Leiðandi
vettvangur í tíu ár

Tradition and collective memory: Icelandic Cod and La Sirena

Raül Cervera Moreno

SJÁVARÚTVEGS
RÁÐSTEFNAN

Hello!

I am Raül Cervera
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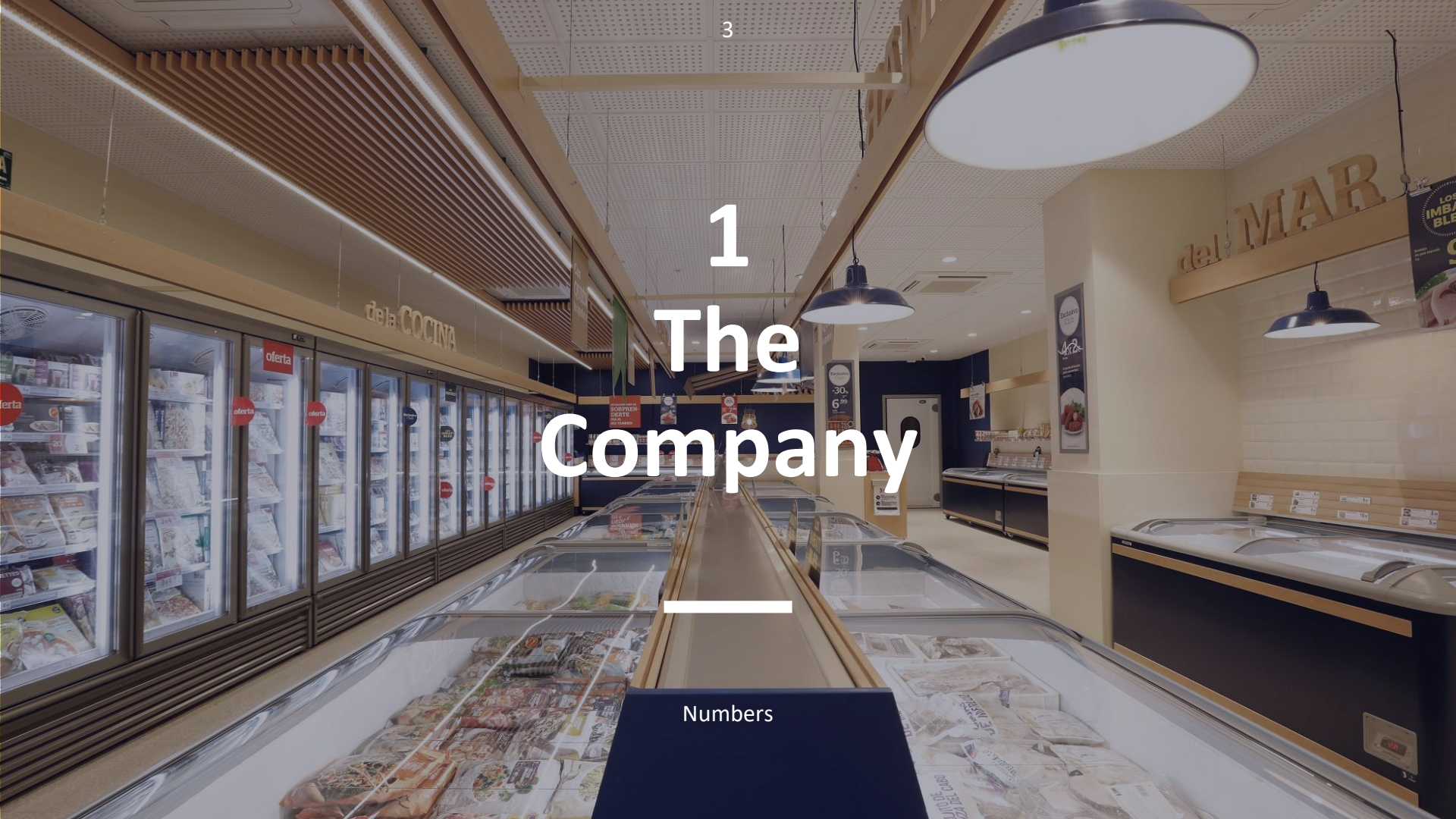


