

it's
Chorizo,
it's **FUN!**



EUChorizo!

Promoting European Chorizo
from Spain in the United Kingdom



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Ministry of Agriculture, Fisheries and Food of Spain.

Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union



ENJOY
IT'S FROM
EUROPE



Summary



1. Introduction

3

2. The product: European Chorizo from Spain

4

3. UK as a target market: Key information

7

4. Key Messages

8

5. Campaign Objectives

9

6. Promotional Actions

11

7. EU Campaign Identity: the Key Visual

12

8. About “Consorcio del Chorizo Español”

13

1. Introduction

EUChorizo! is an initiative backed by the **Spanish Chorizo Consortium** and **co-financed by European Union** funds.

The campaign seeks to promote the **authenticity, quality and tradition** of European chorizo from Spain in a strategic market such as the United Kingdom, consolidating its position as the benchmark in its category. Through various promotional activities, such as press events, trade fairs, websites, social media actions, digital campaigns and restaurant weeks, the campaign aims to educate consumers and strengthen the presence of Spanish chorizo among both consumers and professionals, with a dual B2C and B2B approach.

Laugh,
eat,
chorizo



2. The product: European Chorizo from Spain

Chorizo occupies a fundamental place in Spanish gastronomy and culture.

This traditional sausage, passed down from generation to generation, evokes European memories of celebrations and family gatherings.

Types of Chorizo

There are **many varieties of chorizo**, differentiated by their production process, degree of curing and ingredients used, the most representative of which are:



Chorizo sarta or herradura:

A single piece of sausage tied at the ends for hanging with an intense flavour that can be eaten directly without being cooked.



Chorizo vela:

A straight and not very wide piece, with an approximate length of 40 centimetres and a diameter of 3–4 centimetres, usually eaten directly in slabs.



Chorizo cular:

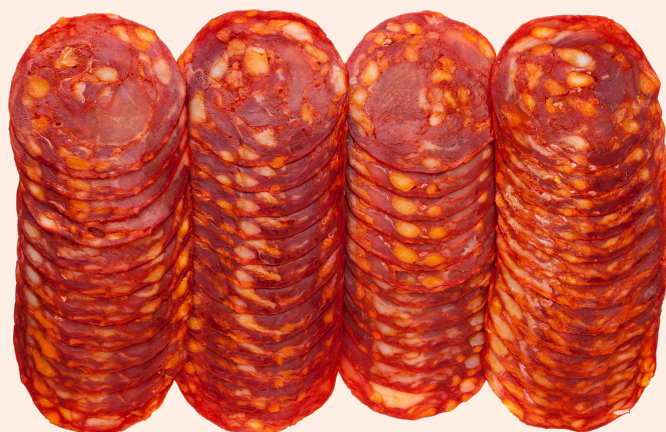
Cylindrical, elongated and irregular in shape, as it is stuffed into the intestines of the large intestine.





Chorizo loncheado:

Presented in regular slices obtained from the slicing of chorizos vela or sarta for immediate consumption.



Chorizo fresco y oreado:

Made from a casing that is tied and divided with a string, it undergoes a very short curing process, so it is essential to cook it before consumption.



Chorizo ibérico:

This follows the same production process as the chorizo made from white pork, but using Iberian pork as the raw material.



Spicy or sweet chorizo:

Depending on the type of paprika used, all the above formats can be either sweet or spicy chorizo.

In addition, Spanish chorizo production adheres to rigorous **sustainability standards** that are aligned with European policies:



