COLMADOS FROM SPAIN



WHAT IS IT?

Colmados from Spain is a quality certificate awarded by ICEX to retailers abroad who sell Spanish products and meet a series of excellence requirements







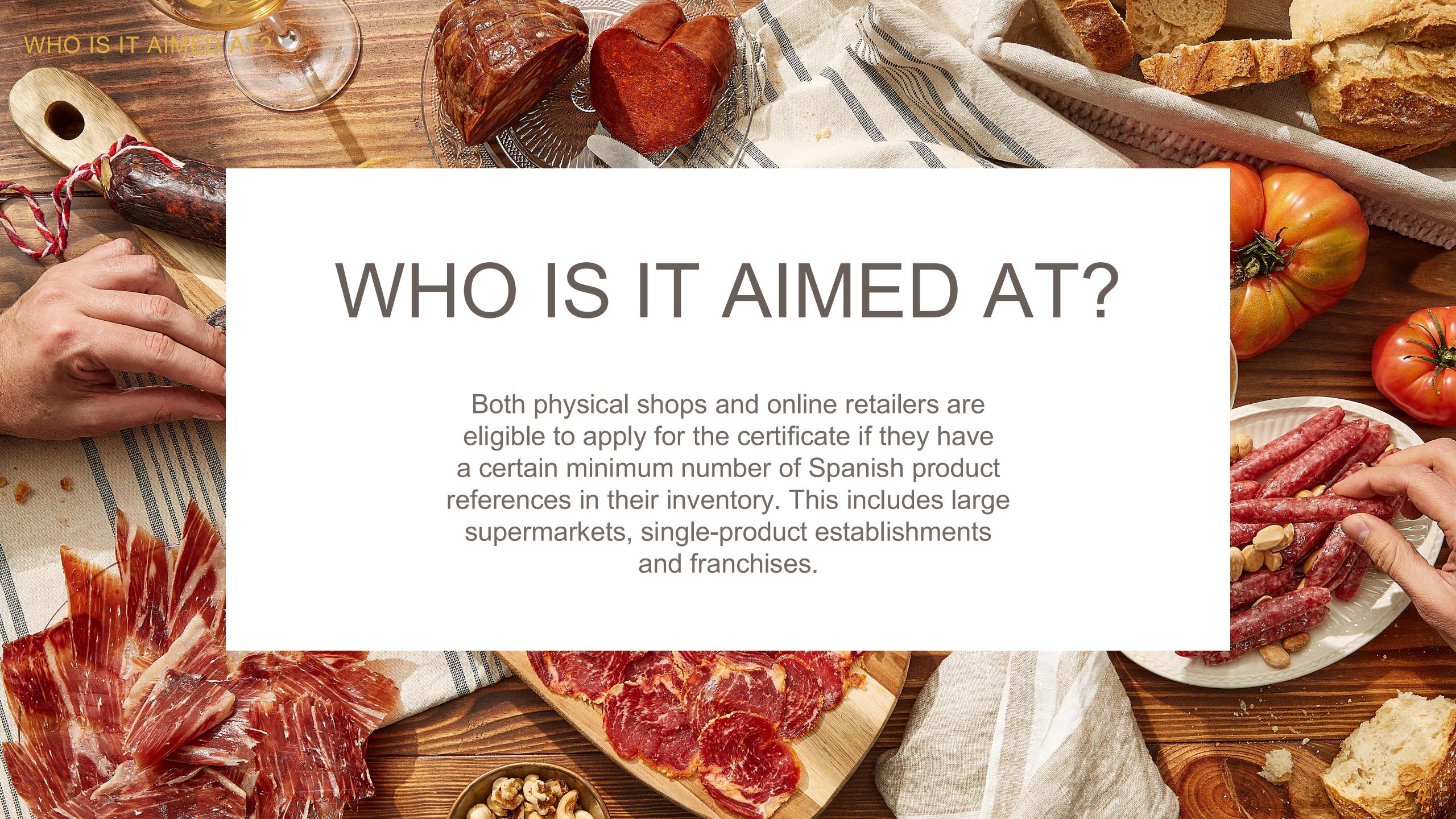


BENEFITS

WHAT WILL CERTIFIED SHOPS WIN?

- 1. Bolster the shop's image and reputation
- 2. Promotion of their business via ICEX and the Cervantes Institute
- 3. Access to product training programs
- 4. Opportunity to attend gastronomic fairs in Spain
- 5. A chance to stand out from the competition
- 6. Possibility of accessing new markets and customers







HOW DO I GET THE CERTIFICATE?

The shop must meet a series of criteria, assessed in five categories:

- 1. There must be Spanish products present
- 2. In-store visibility
- 3. Certification of origin
- 4. Background information that highlights the value of the product
- 5. Promotion of the product associated with the image of Spain

The shop must have at least 40 products on sale and score at least 60/100 points



ASSESSMENT PROCESS

Review of the application form, the supporting documents and visits to the shops

2.

External audit carried out by a third party

3.

Final decision by a certifying body



THANK YOU



Contact: gastronomia@icex.es