



From the Basque Country to the world



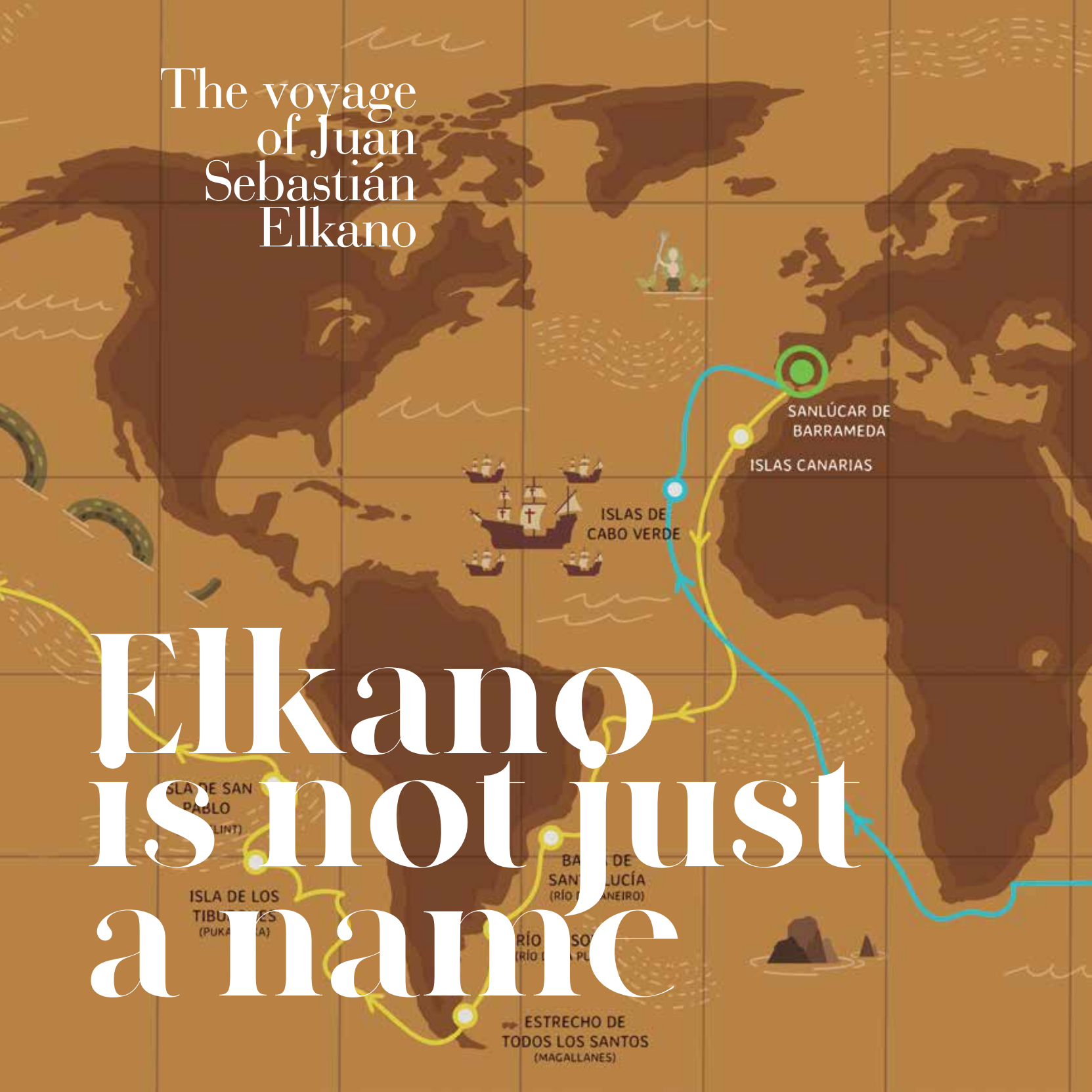
Authentic stories premium products



The small Basque Country, lying between France and Spain in north eastern Spain, nestles here in the heart of international gastronomy. What sets Euskadi – the Basque name for the region - apart is the passion for **good food and drink**. The **elkanogroup** live and breathe this culture. In Euskadi, you find great restaurants, txoko, the sound and smell of the sea. The **elkanogroup's** quest is to harness their intimate knowledge of Euskadi and search out the **very best products** from the unique and fascinating region in which we were raised.