Efficiency in the use of resources



Animal welfare



Biodiversity conservation



Minimisation of waste



Reduction of the carbon footprint



Rural development



Traceability and transparency



**EXTRA
SPANISH**

3. UK as a target market: Key information

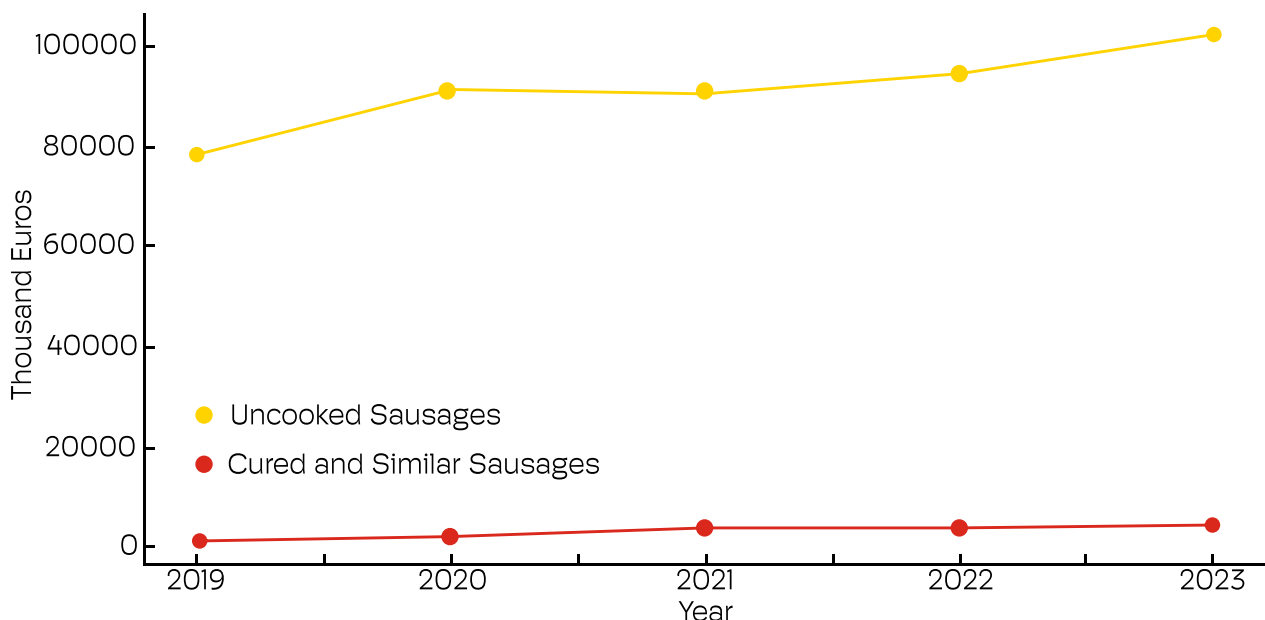
Key data on the UK market:

- The **growing interest in international gastronomy** has opened a space for the positioning of Spanish **chorizo as a gourmet and high quality product**.
- The British market increasingly values the **authenticity and traceability** of foodstuffs.
- Over the last 5 years, exports of **Spanish chorizo to the UK** have experienced a **sustained growth of 12%**.

Spanish chorizo is in an expanding niche market in the UK.

Its positioning as a premium product, backed by its quality, authenticity and origin, allows it to differentiate itself from other sausages and capture the attention of a public increasingly interested in Spanish gastronomy and high-end products.

Exports of Sausages from Spain to the UK (Thousand Euros)



4. Key Messages

The **main message of the campaign** is **to highlight the promotion and information of European chorizo and the characteristics of European agri-food products**, especially in terms of quality, taste, diversity and historical tradition. This includes:

- ✳ **To create and disseminate a unified European message that will increase the recognition of this extraordinary European product** and encourage the creation of new consumer moments and a new generation of #Europeanchorizolovers eager to pass on the message.
- ✳ **To highlight European sausages as the best alternative for British consumers to enjoy a quality tradition from Southern Europe**, reinforcing our positioning of chorizo in the market, and the market share of other European sausages facing the same challenges mentioned above.

it's
Chorizo,
it's Fun!

Therefore, the **main message** will be **"It's Chorizo, it's fun"**, reinforcing the spirit of this European product. It will be complemented by **secondary messages**:

- ✳ **Unique taste:** Only chorizo with the Consorcio del Chorizo Español seal meets rigorous European quality standards.
- ✳ **Quality and tradition:** A sausage made with centuries-old recipes that represents the essence of Spanish gastronomy.
- ✳ **Versatility in the kitchen:** Perfect both for cold consumption and as part of innovative and traditional recipes.