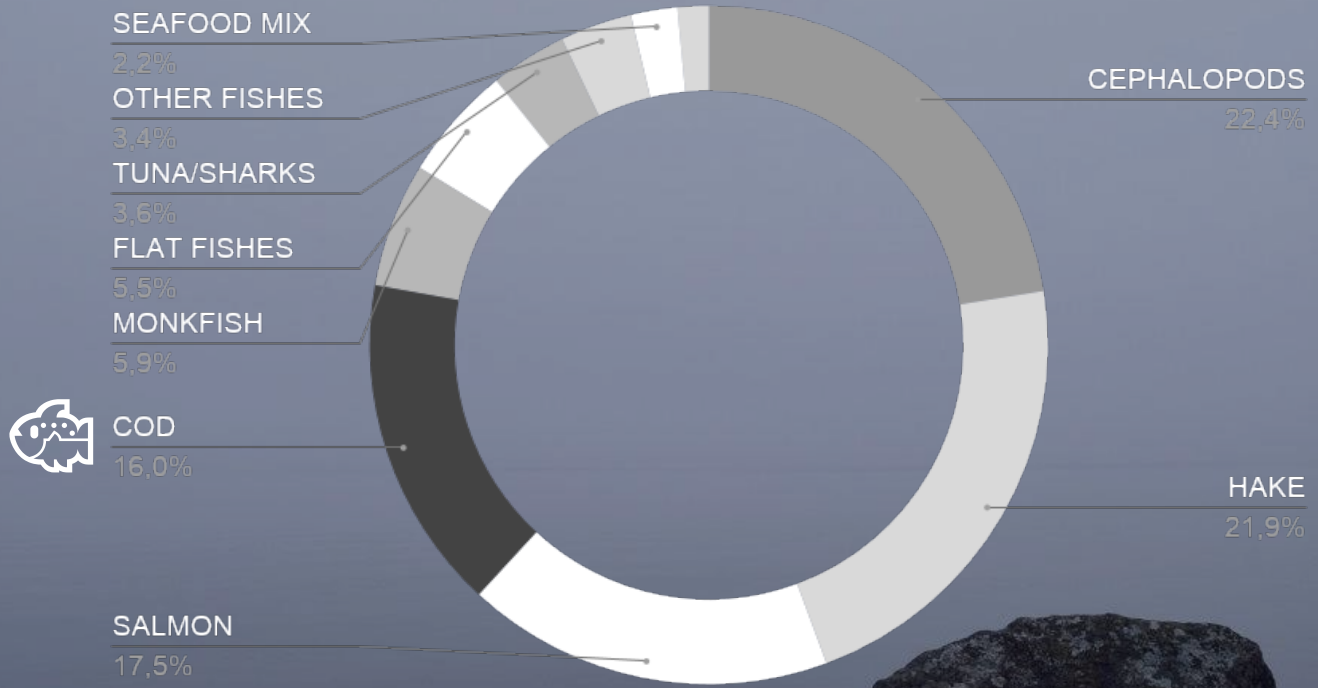
1 The Company

Numbers

Frozen Food Specialist

249 Shops (Catalonia and Madrid)

+160€ Milions



La Sirena % KGS Sold TAM

COD : Kgs sold in LA Sirena (TAM)