The voyage
of Juan
Sebastián
Elcano

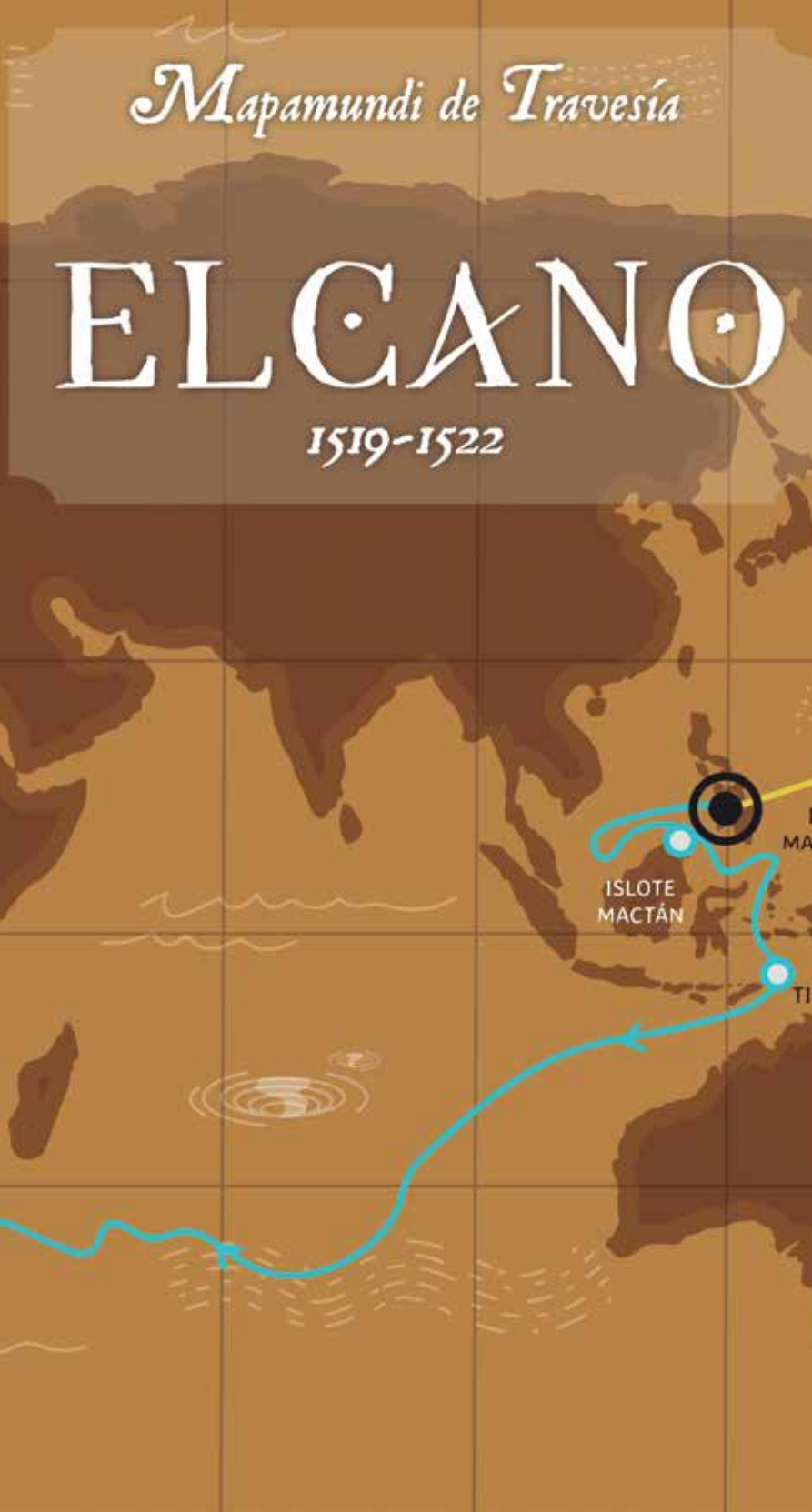
Elcano
is not just
a name



Mapamundi de Travesía

ELCANO

1519-1522



Juan Sebastián Elcano was born in Getaria, near San Sebastian, Euskadi's gastronomic crucible. As Magellan's lieutenant, he was the first man to circumnavigate the world 500* years ago. The **elkanogroup** have similar ambitions. What better choice could there be than to call the company Elkano, with a mission to bring the best local food and beverages to the four corners of the world.

(*In 2022, we celebrate exactly 500 years of this epic voyage...)

Despite being a small, young beverage design and marketing firm, we have already positioned ourselves in the world's leading markets and over half our business is international.

