

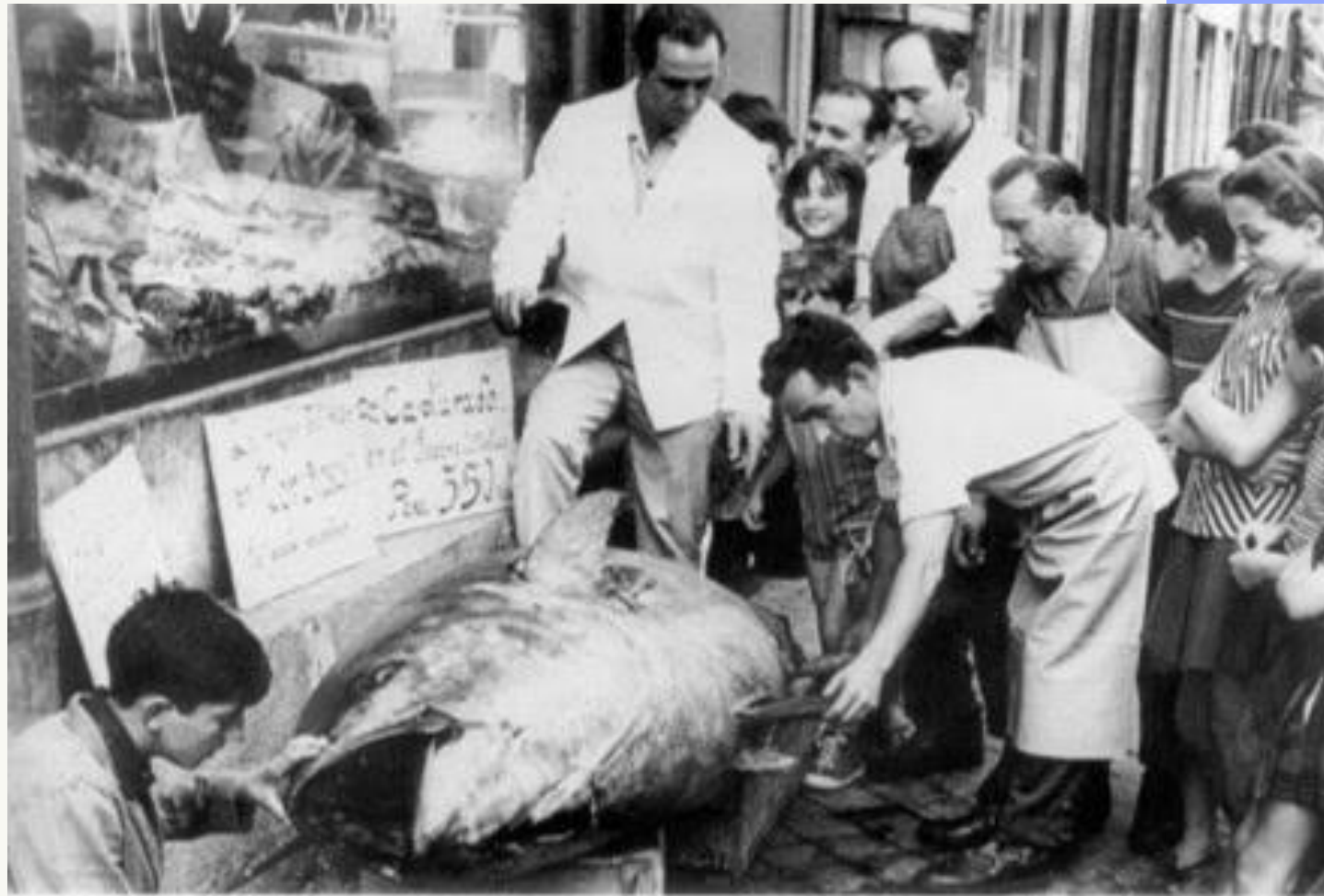
# La Pescadería Artesanal

**Digitisation of an Entire Traditional Business  
Ecosystem**

M<sup>a</sup> Luisa Álvarez Blanco  
FEDEPESCA CEO  
[luisaalvarez@fedepesca.org](mailto:luisaalvarez@fedepesca.org)



# Who We Are



FEDEPESCA is the Spanish National Federation of Regional Associations of Fish and Frozen Products Retailers. We have represented small and traditional fish shops since 1978

We represent more than 7.000 small fish shops of the 10.000 currently existin in Spain.

This sector employs more than 23.000 people.

Average age 48-58 years old.