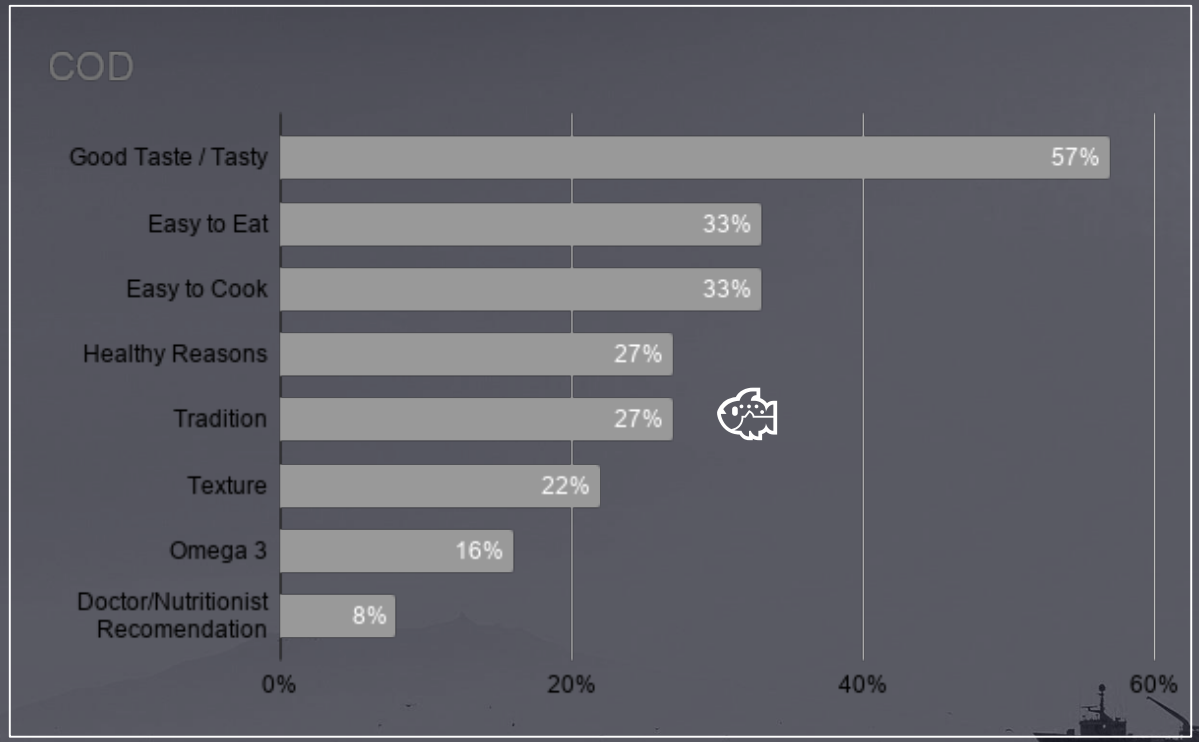
Frozen Cod Market Share - La Sirena - 25,9 %- VS Market – 74,1 %- TAM

