

# LA CARLETA

DELICATESSEN VEGANAS



KESOS VEGANOS

## MY BEGINNINGS WITH VEGAN CHEESE!

I'm Carla Carrió, the founder of "LA CARLETA", and I'm deeply in love with plant-based nutrition and overall well-being. The world of natural and vegan cooking caught my attention a few years ago, and since then, I have immersed myself in it, studying, reading, and putting it into practice to the extent that it completely transformed my diet.

I was intrigued by some courses on plant-based alternatives to cheese, so I took them!

As I began crafting them, I became fascinated by their process, the love they require, the careful fermentation, and the wonderful final result.

I decided that I wanted to dedicate myself to this passion. Armed with the foundations from the courses and my intuition in the kitchen, I started refining and creating new vegan delicacies with various flavors and tastes.

Currently, **LA CARLETA** is a well-known brand of plant-based alternatives nationwide.

I work every day to enhance and create new delights, reaching more people each time, and contributing my part to helping animals and the planet.

**LA CARLETA** is located in Ondara, a town in the province of Alicante. Here, in my workshop, I craft the "Ques'isos" (Vegan "Cheeses").



## THE COMPANY

My company is currently a nationally well-known brand specializing in the production of high-quality vegan dairy alternatives to cheese and plant-based deli products.

Every day, we work tirelessly to improve and create new delights in this category, with the goal of reaching more people and contributing their part to help animals and the planet.

Our passion for sustainability, health, and ethical eating has driven them to create a range of exceptional vegan cheeses, sausages, and fresh spreads that cater to the growing demand for plant-based products.



## PRODUCT PORTFOLIO

**Vegan Cheeses:** Our diverse selection of vegan cheeses includes a variety of flavors, textures, and formats. From creamy, melt-in-your-mouth vegan brie to savory aged cheddar alternatives, our cheeses provide an authentic dairy-free experience.

All our cheeses are made with natural ingredients, crafted at home in an artisanal manner with great care. You can choose from semi-cured, cured options like **Rokefort**, cashew cheese, creamy tofu, the plant-based version of feta or mozzarella, among many others. They say their most beloved cheese is the aged Rokefort

**Vegan Deli "Meats":** We offer a range of flavorful vegan "sausages", perfect for grilling, slicing, or incorporating into your favorite recipes. Our deli products are made from plant-based ingredients without compromising on taste and texture.

**Fresh Vegan Spreads:** Indulge in our selection of fresh vegan spreads that are versatile, delicious, and suitable for sandwiches, dipping, and cooking. We offer an array of flavors to satisfy different palates.



## WHY PARTNER WITH US

- **Quality and Innovation:** We are committed to delivering products that meet and exceed the highest standards of quality and taste. Our dedication to innovation ensures that our products are at the forefront of the vegan food industry.
- **Sustainability:** We prioritize sustainability throughout our production process, from sourcing ingredients to packaging. Our vegan products contribute to a more sustainable future.
- **Health and Wellness:** Our products are not only delicious but also promote a healthier lifestyle. They are free from cholesterol, trans fats, and artificial additives, making them an excellent choice for health-conscious consumers.
- **Ethical Values:** We share a deep commitment to animal welfare and ethical food production. By choosing our vegan alternatives, consumers can enjoy delectable dishes while supporting cruelty-free practices.



## ADVANTAGES AND INNOVATION

### ✓ Vegan Cheese

**Diverse Flavors and Textures:** We have made significant strides in replicating the flavors and textures of traditional dairy cheese. Consumers can now enjoy a wide variety of vegan cheese options, including mozzarella, smoked, and even artisanal alternatives.

**Lower Environmental Impact:** The production of vegan cheese typically has a lower environmental impact compared to traditional dairy cheese, as it requires fewer natural resources and produces fewer greenhouse gas emissions.

**Cruelty-Free:** Vegan cheese is produced without the need for animal agriculture, aligning with ethical values and animal welfare concerns.



### ✓ Vegan Spread Cream

**Versatility:** Vegan spread creams are highly versatile and can be used as dips, sandwich fillings, pasta sauces, and more, making them a valuable addition to a plant-based diet.

**Healthier Alternatives:** Many vegan spread creams are lower in saturated fats and cholesterol compared to their dairy-based counterparts, promoting heart health.

**Allergen-Friendly:** Vegan spread creams are free from common allergens like dairy and nuts, making them accessible to a wider range of consumers.