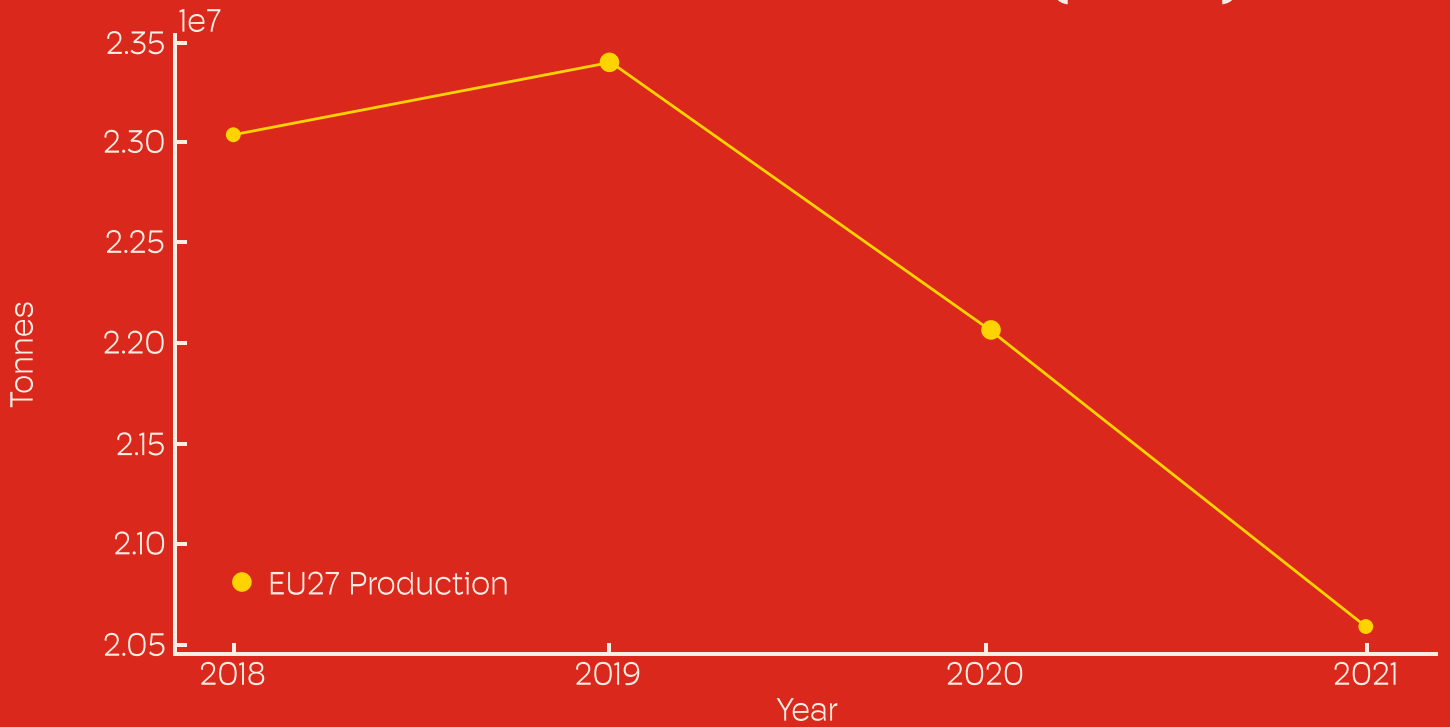
5. Campaign Objectives

The **main objectives** of this campaign focus on **boosting** the perception and **consumption of European chorizo from Spain in the British market:**

