



The European program “Ham Passion Tour” advances in the Internationalization of Iberian Hams

The three-year campaign promoted by ASICI (through its Iberian Hams from Spain brand) and the European Union ends, which has allowed progress in the consolidation of the product in strategic markets such as France, Germany, the United Kingdom, Mexico and Spain

In the three years of the program, the campaign has reached more than 660 million potential consumers, managing to appear in more than 1,700 articles in the media.

The effectiveness of the “Ham Passion Tour” actions have earned it the recognition of the European Commission as a “case of success and correct execution” (Infoday, Brussels 2020)

(January 28th, 2021).- “Ham Passion Tour,” the ambitious program that ASICI launched three years ago, through its brand **Iberian Hams from Spain** and with the support of the European Union, has just crossed the finish line. The promotion plan (2018-2020) that has promoted outreach activities such as educational workshops, training events in hospitality schools, experiential workshops, press trips and a roadshow that has travelled 30,000 kilometres throughout Europe, has allowed progress in internationalization of Iberian Ham in relevant international markets such as France, Germany, United Kingdom, Mexico, as well as Spain.

In this context, the innovative project has exceeded all expectations. In the three years, it has managed to impact more than 660 million potential consumers and appear in 1,708 international articles. It has created a solid virtual community of more than 244,000 followers who have interacted 1.2 million times with our content, we have published more than 1,000 content that has reached more than 50 million users and the different campaign videos have 7 million views. Figures that show the reach the “Ham Passion Tour. Ham, the passion of Europe” has achieved.

In addition, a successful digital campaign (YouTube, TV on demand, programmatic advertising, Brand Days and Brand Weeks strategies) has been developed that has impacted more than 22 million consumers. The effectiveness of the actions has earned it the recognition of the European Commission as a "case of success and correct execution" (Infoday, Brussels 2020).

Informative actions with an innovative nature in Europe and Mexico

One of the most ambitious initiatives of the program was the launch of the “Ham Truck.” A traveling truck that has travelled 30,000 kilometres throughout Europe, stopping in cities like Madrid, San Sebastián, Lyon, Paris, Hamburg, Berlin, London and Manchester, to bring, through tastings and information, the benefits of this unique gourmet product in the world to European consumers.

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Ham Passion TOUR



The roadshow has been joined by workshops for the press, tastings in gourmet stores, cutting master classes, press trips to production areas with the assistance of the main media in each country and training sessions in the main Hospitality Schools in Europe.

In this sense, ASICI has organized, during the three years, educational events with great success of participation and interactivity in cities such as London (University of West London), Paris (Lycee Jean Drouant and Liceo François Rabelais de Dugny), Berlin (Brillat Savarin Schule) o Bilbao (Escuela Superior de Hostelería), Madrid (Escuela Superior de Hostelería) o Mérida (Escuela Superior de Hostelería y Agroturismo de Extremadura). Days that had the participation of students and teachers who have become prescribers of the campaign's messages and that were organized with the aim of awakening interest within the hospitality schools to integrate it into the training of the best centres in Europe. More than 1,000 participants among students, teachers, chefs and bloggers have attended these training workshops.

Likewise, successful workshops have also been promoted, where influential chefs such as Mikel Alonso (at the KO Ma restaurant in Mexico DF,) José Pizarro (at The Good Housekeeping Institute in London), Patricio de Diego (at the Le Miroir skyscraper in Paris) and Jesús Díaz (at the renowned Portomarin restaurant in Hamburg) have investigated new culinary uses around Iberian Ham through innovative menus prepared for journalists and influencers from different countries.

In this sense, active and influential foodies and gastronomic bloggers such as @christopher_crell, @londonfoodboy and @hervecuisinet have become amplifiers of the messages of the campaign, helping to disseminate the benefits of this gastronomic gem throughout Europe. Also, more than thirty master cutters of different nationalities such as Raquel Acosta, Luz Zamorano, Bárbara Martin, Sylvain Focaud, Daniel Lluch, Roberto González Santalla and Edgar Torres have given master classes on the art of cutting, a fundamental aspect to be able to appreciate all the nuances of this unmatched product.

Iberian Hams in Picadilly Circus, the Eiffel Tower, Alexander Platz, Gran Vía, ...

Within the framework of the program, a powerful foreign campaign has also been launched that has included special activations for consumers in strategic places. The campaign messages have been present in the busiest city centres in Europe and Mexico. Trams have been customized and circulated with the image of the campaign through the heart of old East Berlin, the symbolic Berlin square of Alexander Platz; the emblematic London buses that pass through the busy Picadilly Circus intersection have also been “wrapped” with the images of Iberian Hams and even the most visited monument in the world, the iconic Eiffel Tower, has seen the “Ham Truck” arrive, the itinerant truck that brings the excellence of this unique product in the world to European consumers.

In the French capital, the campaign has been reinforced through advertising media installed on elements located in the most frequented urban places. In Madrid, the messages have reached the iconic Capitol Theatre where thousands of passersby were able to enjoy a five stars degustation de cine, accompanied by more than 1,300 advertising media in shopping centres throughout Spain. Or in London, where large-format screens located in some of the mythical and busiest train stations such as London Bridge, Victoria Station or Liverpool Street, have also witnessed the Ham Passion Tour.

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Ham Passion TOUR



In the specific case of Mexico, thanks to this campaign, we have programmed informative actions in gourmet shops and some of the most prestigious restaurants in the Aztec capital, Mexico City, including demonstrations of the art of knife cutting and tastings, to promote knowledge and the differentiation of Iberian Ham, favouring the competitiveness of the sector. Currently, this gourmet product triumphs in trendy restaurants in the country's main cities, especially Mexico City, and in some of the most recognized food chains in the capital.

New challenges: “Iberian Hams Ambassadors World Project. Ambassadors of Europe in the world ”

The EU once again supports the Iberian sector after the execution of the “Ham Passion Tour.” The promotion plan will continue with the campaign “Iberian Hams Ambassadors World Project. Ambassadors of Europe in the world (2021-2023).” A three-year program co-financed by the EU, which will be the largest promotional campaign in the history of the sector, in which ASICI will invest 11.44 million euros until 2023 to win over 300 million consumers in France, Germany, Spain, Mexico and China. With these programs, the Interprofessional will have invested 18 million euros in the 2018-2023 five-year period to promote and position Iberian Ham in the main international markets. A milestone for the sector.

For the president of ASICI, **Antonio Prieto**, “this campaign will mark a before and after in the history of our sector because the Iberian is going to take a huge leap in its unstoppable internationalization, not only in more consolidated European markets but also in third countries such as Mexico and China, where we expect the growth rate of commercialization to be exponential in the coming years,” adds the president of the Interprofessional.

The second European program that ASICI will carry out plans to add more than 1,000 Iberian Ham ambassadors to the world: position this "top" gastronomic product of the Spain Brand in 1,000 restaurants and train more than 1,000 cutters. Some of the most prestigious chefs in each country will collaborate in the initiative, such as Mario Sandoval (two Michelin Stars), who will also be the world ambassador for Iberian Ham. The sector sets itself the challenge of boosting sales by up to 20% in Europe, 40% in Mexico and 60% in China.

About ASICI

The Interprofessional Association of the Iberian Pig (ASICI) is a non-profit Interprofessional Agri-food Organization (OIA) in which more than 95% of the organizations of the production branch (livestock farmers) and more than 95% of the branch of the transformation (industrial) of Iberian pig are a part of. Created in 1992, it was recognized by the Ministry of Agriculture, Fisheries and Food in 1999 as an Interprofessional Agri-Food Organization for the Iberian Pig Sector.

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