52% women

Education level; 30% primary and 42% secondary

# FEDEPESCA OBJECTIVES

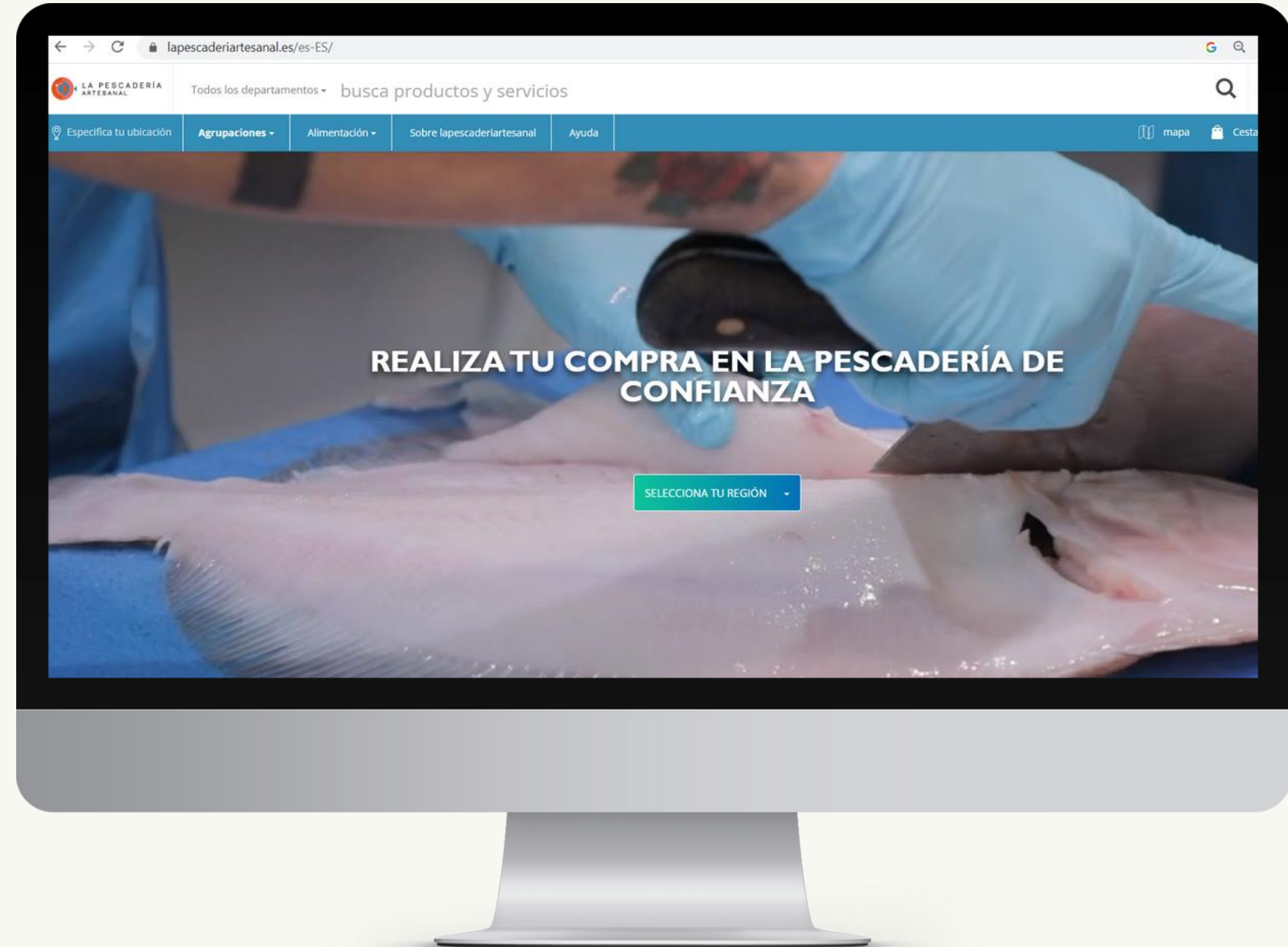
- Represent the interest of the small fish shops in Spain and Europe
- Boost innovation and competitiveness
- We lead collective projects to improve small business conditions
- We work closely with the public administration and other stakeholders
- To value our sector and our fishmonger's prestige





**La Pescadería Artesanal**  
is the exclusive marketplace for traditional fishmongers.

It is a collective digitalization project that is unique in Europe, collectively opening the online channel for the traditional retail sector of seafood products.



[Visit la Pescadería Artesanal](https://lapescaderiartesanal.es/es-ES/)

# Our Values

Excellence in service.  
Personalized treatment.  
Transparency in customer information.