2 The Tradition

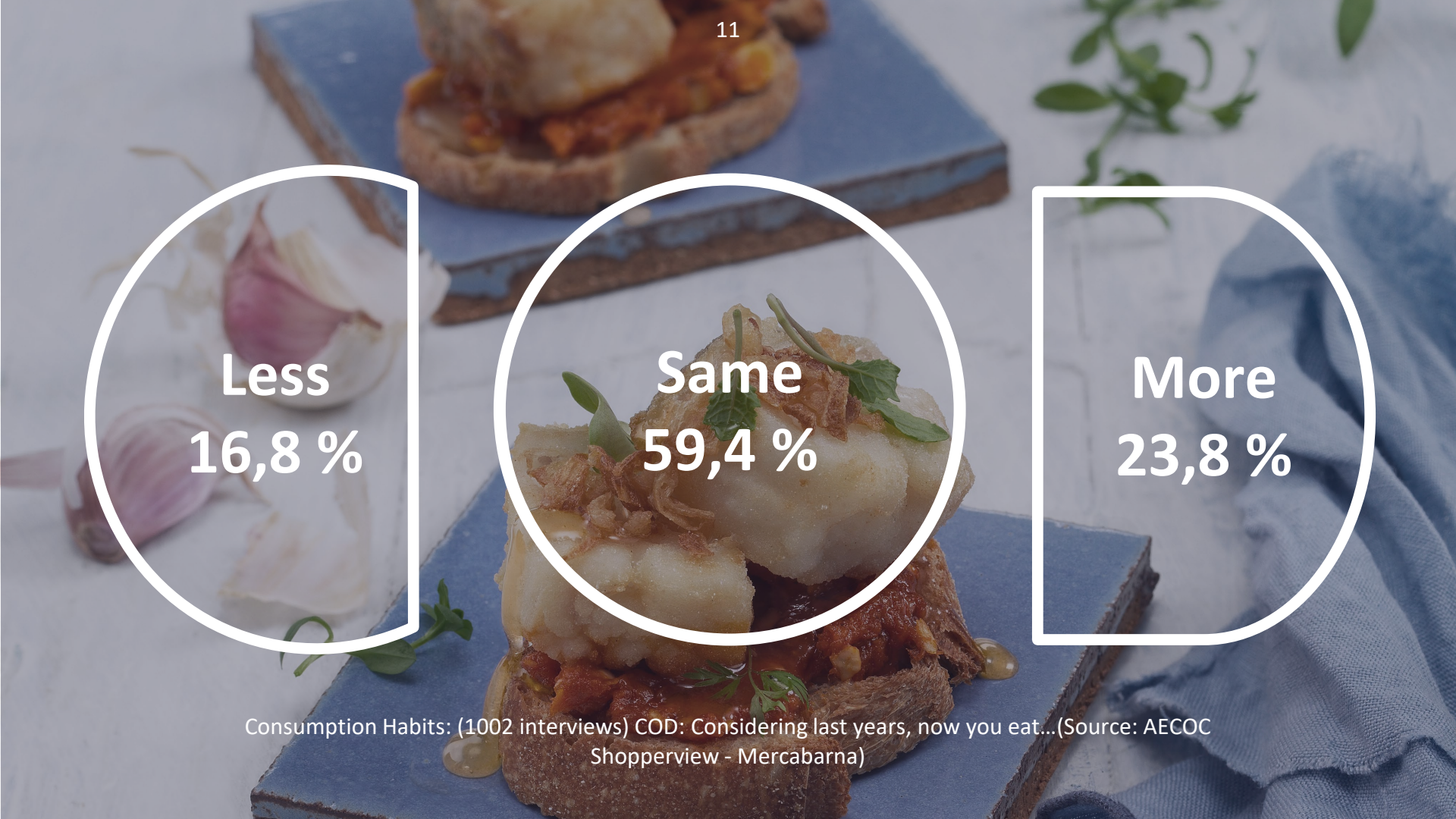
Culture

“The day happened to be a Friday, and in the whole inn there was nothing but some pieces of the fish they call in Castile “abadejo,” in Andalusia “bacallao”.

Don Quixote 1605.