We passionately believe our success depends on our business partners in different markets, which is why we pay particular attention to choosing the best agents, importers, and distributors: partners who will understand our vision and share it, and find us to be flexible, proactive, dynamic, and supportive allies.

Want to meet our team?





Global by nature



Ambassadors, not agents





Our network of Brand Ambassadors is structured to offer better support to our distributors worldwide. Assisting them in identifying the most suitable products, offering them the best response at every level and being proactive in codesigning strategies to create more demand and consumer satisfaction.

Want to meet our
Ambassador team?



Innovation through tradition

Innovation has become a mere must be in a catalog like this. Not our case. We are a brand/concept factory and our main vision and purpose is constantly create new products that will freshly hit the market. Here are a few examples:

In 2015 we launched our first product, **OLATU**. First one in its category in a blue bottle. And why a blue bottle? Because it is a **coastal wine** with a great influence from the ocean.

Later on, in 2019 we introduced the first pouring cork ever used in this kind of wine (made by Priorcork) designed to highlight the carbonic from the txakoli when served.

In 2018 we put our eyes in the **craft beer** industry. We were told that it was a mature market already, that we were late, and there was little room for innovation. And we invented **ZURITO**.

ZURITO is a popular name in the Basque Country and surroundings to refer to a small draft beer. It is incredibly common to hear people asking for “one zurito” in a bar, as a generic way to ask for any beer but in a small quantity. We were able to register the brand name and create the first bottled beer in size 18 cls. This offered us a huge buzz and we were soon in more than 100 retail points. And we were prized as the most innovative product of the year in the category.



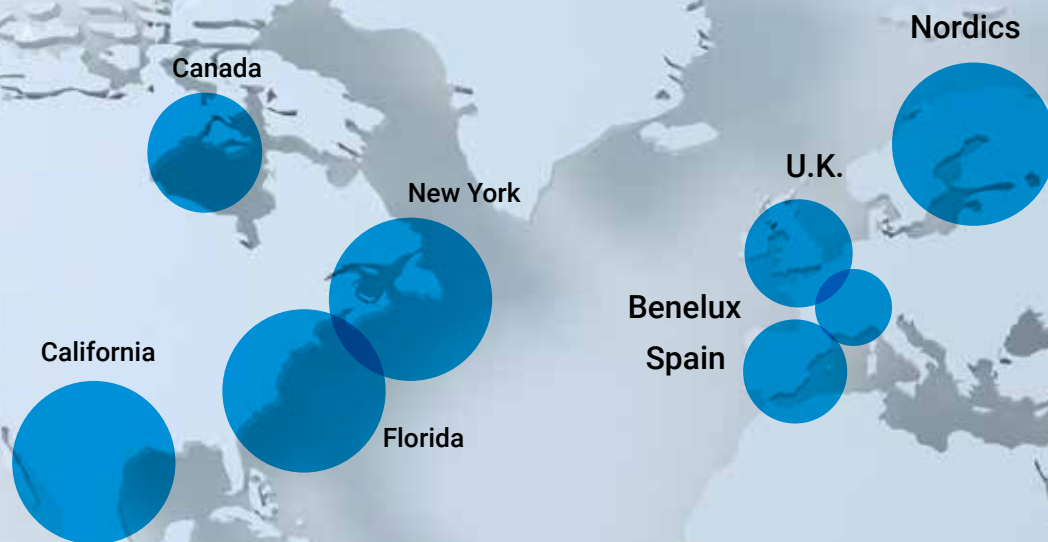
In 2022 we have been creating like crazy and we have launched the first ever **low calorie craft beer**, as well as a non alcohol, thus completing a full range of beautiful and trendy beers.

We have also been pioneers in using a **Bag in Box** case for our **Sangria**. And in using a FSC certified label and a biodegradable cork in our **txakoli ORLEGIA** (which means green in Basque language).

But we are still going further, and we will be releasing a new **CBD infused beer**, a new packaging incredibly COOL (shhh, still a secret), an **electronic beer tap**,... and who knows, maybe we will introduce in the market the first **underwater wine** with DO in the world...



PERFECTAP
JUST TAP FOR
PERFECTION



**Markets
where we have
importers
and/or distributors**



Japan

A network of agents, importers, and distributors in most major markets: **California, Texas, New York, Canada, Scandinavia, Central Europe, the United Kingdom, Japan, Spain...**

And we are still growing

In under five years, we have earned the trust of hundreds of restaurants and bars, large chains, small gourmet stores, specialized stores, and marketplaces on four continents, but we still have a long journey ahead.