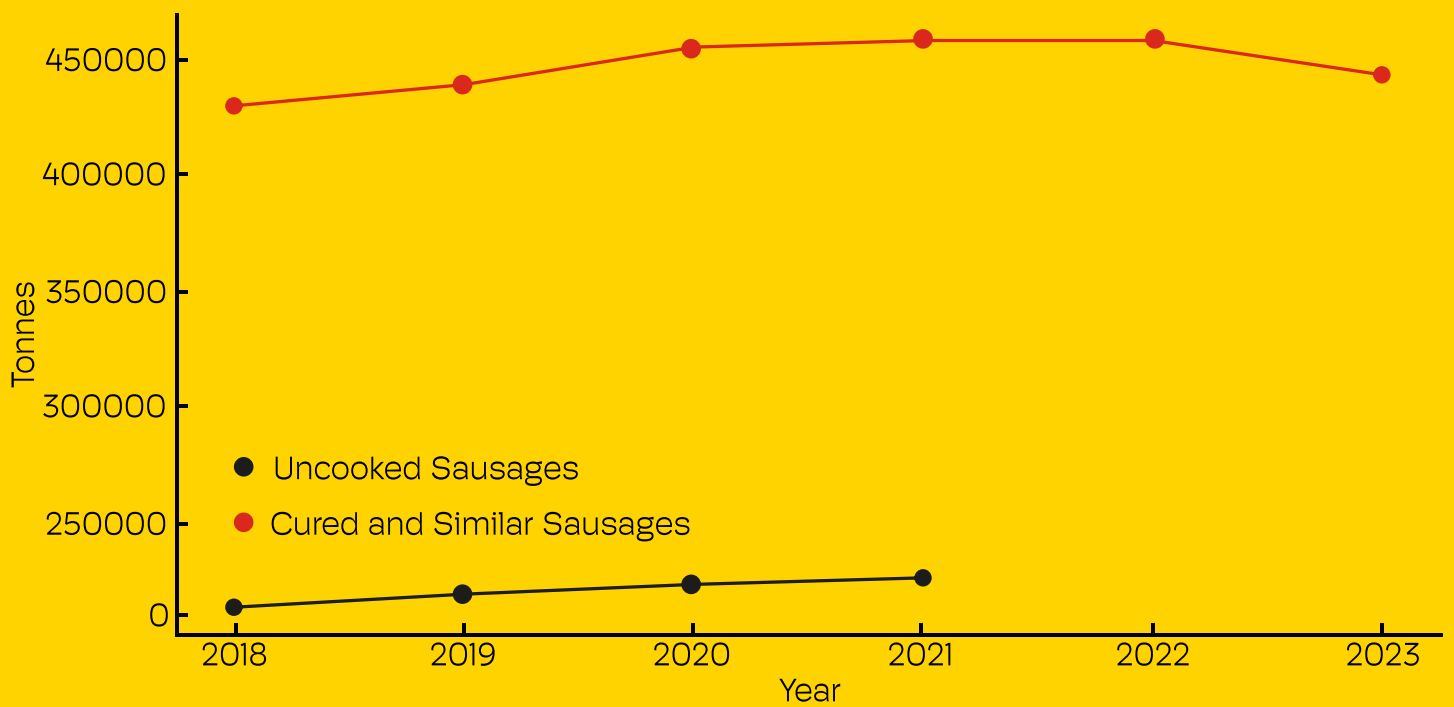
- **Firstly, we seek to increase awareness and recognition of the quality schemes** that underpin the production of Spanish chorizo. This involves educating the British consumer about the regulations, certifications and controls that guarantee the excellence of the product, from the rearing of the pig to the manufacturing process.
- Secondly, the campaign is aligned with the interests of the EU agri-food sector, seeking to **strengthen its competitiveness**. By promoting Spanish chorizo as a product of high quality and European origin, we contribute to strengthening the image and position of EU agri-food products in the global market.
- The ultimate goal is to **increase the market share of Spanish chorizo in the UK**. To achieve this, we will not only highlight the unique characteristics of the product, but also work to build a strong and trusted brand image that positions Spanish chorizo as the preferred sausage for British consumers.



Pork Meat Production in the EU (Tonnes)



Production of Sausages in Spain (Tonnes)



6. Promotional Actions

In order to achieve these objectives, various promotional actions will be developed:

- **Press events and tastings** in collaboration with chefs and gastronomic experts.
- **Participation in gastronomic and agri-food sector fairs.**
- **Campaigns in social networks and digital media**, generating interactive and attractive content.
- **Gastronomic weeks in British restaurants**, offering special menus with Spanish chorizo.
- **Collaborations with supermarkets and e-commerce platforms** to highlight the product.
- **Press and study trips to Spain**, bringing journalists and influencers closer to the origin of chorizo.

**Spain
on your
plate**



7. EU Campaign Identity: the Key Visual

This KV presents a modern, accessible and attractive image of European chorizo. It combines a **visually striking design** with clear and persuasive messages about the quality, versatility and enjoyment of the product.

Fun

it's ChoRizo, it's FUN!

European Chorizo: taste and quality, endless possibilities.

Chorizo from EU

FROM SPAIN, WITH SPICE

ENJOY IT'S FROM EUROPE

For guidance on balanced and healthy diets, please refer to the National Food Dietary Guidelines: https://knowledge4policy.ec.europa.eu/health-promotion-knowledge-gateway/food-based-dietary-guidelines-europe-source-documents-food_en. Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

Co-funded by the European Union

SPANISH CHORIZO

8. About “Consorcio del Chorizo Español”

The Consorcio del Chorizo Español is an association that brings together the main companies in the meat sector in Spain, with the aim of guaranteeing and promoting authentic, high quality chorizo. It currently has 17 members and its chorizo is exported to more than 50 countries, with the United Kingdom, France and Germany as its main markets.



For **more information on the EUChorizo!** campaign:

Web: europeanchorizoisfun.eu

Social media: [@europeanchorizo](#) on Instagram, Facebook

