



# BARCELONA DELI {WHO AM I?}



# OBJECTIVES

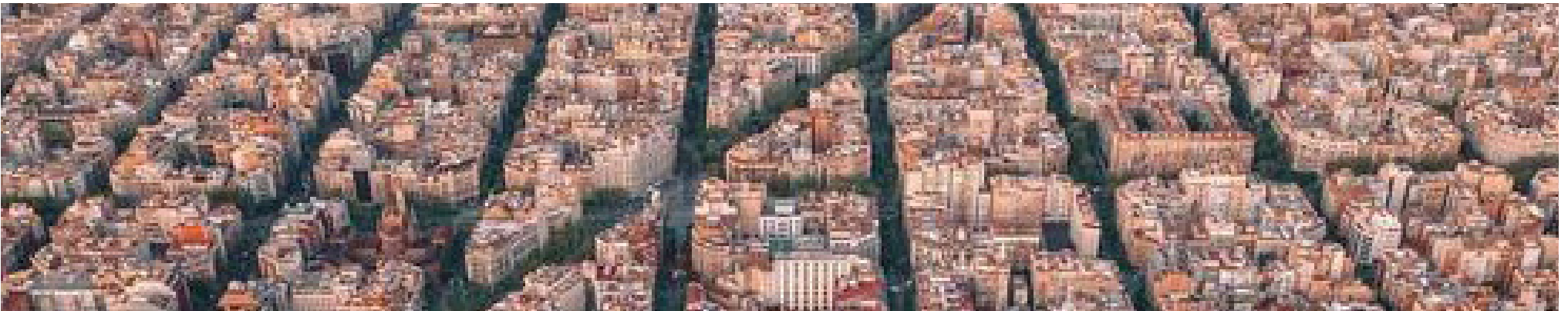
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## **Business Objectives**

1. Define product list
2. Establish price points
3. \$2000/month net sales in first 6 months

## **Marketing Objectives**

1. Establish a new, premium brand and build brand value
2. Build and market a succesfull online store
3. Make Spanish products a part of everyday life in NZ homes



# PRODUCTS

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## MEAT

### 1. Jamon

- Serrano
- Bellota
- Mini with carving stand
- Phase 2: Cebo

### 2. Chorizo

#### 2 types (Serrano, Bellota)

- Sliced
- Bits
- Whole/horse shoes

### 3. Lomo

#### 2 types (Serrano, Bellota)

- Sliced
- Whole

### 4. Salchichon

#### 2 types (Serrano, Bellota)

- Sliced

### 5. Combos - 2-3

## CHEESE

### All - Sliced, wedges, wheels

- Wine cured
- Manchego
- Idiazabo

## OTHER

### 1. Tins

- Mejillones - 2 flavours
- Berberechos - 2 flavours

### 2. Olive oil

## PHASE 2

### Fresh steaks

### Olives

# VALUES

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## Delicious Experiences

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graph TD; A[Delicious Experiences] --- B[Family]; A --- C[Culture]; A --- D[Taste & quality]; B --- B1[Relationships]; B --- B2[Connection]; B --- B3[Sharing]; B --- B4[Conversation]; B --- B5[Moments]; B --- B6[Our Suppliers]; C --- C1[Heritage]; C --- C2[Identity]; C --- C3[World citizens]; C --- C4[Adventure/travel]; D --- D1[Artisanal products]; D --- D2[Top quality]; D --- D3[Authentic]; D --- D4[Delight the senses]; D --- D5[Savouring]; D --- D6[Delicacies];
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### Family