**Innovative Ingredients:** Innovations in plant-based ingredients have led to creamy and flavorful spread creams without the need for dairy or animal-derived ingredients.

### ✓ Vegan Charcuterie:

**Variety:** The world of vegan charcuterie offers a variety of plant-based alternatives to traditional meat-based charcuterie, including vegan sausages, deli slices, and more.

**Plant-Based Proteins:** Many vegan charcuterie products are rich in plant-based proteins, making them a satisfying and nutritious choice for consumers.

**Ethical and Sustainable:** Vegan charcuterie helps reduce the environmental impact of meat production and supports ethical and sustainable food choices.



## EXPERTISE SOUGHT

- ✓ **Experience in Vegan and Plant-Based Foods:** Partners should have a proven track record of successfully promoting vegan products. They should understand the unique requirements of the vegan market, including consumer preferences and dietary considerations.
- ✓ **Knowledge of Food Regulations:** Partners should be well-versed in food regulations and labeling requirements, especially those related to vegan and dairy-free products. This expertise ensures compliance with local and international standards.
- ✓ **Cold Chain Logistics:** Given the perishable nature of many vegan cheese products, partners should have expertise in cold chain logistics. They should be able to maintain the required temperature and handle products with care to ensure freshness and safety.
- ✓ **Market Insights:** Partners should have a deep understanding of the local and regional markets in which they operate. This includes knowledge of consumer trends, demand, and preferences for vegan products.
- ✓ **Distribution Network:** A well-established distribution network is crucial for efficiently reaching retailers, restaurants, and other points of sale. Partners with a broad reach can help your products gain wider market access.
- ✓ **Marketing and Promotion:** Partners with expertise in marketing and promotion can actively support our brand and products by creating awareness and demand among consumers and retailers.
- ✓ **Storage and Warehousing:** Adequate storage and warehousing facilities are essential to maintaining product quality. Partners should have access to suitable storage infrastructure.
- ✓ **Quality Control and Handling:** Partners should be skilled in handling products with care to avoid damage and maintain product quality. They should have quality control processes in place to ensure consistency.
- ✓ **Customer Service:** Effective communication and customer service are important for building strong relationships with retailers and ensuring a smooth distribution process.
- ✓ **Commitment to Sustainability:** If sustainability is a core value of your brand, look for partners who share this commitment and have sustainable practices in place.



## PARTNER SOUGHT



- ✓ **Market Access:** As a marketing partner, your company brings established networks and relationships with retailers, grocery stores, restaurants, and other key points of sale. Your expertise will help our vegan cheese and deli meats reach a broader audience, ensuring strategic product placements in various locations.
- ✓ **Logistics and Supply Chain Management:** Your team will be responsible for managing the logistics of transporting our products from our manufacturing facility to diverse destinations. This includes overseeing storage, transportation, and delivery to customers.
- ✓ **Cold Chain Management:** Recognizing the perishable nature of many vegan cheese and deli meat products, your marketing company, with its expertise in maintaining the cold chain, will play a crucial role. This involves ensuring products are stored and transported at the optimal temperature to preserve freshness and quality.
- ✓ **Marketing and Promotion:** Your marketing company's involvement in promoting and creating awareness for our products among retailers and consumers is invaluable. Your strategies will drive demand and elevate our vegan products in the market.
- ✓ **Inventory Management:** Your team will efficiently handle inventory management, striking the right balance to meet retailer demand while minimizing waste and overstock.
- ✓ **Customer Relationships:** With a focus on maintaining strong relationships with retailers, your company will provide exceptional customer support to ensure smooth transactions and promptly address any arising issues.
- ✓ **Quality Control:** Your commitment to quality control processes will be instrumental in ensuring that our products consistently meet the required standards and specifications.
- ✓ **Feedback and Market Insights:** Your marketing company can provide valuable feedback from the market, offering insights into consumer preferences and market trends. This information is crucial for continuous product improvement and innovation.
- ✓ **Customization and Adaptation:** Working collaboratively, your team may assist in adapting our products to meet the specific demands of different markets or customers.
- ✓ **Expansion Opportunities:** Your expertise in identifying and supporting the expansion of our products into new geographic regions or market segments is highly anticipated.

In collaborating with your marketing company for our vegan cheese and deli meats, clear communication, transparent expectations, and well-defined contractual agreements will be key to a successful partnership.

Your company's support will be instrumental in growing our market presence and reaching a broader audience of consumers interested in plant-based alternatives.

Yours faithfully,

*Carla Carrió*  
CEO "La Carleta"

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