

## **Charcuterra: dry fruits sausages for vegan and intolerant customers**

**LOCATION:**Jerez de la Frontera(Cádiz)

**DURATION:**1'38"

**SUMMARY:** Almond chorizo, peanut butifarra, pistachio morcilla or pumpkin hamburgers... Elvira García experimented with different products and texture for two years before launching into the market her dry fruits sausages, suitable for celiac patients and vegans. She has her own brand, Charcuterra, and her products are sold all over Spain.

### **VTR:**

It may look like she is making regular sausages, however, they're not. There's something special about them, innovative.

**ELVIRA GARCÍA**  
**Creator of Charcuterra**

*"Dry fruits and cereals.And most importantly, that these are organic products."*

Almond and millet chorizo, pistachio morcilla, peanut butifarra... Elvira is from Madrid but lives in Jerez, and there she made experiments throughout two years before launching her products to the market.

**ELVIRA GARCÍA**  
**Creator of Charcuterra**

*"Many trials, of course. Mostly looking for textures... Because sometimes I liked the taste but not the texture..."*

These products don't contain preservatives or artificial colourings.They are inspired in traditional Spanish sausages, but they are aimed at a public that looks for something different.

**ELVIRA GARCÍA**  
**Creator of Charcuterra**

*"They don't contain animal derived ingredients, so I can please vegan customers and also people with gluten or lactose intolerances. I think that I have achieved that, which I think that is very important. And it is very tasty."*

Elvira studied Nutrition. She lived in the countryside for some years, and there she learnt to respect earth. After a few months in the market, the success of her dry fruits sausages has exceeded her expectations.

**ELVIRA GARCÍA**  
**Creator of Charcuterra**

*"I'm surprised by seeing my products in stores all over Spain, people even want me to export them."*

The products of Charcuterra have arrived in Catalonia, Asturias, Cantabria, Galicia and Madrid. But she prefers to go step by step, and she delivers the orders she receives from Jerez, in person.

**ISABEL ÁLVAREZ**  
**Owner of Mercadosin**

*"The most popular product... all of them, but both the spicy and the traditional chorizo are especially popular."*

It's the project of her life. And she continues to work hard every day to build her path.

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