Relationships  
Connection  
Sharing  
Conversation  
Moments  
Our Suppliers

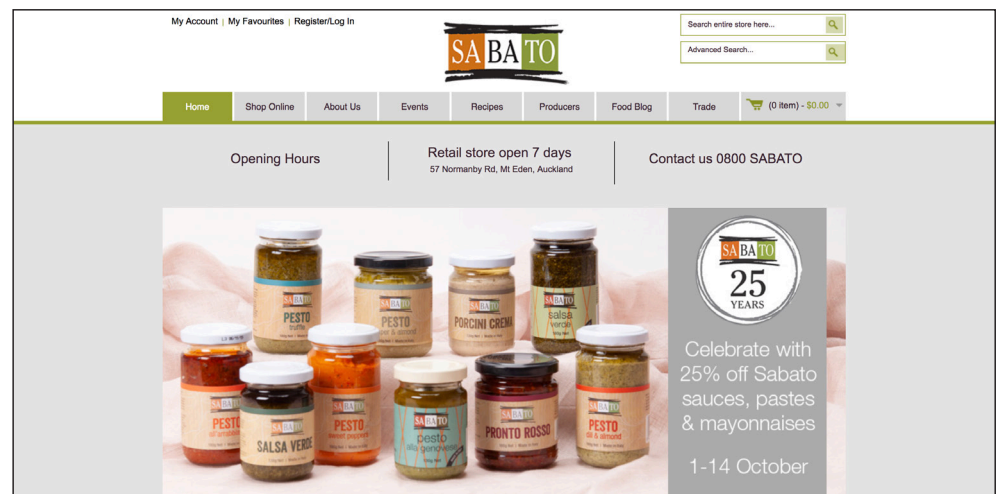
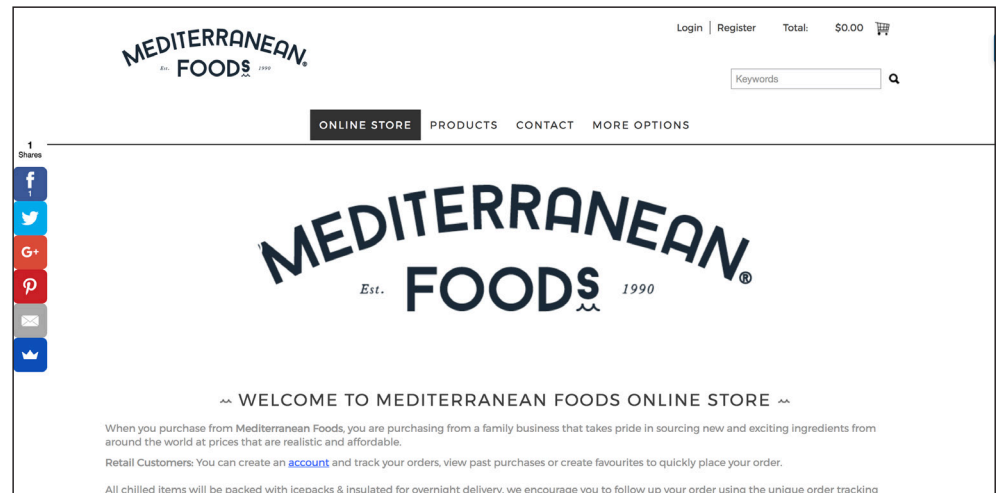
### Culture

Heritage  
Identity  
World citizens  
Adventure/travel

### Taste & quality

Artisanal products  
Top quality  
Authentic  
Delight the senses  
Savouring  
Delicacies

# COMPETITORS - online



# COMPETITORS - offline

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## Direct

- Farro
- Ghiotti
- Moore Wilson
- Simon Gault

## Indirect

- Supermarkets
- Boutique Delis
- Organic stores
- Independents



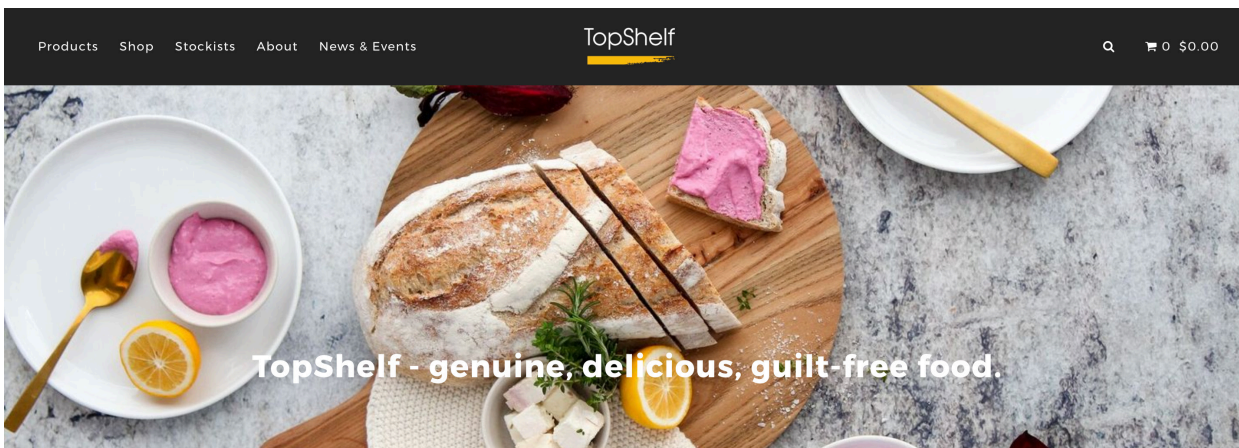


# ALLIES

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Which organisations can we partner up with to create appealing offers for our target audience?



# CHALLENGES

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## **Buying/supporting local**

We are local!

Born and bred in Grey Lynn

Spain/NZ connection

Partner with local products

## **Free range/Organic/Enviro**

Bellota - free range

Possible new product

Food intolerances (gluten etc..)?

