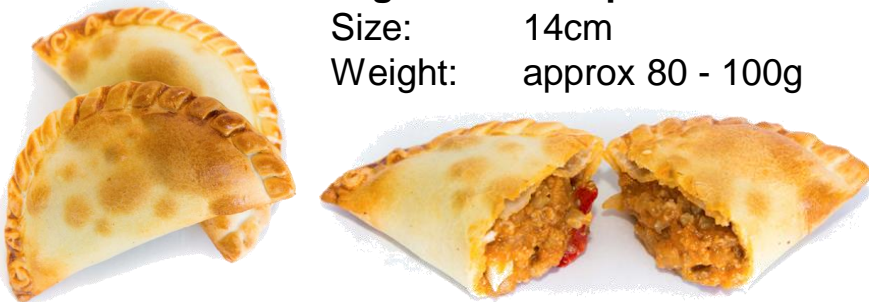
Similar to the “traditional” English Pies, Empanadas are a perfect substitute

Empanadas

Argentinian Empanada

Size: 14cm

Weight: approx 80 - 100g



Empanada Gallega

Size: 30 x 40cm

Weight: approx 2kg



Primary Opportunity – Empanadas/other

The Spanish, Latin American and Filipino Market are already familiar with the Empanada and can currently buy them from bakeries, tapas and snack bars and some supermarkets.



The English market (Foreigners living in the region & tourists) who are more accustomed to the format of the pie, cannot buy pies in Spain, except in frozen packs from British Overseas Supermarkets.

In the northern regions of Spain, including the main centres of Barcelona and Madrid, there are two Empanada franchises that have opened (see competition). They also have shops in Malaga city.



The opportunity exists to open up a pilot Empanada store on the Costa del Sol and then based on the findings, open up further stores in specific areas, either self owned or franchised.

The store will sell Empanadas (Primary product) & Pies (secondary product) such as those that can be found in different parts of the world. The approximate weight of an empanada is 100g



Secondary Opportunity – Wine Refill Station

According to the latest economic market report made available by the organisation Interprofesional del Vino de España ([OIVE](#)), with data as of May 2022, wine consumption in Spain increased by 11.1% to 10.44 million hectolitres. This makes Spain the 6th biggest wine consuming country in the world. Spain is the 8th biggest consumer per capita consuming 26.2L.

With the world become far more aware of the importance of taking care of the environment, there exists a secondary opportunity that has not yet been fully explored in Spain or it has been on a limited basis.

This will be to provide to the consumers, a good quality wine for refill. Customers can bring in their own bottle (or a bottle will be provided to them at a small cost) to refill from a selection of Red, White and Rose Wines.



Current Competitors – Empanadas Franchises in Spain

Las Muns (<https://lasmuns.com/>)

Opened: 2013

Stores: 18

Barcelona 13

Madrid 3

Malaga 1

Castelldefels 1

Flavours: 17

RSP: €2.50 - €3.90

Weight: 80g



Empanadas Argentinas Malvon (<https://www.malvon.es/>)

Opened: 2017

Stores: 50 (pushing for 100)

Bilboa 1	Lisbon (Portugal) 1
Santander 1	Porto (Portugal) 1
Madrid region 30	Burgos 1
Zaragoza 1	Valladolid 1
Castellon 1	Valencia 1
Alicante 1	Ibiza 1
Murcia 1	Malaga 1
Cadiz 1	Sevilla 6

Flavours: 22 (9 gourmet)

RSP: €2.60 - €3.50

Weight: 80g



The Market

Primary Target Market

Empanadas	The local surrounding market of San Pedro de Alcantara where the store is located, all ages, male & female
Pies & other	Tourists and foreigners who live locally from countries where the eat pies
Wine	The local surrounding market of San Pedro, 18+, male & female, who purchase wine from their local supermarket

Empanadas del Mundo Concept

Empanadas

- Flavours:** Empanadas – 9 to 12 flavours. Once launched, the range can be increased
Sweet Empanadas – 2 flavours. A different pastry will be used
Empanada Gallega – 3 flavours
Pies – 2 flavours. Once demand is known, this can be increased
- RSP:** Empanadas – a price point of €2.95 (incl IVA) is set – 3 pack, 6 pack, 12 pack and 24 pack will have a sliding scale reduction in price per unit. All the flavours have the same price.
- Empanadas Gallega – approximately 200g per piece - €3.70 (incl IVA) – a 2kg Empanada can also be sold as a whole unit.

Wine

- Varieties:** At least 5 Red, 3 White and 1 Rose will be available
- RSP:** Wine will vary depending on variety with the average selling price for a 750ml refill will be around €2.00 to €3.00 (Incl IVA)

Empanadas del Mundo Concept

Package Deals:

The Empanadas will be sold with reduced pricing per unit based on quantity purchased with the base price for a single unit @€2.95 which is below the price of competitors.

RSP:

	Incl IVA	Unit Incl IVA
	10%	
Single Unit	€ 2.95	€ 2.95
3 Pack	€ 8.41	€ 2.80
6 Pack	€ 16.37	€ 2.73
12 Pack	€ 31.86	€ 2.65
24 Pack	€ 62.30	€ 2.60

Competitor Pricing:

Malvon		Muns	
single unit standard	€2.60	€2.50 - €3.00	Non meat
single unit Gourmet	€3.50	€3.00 - €3.50	Meat
12 Pack	€29.00	€30.00	

Empanadas del Mundo Concept



The Challenge

The challenge exists to combine the two opportunities (product offerings) that are available in the same shop under the same identity without losing focus of either. Each should have their own logo but must have a similarity in terms of the Visual Identity

Question: Is it an Empanada shop selling wine or is it a wine shop selling empanadas?

Answer: The main focus I believe should be that this is an Empanada takeaway shop where wine can be bought as a refill. This will allow the customers to get used to the concept of a wine refill station. Over time this could separate.

Business & Brand Name

Name:
Empanadas del Mundo
Y
recarga de vino

Empanadas del Mundo Store

The First Store:

The first store will be located in San Pedro de Alcantara in the Plaza de la Iglesia. The store is approximately 33m2, has a glass shop front which will allow passers by to see the product and is of the right size and location to get awareness and feet through the door.

It is planned that once this store becomes profitable, the second and third locations will be developed, one in Marbella and one in Estepona.

**San Pedro de Alcantara
Plaza de la Iglesia**



Design Brief – first provide Cost Estimate

1. Logo development – develop a new logo that represents Empanadas del Mundo
2. Using a similar look and feel, develop a logo that represents Recarga tu Vino that can be placed either separately or together on promotional material and the like.
3. Build a visual identity to determine colour pallet, Font, store colour and look and feel for all future applications.