It is a journey for which we are prepared, which is why we continue to create new value products, seek new global partners, and explore new markets to understand them better and meet their needs.

RETAIL: Carrefour, Eroski, Uvesco, Alcampo, Aldi...

TRAVEL RETAIL: Dufry (World Leader in Travel Retail)

+ 50 Top Restaurants

GOURMET: El Corte Inglés, WholeFoods...

Our products

Txakolis Wines Beers Sangria

...

It all began with a txakoli, a relatively unknown wine worldwide, yet with growing recognition and greatly improved quality.

We decided this flagship product was perfect for our mission to take premium products typical of our region to consumers worldwide.

After an intense promotional campaign, in just a few years, we were able to introduce it into highly competitive markets, such as the United States and Canada, while ensuring that it remained one of the best-selling txakolis locally.

What we found is that the world wants attractive, authentic, quality products.

Based on these values, we have developed a portfolio of products with these common denominators, in the categories of txakoli, other select local wines, craft beer, and sangria.

This portfolio is constantly evolving, incorporating new trends and adapting to a changing and increasingly demanding world.

Txakolis





On the shores of the Cantabrian Sea

Txakoli is only produced in the Basque Country, on the short Cantabrian coast. **OLATU**, meaning wave in the Basque language, is a remarkable **Txakoli**, aged on the lees, giving this wine greater depth and more complexity of flavour.

This wine has dramatically improved in quality as production techniques have developed, while retaining its traditional feel since it continues to be lovingly produced by craft winemakers.

It is a wine born of a land where gastronomy is almost a religion, which boasts arguably the best fresh grilled fish in the world and the highest number of Michelin stars per head of population.



Olatu

T X A K O L I



The green txakoli

ORLEGIA (green in Basque language) is a fresh wine with a green apple character that reflects the spectacular green land provenance of its origin. Our production methods are also green - artisan and traditional. **ORLEGIA** is a classic, approachable **Txakoli**, well structured and versatile.



ORGANIC BOTTLE CAP
AND RECYCLABLE



LABEL
FSC CERTIFIED



WINE MADE WITH ARTISANAL
TECHNIQUES



GLASS
RECYCLABLE



BOX
RECYCLABLE

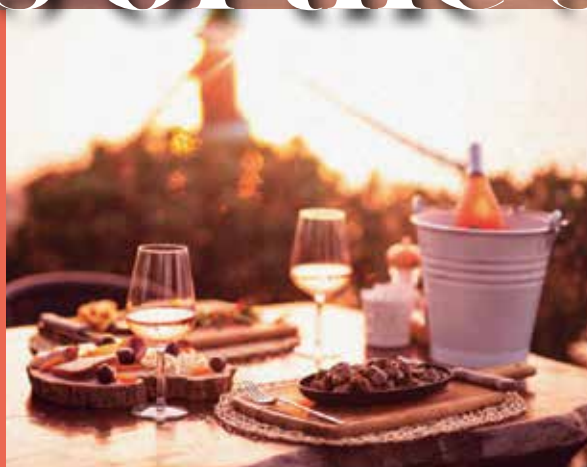
orlegia
TXAKOLI



The warmth of dusk and the coolness of the sea

ILUNABAR (meaning dusk in the Basque language) is a rosé that recalls the magical summer sunsets of the same color over El Monte de San Antón, also known as the Mouse of Getaria, because of its shape. It is a tribute to the sun and the earth that inspire this **Txakoli**.

A soft, quality rosé, with moderate acidity, in which the Hondarribi Beltz variety with its saline notes predominates, providing a refreshing, maritime touch.



TXAKOLI
ilunabar



Wines





From the heart of Rioja Alavesa

A blend of 90% Tempranillo and 10% Graciano grapes, made using an exhaustive technique that tends to obtain this elegant wine, long periods of maceration; the selection of Central European oak woods and their respective tans make this wine elegant: rounded, easy to drink with hints of vanilla, dairy products, harmonious and with a long aftertaste.





SOLAR DE AYALA



Craft Beers

All our beers have the:







Less is MORE

Just when it seemed that everything had been invented, **ZMALL®** was born. A great beer in a mini bottle (originally 18 cl, the only one of its kind in the world), the perfect accompaniment to snacks, parties, patio dining and events, or just so you can enjoy a smaller drink.

