



MEVALCO

New partnerships and high-end produce are the way forward for Mevalco alongside personalised service and retail solutions

Q What are your retail plans/priorities for the coming 12 months?

The end of 2021 saw us launch into retail with our new range of quality artisan Spanish foods and we are developing exciting partnerships with renowned chefs such as Mitch Tonks. We are looking to grow our retail presence in high-end produce, working with independent retailers both as Mevalco and also with our branded signature partners. We are also exploring export opportunities.

Q How do you intend to bring these ideas to life?

We have a unique artisan supplier base that never fails to inspire and innovate with products that add something special to retailers' proposition. We base our offer on a personalised service and through our networks and sales team of professional chefs. We host local-to-local events, take products to retailers and spend time sampling, testing and agreeing unique features that work for retailers' businesses.

Q What are the biggest lessons your business has learned in the past two years?

That shopper behaviours can change fast but that people appreciate top-quality foods and are happy to pay for them. We also learned not to take anything for granted – the world can change in an instant.

Q How is the growth of wholesale e-commerce and the use of quick commerce in the channel changing the way you work in the retail space?

The use of e-commerce accelerated at an extraordinary rate during the pandemic. Analysts have noted that e-commerce now accounts for more than one quarter of all retail sales in the UK. This number is expected to steadily increase in the years ahead. Our online sales have increased in the last year but many of our customers want to discuss our products, so the personal touch is important.

Q Sustainability is a big topic. Do you have any initiatives to reduce your business's carbon footprint?

As we grow our business, we are looking at elements such as electric vans and how we can decarbonise our business, such as effective routing. For us, sustainability starts with the sourcing of products. Our meats have grown outdoors, roaming freely on the hillsides of Andalusia. Our octopus, famed for its quality, is only harvested at certain times of year to prevent over-fishing. The flavours and quality are reflected in everything we sell.

“ We base our offer on a personalised service”