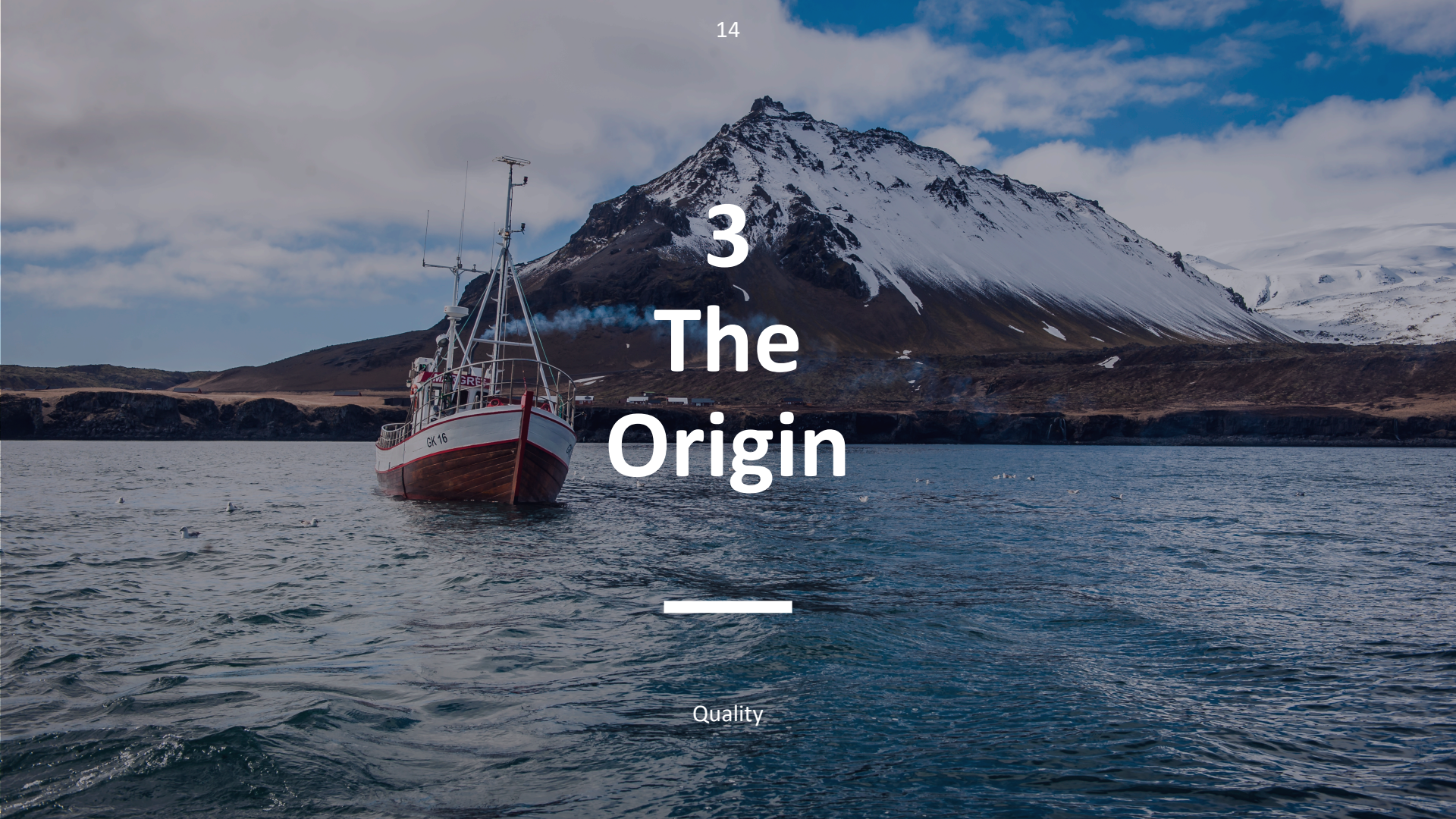
Consumption Habits: (1002 interviews) Main reasons for eating (Source: AECOC Shopperview - Mercabarna)



Consumption Habits: (1002 interviews) COD: Considering last years, now you eat…(Source: AECOC Shopperview - Mercabarna)

Traditional Salted Cod Shop (Bacallaneria) . Mercat del Ninot – BCN.

Traditional Salted Cod Shop (Bacallaneria) . Mercat del Ninot – BCN.



3 The Origin

Quality

Et portem EL BACALLÀ
D'ISLÀNDIA
preferit pels ISLANDESOS
Descobreix més a [www.laguiadelbacalao.com]

Te traemos EL AUTÉNTICO
BACALAO DE ISLANDIA
Descubre más en
www.laguiadelbacalao.com

Gana 1 VIAJE
a ISLANDIA
con bacalao de Islandia
por ser la Sirena
Club
Descubre más en www.laguiadelbacalao.com
Consulta las bases en www.lasirena.es
BACALAO DE
ISLANDIA

La Sirena – Partner of the Radio Show: ISLANDIA.

