

Christmas butter-cakes adapt to arrive to the Arab market

LOCATION: Estepa (Seville)

DURATION: 1:20

SUMMARY: The famous Christmas butter-cakes of Estepa, a town of the province of Seville, have recently change its recipe to enter the Arab market as Muslims aren't allowed to eat pig. That's why they have substituted animal fat for vegetable fat, an initiative that has opened them the doors to the North of Africa and the Middle East. This small town concentrates 95% of the production of this Christmas butter-cakes in Spain. It is a business that moves 50 million euros in a town of hardly 12.000 inhabitants. They produce 20 million kilograms per year.

VTR:

Aparently this Christmas butter-cake is similar to the rest but its traditional recipe has been modified to enter the arab market.

EUSEBIO OLMEDO
President of butter-cakes
producers

"The big change we have made for those markets has been substituting animal fat for vegetable fat, which is tolerated by them and admitted on their diet."

Innovation has arrived to Estepa, a town of the province of Seville, where 95% of the production of Christmas butter-cakes is concentrated. A profitable business that moves 50 million euros in a small town of hardly 12.000 inhabitants. They produce 20 million kilograms per year.

EUSEBIO OLMEDO
President of butter-cakes
producers

"Millions of illusions, I would say."

Illusion bites elaborated following a recipe which is the legacy of old generations.

EUSEBIO OLMEDO
President of butter-cakes
producers

"In the old times there were slaughters in towns. Fat, lipid parts, bacon and butter were used to make cakes at home."

Muslims aren't allowed to eat pig, and that's why now they use vegetable fat. A change that has opened them the doors to the North of Africa and the Middle East.

For more information or support please call +34 662 369 820 or email info@andalusianstories.com