



An engineer and an architect turn 'ajobacalao', an Andalusian recipe for Lent, into a business

LOCATION: Vélez Málaga (Málaga)

DURATION: 1'40"

SUMMARY: José Manuel and Luis Javier Espejo were two unemployed brothers, one an architect and the other an engineer, that decided to create an enterprise, the first one that has commercialize 'ajobacalao': a typical recipe from Vélez Málaga, that is mostly prepared during lent and that is almost unknown outside this town. They took their grandmother's recipe and decided to turn it into a business venture. In just one month and a half they sell their product to fifty establishments of the province.

VTR:

Ambience:

"We are going to prepare 'ajobacalao' and for that we would need breadcrumbs, cod, paprika, garlic, olive oil and lemon."

But before we continue with the recipe, let me ask you one question. Have you heard about this delicacy?

"Ajobacalao? What is that?"

PEASANTS

"Sure, I have tried it, it is very good."

"I love 'ajobacalao'."

The ones that knew it were the neighbours of Vélez Málaga, an Andalusian town, as it is a dish that since time immemorial, is elaborated in the houses of this town during Lent. But for these two brothers, an engineer and an architect, it has become a business venture.

JOSÉ MANUEL ESPEJO
Entrepreneur

"You see that one thing that has never been commercialized before can be innovative, this word that is so fashionable and that everybody likes, and you say, why not?"

An the recipe of granma Cristobalina has turned up to be a luxury for palates.

JAVIER ESPEJO
Entrepreneur

"We have addressed to shops specialized in gastronomy: gourmet shops, delicatessen or cheese shops, where people goes to buy something special, different, as it can be 'ajobacalao', that outside here is an innovating product."

In just one month and a half, there have started selling this product to fifty establishments of the province of Málaga.

"How are sales going?"

"Very well."

Ambience:

"People likes it?"

"People loves it."

JOSÉ MANUEL ESPEJO
Entrepreneur

"You make your viability plan, make numbers and see that it can work. If you don't take the risk you can't win."

But attention, because its name 'Ajobacalao' or 'Garliccod' is a false clue.



Ambience:

"The truth is that it doesn't taste like garlic or cod."

What is its flavour then? Well, you will have to try it.