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NEWS

Ulled to push Swiss cheese in Spain

Written by **Ivan Castano**
Published on April 29 2005**Madrid – Switzerland Cheese Marketing has tapped Spanish PR shop Ulled to promote Swiss cheeses in Spain, which has one of Europe's lowest consumption rates.**

Ulled won the brief against two unnamed Spanish agencies, according to Ulled marketing director Cristina Ruiz.

Account Director Merce Moreno will head a 4-strong team in Ulled's Barcelona office, reporting to SCM's general manager Frederic Corbacho. The team will position Swiss cheese as an upmarket delicacy in Spain, pitting it against top-selling products from France and Holland.

Ulled will handle all media relations and publicity campaigns including an event in Barcelona or Madrid this summer which will see city squares host a cow parade.

Ulled will focus on food and lifestyle magazines including financial daily Expansion's 'Fuera de Serie' weekend supplement targeting upmarket executives.

'Spain doesn't consume as much cheese as other European countries and Swiss cheese is not as well known as the French or Dutch, so there's a lot of room for growth,' Ruiz added.

SCM's move is part of a broad marketing push across Europe that includes Spain and other key markets Italy and Belgium. SCM also plans to invest heavily in advertising in Spain. The group's portfolio includes Swiss brands such as La Gruyere, Sbrinz, Raclette and Tête de Moine.



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