



QUORN & GREEN SEED SPAIN-Case Study

**Market leader in the innovative Meat alternatives category
Customer since 2015**

Objectives

Launch of a healthy protein Meat alternative brand in Spain through a direct Business Model to gain access to a totally new category

Response

The meat alternatives section in Spain was still in its infancy when Quorn arrived. GS Spain supported QUORN in identifying clear gap opportunities and establishing a bespoke commercial strategy for the Spanish market with a direct service to customers . The QUORN brand is now available in all mainstream multiples and healthy food speciality shops having positioned itself as market leader in this growth potential category. GS Spain today remains the extended sales and marketing arm of Quorn in Spain providing key account management and trade marketing and back office services as well as promotional and event coordination for the brand.

Results

The QUORN brand is clearly gaining recognition and loyalty within the Spanish consumer base. Sales of Quorn keep on experiencing a strong and healthy growth while consumers are being rewarded via promotions and innovation.