Packaging & delivery suppliers?

## **Health claims**

\*We didn't discuss this one but it should be noted here for possible future discussion?





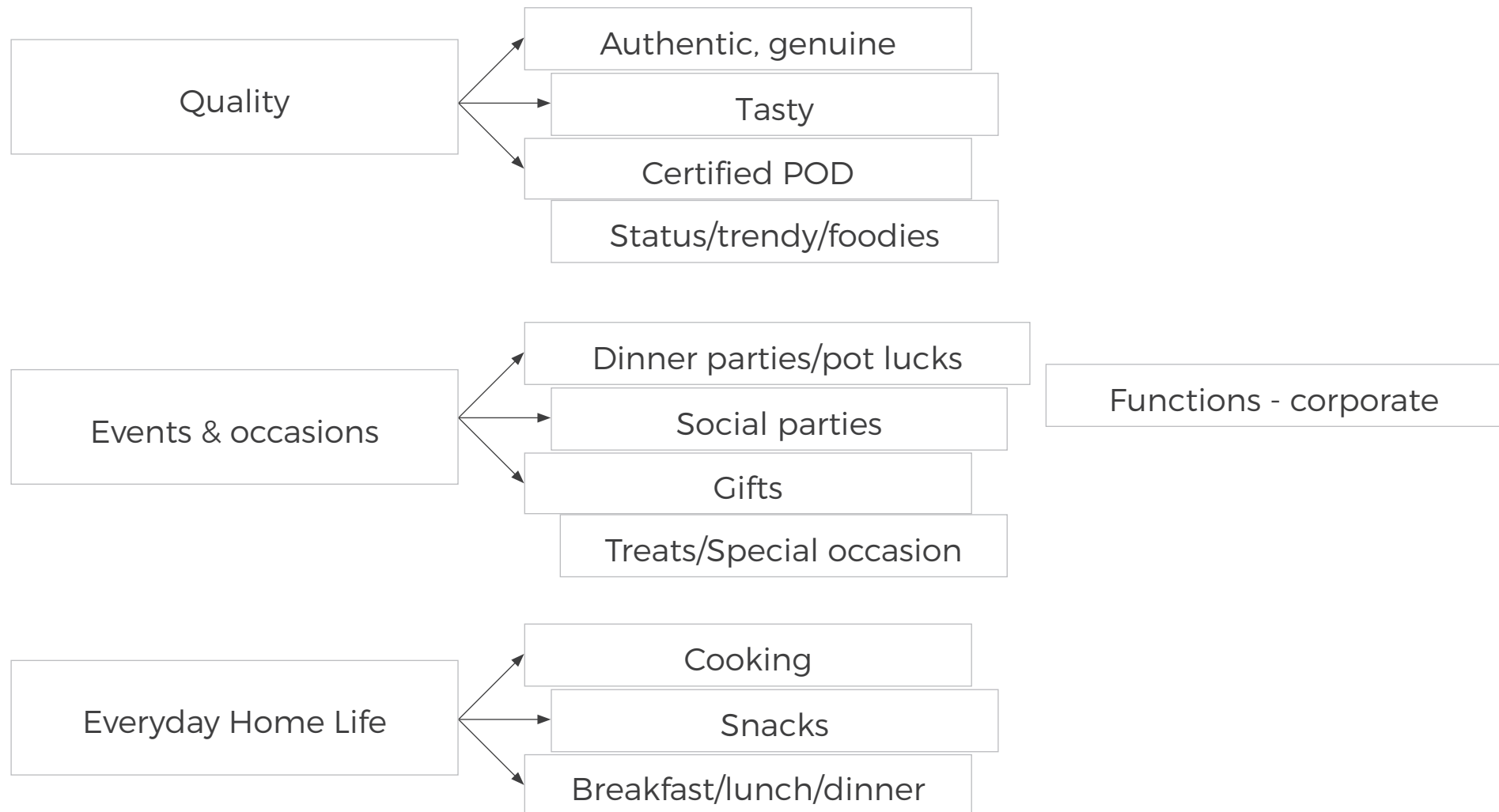
# AUDIENCE

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Segment	Who they are	Channels
Stamina crew	25-35, working professionals, no children, busy social lives	Instagram
Ponsonby/Remuera mums	40-55, young kids/at school, possibly working part time or not at all (ladies of leisure)	Facebook, Pinterest, Instagram
Baby boomers	55-65, kids have left, higher disposable income, making improvements on home or downsizing	Facebook
Foodies	Early adopters, regulars at restaurants, shop at local markets	Facebook, Instagram