Neighborhood commerce, a responsible choice.  
Sustainability and social, economic, and environmental cohesion.

Support for local and nearby products.

Promotion of gastronomic culture and a healthy diet.



# La Pescadería Artesanal

## A Responsible Project

Socially Responsible Project.

Support for services in neighbourhoods, towns and villages. Preservation of the gastronomic culture.

**About 90% of the product is of national origin or caught by the national fleet.**

**Virtually zero waste.**

Daily supply.

**One of the proteins with the lowest water footprint and carbon footprint.**





# Responsible Packaging

Responsible packaging with the lowest amount of plastic and with all the indications for the consumer to manage it properly.





# Agreements With Logistic Operators

**SEUR Frío** Format 13:30 customer receives order the next day

**Paack** Delivery in 2-hour time windows





# La Pescadería Artesanal on Other Delivery Platforms



## Agreement between FEDEPESCA and Uber Eats

**EFE:Agro**

AGRICULTURA GANADERÍA PESCA ALIMENTACIÓN EMPRESAS INNOVACIÓN GASTRONOMÍA SOSTENIBILIDAD VIN

EN LA PLATAFORMA DE 'DELIVERY'

### Uber Eats repartirá a domicilio productos de las pescaderías tradicionales

Publicado por: Efeagro 4 de abril de 2023

La patronal de detallistas de pescado Fedepesca y la empresa de reparto Uber Eats han firmado un acuerdo por el que esta plataforma entregará a domicilio productos frescos de las pescaderías tradicionales.

[f](#) [t](#) [in](#) [wh](#) [+](#)

Cuatro pescaderías de Madrid ya ofrecen sus productos dentro de la aplicación Uber Eats y en los próximos meses se sumarán más establecimientos, dentro del acuerdo que forma parte de un proyecto de digitalización de estos comerciantes tradicionales, según un comunicado difundido este martes.

Fedepesca, que representa a más de 7.000 detallistas, ha impulsado esta iniciativa, denominada "La Pescadería Artesanal" gracias a la tecnología de "Hermeneus World", empresa especializada en la transformación digital de pequeños comercios.



**E** ← Empresas Distribución

**DISTRIBUCIÓN Y CONSUMO**

### Uber Eats lanza el 'delivery' desde pescaderías tradicionales

VÍCTOR M. OSORIO Madrid 4 ABR. 2023 - 02:28

[f](#) [t](#) [in](#) [wh](#)



ELENA RAMÓN EXPANSION

La plataforma permitirá a los clientes elegir cómo quieren que se les prepare el pescado y recibirlo a domicilio en pocos minutos a la temperatura adecuada. El potencial de la alianza es enorme porque Fedepesca tiene 7.000 asociados en España, mientras que Uber Eats opera en más de 300 localidades.

Uber Eats, la división de delivery del gigante de la movilidad, ha cerrado un

PUBLICIDAD



# La Pescadería Artesanal on Uber Eats

## Pilot Project in Madrid

- Scalable nationwide
- 9 Fish shops
- Access to a large number of users looking for immediacy
- Excellent results





# A Collective Driving and Digitising Project

## A Few Fact...

- 4 Regional Groupings
- 75 Digitised Fishmongers in different Autonomous Communities
- 15 Fishmongers with an e-commerce shop
- More than 43.000 sessions in 2022



# MAIN KEY PERFORMANCE INDICATORS (KPIs)



46,000 sessions.  
37,000 users on the  
website.

*Google Analytics 2022*



The user who visits us the  
most are women in general  
(57.27%), especially in the age  
groups of 45-54 years and 55-  
64 years.



Nearly 70% of users  
access from mobile  
devices.



# Sales Statics



## 41 Orders

21 La Pescadería Artesanal  
20 Uber Eats



## Average Ticket

52,52 € La Pescadería  
Artesanal  
25,69 € Uber Eats



150 product  
references

# OUR SOCIAL MEDIA



[Facebook La Pescadería Artesanal](#)



Instagram La Pescadería  
Artesanal  
(@lapescaderiartesanal)



# DIGITALISATION WITHOUT FORGETTING THE PHYSICAL SHOP

- Fish shops offer us the best possible shopping experience
- The experience of the professional fishmonger has an added value over the product that is impossible to value quantitatively
- Their advice, recommendations and knowledge of the product make them irreplaceable
- We, as consumers, more when we go to the store

## AN UNBEATABLE SHOPPING EXPERIENCE



# Thank you for your time



 @lapescaderiartesanal

 @lapescaderiartesanal

 **[www.lapescaderiartesanal.es](http://www.lapescaderiartesanal.es)**

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