

# On the Move

**TEXT**  
DAVID CÁNOVAS WILLIAMS

**ILLUSTRATION**  
JAVIER VÁZQUEZ

**TRANSLATION**  
HAWYS PRITCHARD

Vancouver Island (Canada) with a view to promoting their artisan cheeses—Manchego, goat's cheese with wine, Mahón and La Peral—which they sell under the Piel de Toro label. Their presentations, which paved the way for excellent sales, resulted from a meeting with the sales directors at Tree of Life, Canada's leading distributor of ecological and gourmet products, in June 2005. The cheeses will soon be complemented by refrigerated quince jelly which the company plans to introduce via the chilled foods channel.

They succeeded in penetrating the South African market in 2005 after establishing contact with the importing company Rialto Foods at Barcelona's Alimentaria in 2004. Atlantica currently supplies the Woolworth's chain with canned and bottled vegetables and various types of cheese and chorizo, and is also becoming involved in the restaurant supply field. Its plans for expansion include introducing new cheeses, "capitalizing on our excellent relationship with the importer," explains González. Atlantica is also involved with Iberica London ([www.ibericalondon.co.uk](http://www.ibericalondon.co.uk)),

whose premises are designed to combine the selling of gastronomic products with a restaurant business and a dash of Spanish culture. Since last summer, the Oviedo-based exporting consortium has been supplying this little Spanish outpost in the UK. Atlantica distributes its range of products—primarily cheeses, charcuterie, pickled items, canned and bottled vegetables and fish—under the Piel de Toro, Cum Laude, Esperanza, Isabella and Don Juan labels.

**Date of foundation:** 1998  
**Activity:** Exporting food products  
**Workforce:** 9 employees  
**Turnover for 2006:** 4 million euros  
**[www.atlantica-co.com](http://www.atlantica-co.com)**

## Guía Peñín: today the US, tomorrow the world

The most international guide to Spanish wines is planning to spread even farther afield. The English version of the 2007 Guía Peñín was given a gala launch in



New York as part of an event entitled *Los nuevos valores del vino español* (Spanish wine's new values). Organized by the Peñín Group, this provided an opportunity to present the latest wines both from established bodegas and up-and-coming winegrowing areas. "Our main purpose was to spread the word about wines that came onto the market between 2005 and 2006 about which the US had not yet become aware," explains José Peñín. The event was held at the New York Union Square Hotel and was attended by 40 journalists and many sommeliers and importers. "The event definitely made waves, and we are very