

“Bacalhau à Porta”

“Cod at your door”: pop up store experience with icelandic cod in Portugal

The Seafood Conference Iceland 2018

16th November, Reykjavik

Nuno Araújo – VSV Portugal



PROVE O BACALHAU
DA ISLÂNDIA

ABERTURA DIA 28 de OUTUBRO ÀS 15H00

Siga-nos no Facebook
facebook.com/bacalhauaporta

Rua António Alegria, 124, RC - 3720-234 Oliveira de Azeméis
Tel. 913 578 284 / 912 831 888



TAKK FYRIR
OBRIGADO

ENCERRAMOS NO DIA 31 DE DEZEMBRO

Siga-nos no Facebook
facebook.com/bacalhauaporta

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The shop



What did we sell?


Dry cod


Frozen dessalted cod


Tongues, samos, faces

All Icelandic Origin




Sexta feira negra
Bacalhau grande
9,50 euros/kg


Bacalhau Jumbo
15,95 euros/kg


Bacalhau Especial
13,50 euros/kg



bacalhau



The market

- Local individual consumers from Oliveira de Azeméis (location of the shop) and other municipalities around

Oliveira de Azeméis: 68.000 inhabitants:

25-64 years: 39.000 inhabitants

=+ 64 years: 12.000 inhabitants

São João da Madeira: 22.000 inhabitants

25-64 years: 12.500 inhabitants

=+ 64 years: 3.500 inhabitants

Vale de Cambra: 23.000 inhabitants

25-64 years: 12.500 inhabitants

=+ 64 years: 5.000 inhabitants

The market

- Other type of client were companies that offered cod to their employees.
- HORECA that buy lower quantities (box by box)

The market

B2C – individual clients that went to the shop

B2B – companies that offered cod to their employees and HORECA

We focused our communication mainly in the B2C, in spite of simple actions to the B2B

The market

- Around 6,5 kgs per capita consumed by portuguese. Main fish consumed in Portugal and part of our culture
- Demand increases before Christmas due to typical dish in Christmas Eve
- Quality wise and price choice, before Christmas is when people are more willing to buy the traditional high quality cod
- Being located in the north of Portugal, this region is more into the traditional quality cod than the south

Goals

- The main goal of this pop up shop was to get in direct contact with the portuguese consumer and understand their choices of purchase in a high demand time (before Christmas): Price? Origin? Quality? Product flexibility? Dry or dessalted frozen? Quantities? Sizes?
– get a deeper knowledge in retail sales
- Is VSV cod a good product? And how we can compare ourselves with other producers?





Partilha
Bacalhau Especial
13.50 euros/kg





Competition

- Main big retailer chains: Pingo Doce, Continente, Intermarché, Lidl, Mini preço. These bigger supermarkets own around 85% of the market share and they exist in our main market region (in total they are 18 of this supermarkets).
- Only Pingo Doce sold icelandic origin and a few amount in Continente. The remaining supermarkets only sold norwegian and russian. Very focused in price and promotions.

Competition

- Traditional supermarkets and grossery shops that sell icelandic cod for Christmas: around 30 shops in our market region. These shops do higher price than the previous and do not focus on promotions
- Most of these shops only have good quality cod before Christmas due to high demand sales, not having this product in the rest of the year (except dessalted frozen which is sold in higher quantity throughout the year)

Value propositions

- We catch and salt in icelandic pure waters the best cod from the same company that will open the shop. It makes us specialists and guarante the cod quality throughout the production chain
- Possibility to taste our products in the shop through show cookings. None of our competitors is doing it
- It does not exist in our market any shop exlusively dedicated to cod products from one specific origin





Bacalhau
Cura Antiga
10,00 euros/kg

Bacalhau cozido
10,00 euros/kg

Bacalhau cozido
10,00 euros/kg

PROVA E PARTILHA
BACALHAU DA
ISLÂNDIA

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PROVA E PARTILHA
BACALHAU DA
ISLÂNDIA



Key activities

- Maintain the shop open between 08:00 am and 20:00 pm, 7 days a week, providing the best cod expertise possible in the sale
- Collect information from clients: gender, phone number, date of birth, occupation, number of people leaving, adress
- Understanding what will be the main choice that will guide the client to buy: dry, frozen, price, flexibility, etc...

The best cod for the portuguese consumer...









Results

- We sold 4,5 tons of cod in 2 months
- We collected all the necessary information about profile, choices of consumer, preferences and quality assessment of our product



What do we
want for the
future?



Scorpaenidae
Bacallao Jumbo
15,95 euros/kg

Scorpaenidae
Bacallao Jumbo
15,95 euros/kg

Scorpaenidae

Takk fyrir
Obrigado



PORTUGAL