In the Basque Country and Navarre (and increasingly, in other places in Spain), **ZMALL®** is becoming the usual way to order smaller beers in bars and restaurants. It is the perfect name (and now a registered trademark) for a pocket-sized beer distinguished by its lightness, freshness and quality and a design that is as simple and honest as it is transparent.



ZMALL® **SPANISH
CRAFT
BEER**
LESS IS MORE





It is good. It is low

ZLOW is our commitment to extending **ZURITO's** brand values to the increasingly popular category of low-alcohol beers, ideal for consumers concerned about their health and well-being.

This exquisite beer, made zlowly, is low in alcohol and calories.

Its mini format makes it ideal for those who want to take care of their health without sacrificing authentic flavor.



ZLOW® IT IS
GOOD.
IT IS LOW





Zero alcohol

Our proposal for a **non-alcoholic beer**, but with a **Z touch**, like all our beers. Crisp and clean but with intense aromas and undertones for a beer in this category.



ZIN® LA
SIN
CON Z

LA SIN DE **ZURITO**



Sangria





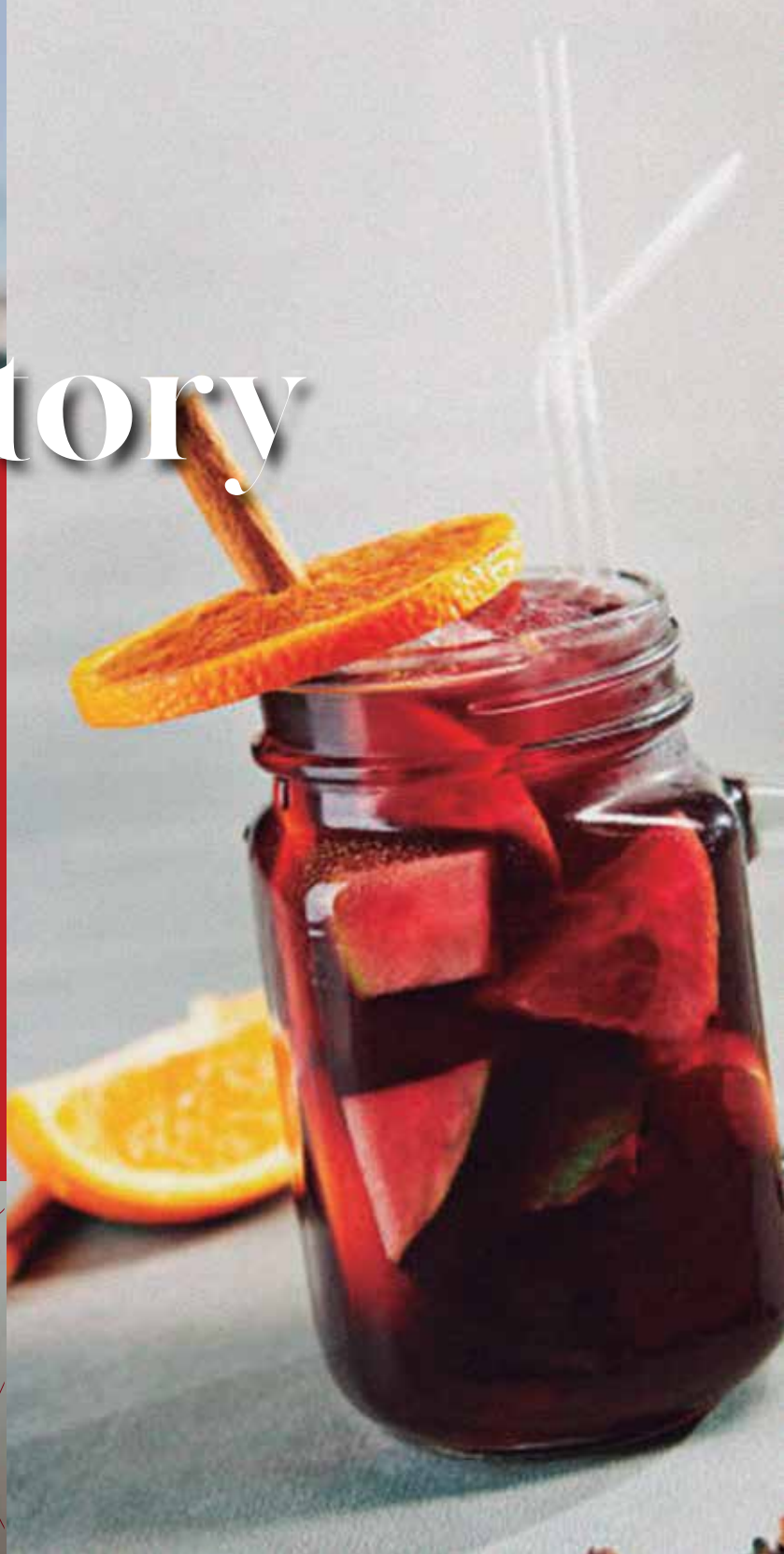
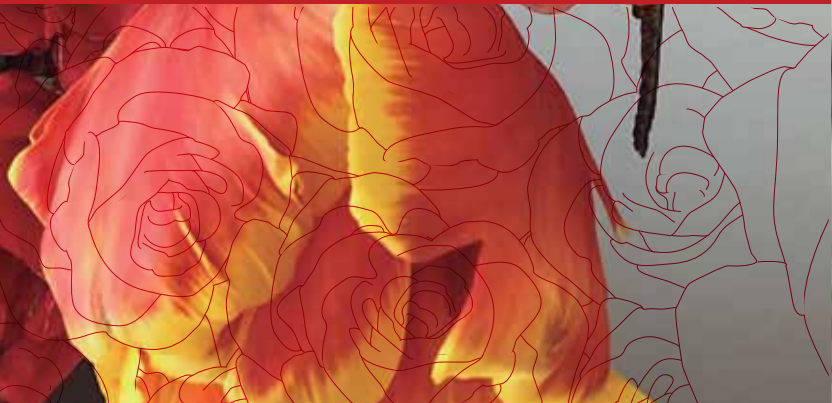
A great story

