



## **Hecho en Andalucía: traditional food products to add flavour to an emigrant's nostalgia**

**LOCATION:** Écija (Seville)

**DURATION:** 1'27"

**SUMMARY:** According to data from the Spanish National Institute of Statistics, two hundred and fifty thousand Andalusians live abroad and nearly one and a half million live elsewhere in Spain. Juande, an entrepreneur from Écija, knows how much you can miss your own cuisine when you're far from home. In fact, a large part of his family left Andalusia for pastures new in Catalonia. With this in mind, he has created Hecho en Andalucía, an online commerce platform which delivers traditional Andalusian food products to wherever migrants from the southern region order them.

### **VTR:**

Two hundred and fifty thousand Andalusians live abroad, nearly a million and a half elsewhere in Spain. They left for either work, for studies, for love... They live far away, and better than anyone they understand the meaning of the word nostalgia. Juande is a businessman from Ecija, who has created an online commerce platform which helps to alleviate this. He sells and sends traditionally Andalusian food products, the majority to migrants.

**JUANDE GONZÁLEZ**  
**Hecho en Andalucía**

*"France, Germany and Austria are the countries we sell the most to."*

You have to be far away to miss home, for example, picos. Maybe a wine fan can't find a good sherry where he is. Or, who knows, the famous 'molletes' of Antequera. All this and 500 other products are sold through Hecho en Andalucía's website. Although the biggest seller is... of course, olive oil.

**JUANDE GONZÁLEZ**  
**Hecho en Andalucía**

*"We also have a great client in student's mums, who order items so that we send them to their children. Normally within four days... We usually send them on Monday so they arrive on Thursday or Friday."*

Madrid and Catalonia are the Spanish regions where they receive the most orders. A large part of Juande's family, like so many, had to emigrate and he knows how much they missed certain foods. What's more, like his father, his brother has a place in the Ecija market. From there the business model was born three years ago as an online platform. To alleviate nostalgia. To not lose the bond, at least gastronomically, with what's far.

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