# CUSTOMER DESIRES/MOTIVATORS

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# CONTENT THEMES

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Family/NZ company

Cultural/heritage

Travel

Story of provenance

Life of the animals

Recipes/Serving suggestions



# RECOMMENDATIONS

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- \* Corporate event sponsorship
- \* Corporate gift hamper companies
- \* Food/wine shows (ie: Taste of Auckland, Food Show etc)
- \* Alignment with regular events/meetups (ie: The Workshop but less hippy/healthy and more foodie)
- \* Create a Barcelona Deli regular wine&cheese, social/networking event
- \* Partner up with allies for giveaways/competition opportunities
- \* Influencers - send freebies in return for social mentions

# TONE OF VOICE

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## **Spanish with a kiwi husband!**

### **Quirky Spanish accent**

Sense of humor, quick witted

Warm & bright

Exotic but relatable - aspirational

Voluptuous, sexy

Trendy, stylish, poised

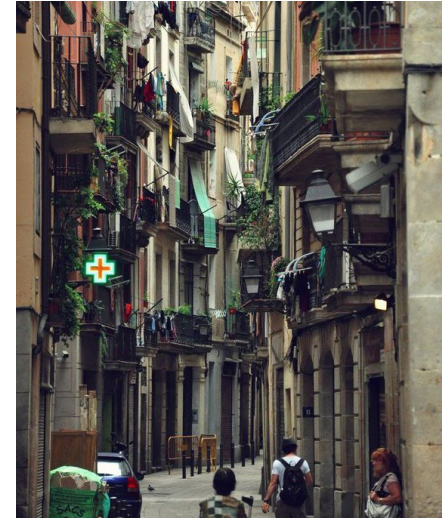
Expressive - artistic, musical





# MOOD

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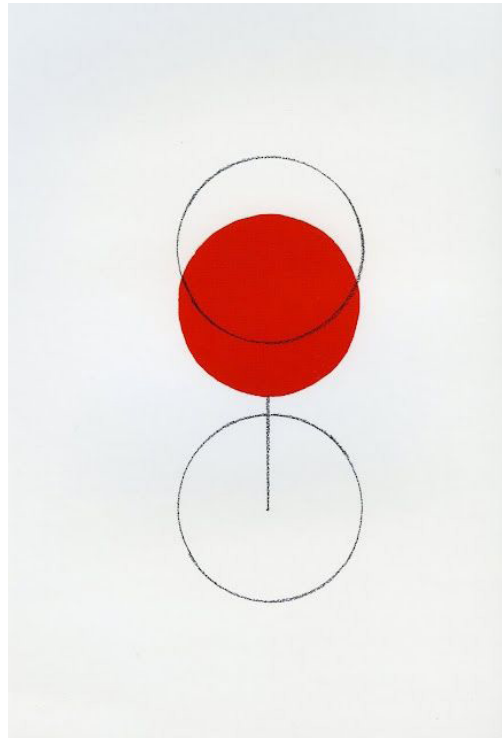
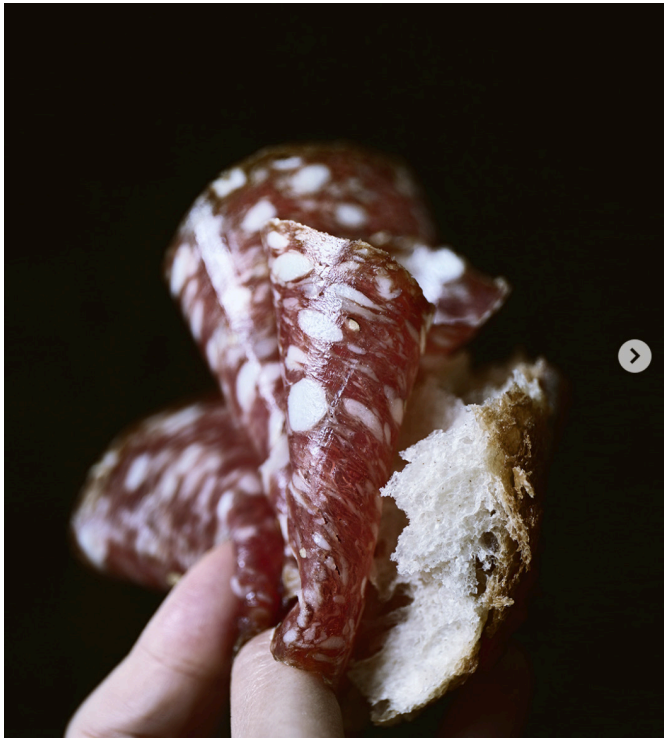




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# MOOD

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# LOGO INSPIRATION

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SARDINE

BACARÔ

BARNWELL<sup>Co.</sup>

Bügel  
deli  
COMPTOIR



# LOGO INSPIRATION

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