4
The Sirena Experience

Reliability

Look and Feel

Tradition → Origin → Quality

DESALADO Salted / desalted

AL PUNTO DE SAL Light Salted

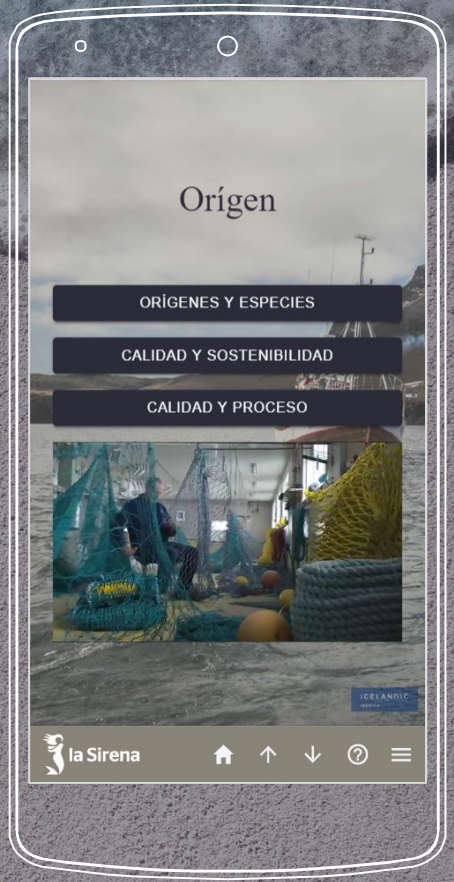
SIN SALAR Natural

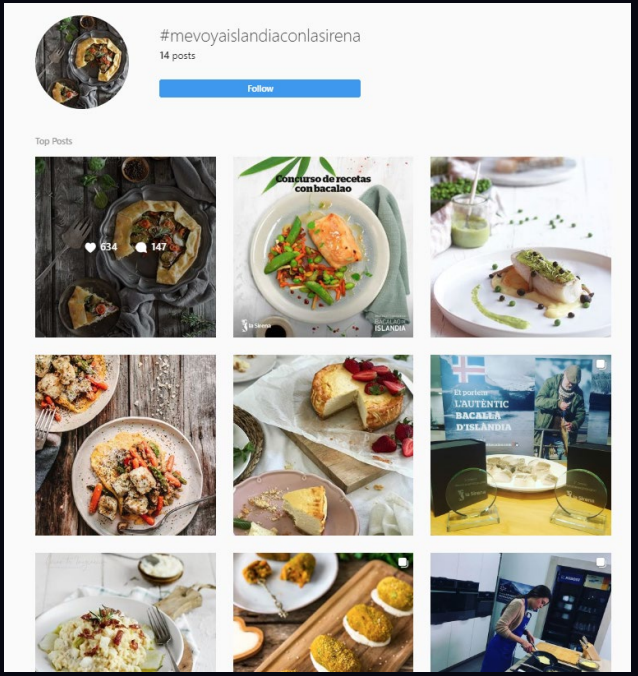
Et portem
L'AUTÈNTIC
BACALLÀ
D'ISLÀNDIA
Peix
Salmó
Bacallà
ULTRA
CONGELAT
ULTRA
SALUDABLE

almó
-1€
5,99
Llomes de bacallà al punt de sal
6,99€
TALLS I RECOMANACIONS
DEL BACALLÀ
MORRO:
PENCA:
LLOM / CENTRE:
FILET / A TALLS / CUETES:
ESQUEIXAT:
LLOM:
Bacallà
Ónra
Relatividad
AL PUNT DE SAL
DESSALAT
BACALAO DE ISLANDIA
TALLS DE BACALLÀ
4,49
BACALAO
al punto de sal
-1€
5,99
-2€
12,99
16,99
9,99
LLOMS I CENTRES BACALLÀ PUNT DE SAL

The Cod Guide

The Origin, Quality issues, Cooking receipts....





Social Media – Instagram – cooking contest - Influencers.

Thanks!

Any questions?

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