Authenticity is the way to go. **SANGRIA** has been made in Spain for centuries. Of course, there are other good sangrias, but ours is authentic.

There are lots of sangrias on the market but very few **authentic, premium quality** ones. Those are our values. An authentic, appealing product. Perfect as an aperitif or refreshment. Pairs naturally with any food. Great to share with friends!

We only use **quality ingredients**. A good wine is key to making a great **SANGRIA**; we use wine produced in Spain and only add natural aromas.

We have a story and consumers like stories. Bulls represent authenticity and Ferdinand was a perfect example. Powerful and charismatic, yet gentle and delicate. This classic tale inspired our modern, authentic **SANGRIA**: all the essence of Spain in a bottle with a powerful brand.



SANGRÍA

ferdinando
BRAVEbutGENTLE





RTD

The ready to drink category continues to expand, particularly among younger drinkers. Customers are looking for fun, easy-to-use, attractive formats and more environmentally friendly packaging.

The format is suitable for all retail outlets, as well as Horeca, offering a single serve in an elegant presentation.

Our stylish, 25 cls can in a range of attractive colours combines comfort, elegance, appeal, and sustainability.



SANGRÍA
ferdinando
BRAVEbutGENTLE





BiB

Our 3 liter **Bag in Box** is our latest release. A very practical and efficient format, that offers the best price/quality relation. In fact, the 3 liter BiB is the best seller all around the world in the wine industry.

Our case is a top quality one, as it corresponds to a premium product like Ferdinando, and it preserves one of our differentiation points, which is a powerful and appealing graphic design.

Ideal for both on-premise and off-premise: price competitive, clean, safe and convenient.



SANGRÍA

ferdinando

BRAVEbutGENTLE



SANGRIA LA PLAYITA

The all in one Sangria

Our new variety pack of sangrias **La Playita** (little beach) is a modern approach to new generations. Up to six different flavors in one box. Red, rosé or white. Two different alcohol ABV. One sangria for each consumer type.

Perfect for gatherings. A slice of the Mediterranean way of life. Add that the **box** is the **first made in cardboard ICE COOLER** in the market.

YES, PARTY IS ON!!!!



SANGRIA

LA PLAYITA



SANGRIA 12%



SANGRIA 7%

Fine Foods







Anchovies

Silver from the sea
and gold from the land:
a culinary treasure



ANCHOVIES FROM THE CANTABRIAN SEA, with its beautiful characteristic silver-colored stripe, are amongst the most desired treasures of our seas. **Ana Maria** brings you the very best canned anchovies; straight from the boats, carefully selecting only the optimum anchovies, and exquisitely prepared in an artisanal and traditional way with top quality golden olive oil.



CONSERVAS
ANA MARÍA
Santña



Simply Divine Longfin Tuna

Our longfin tuna is captured using traditional and sustainable fishing methods in the Bay of Biscay area, carefully selected by our expert scouts and hand crafted using only pure water and high quality olive oil. A **divine** delicacy of a higher level.



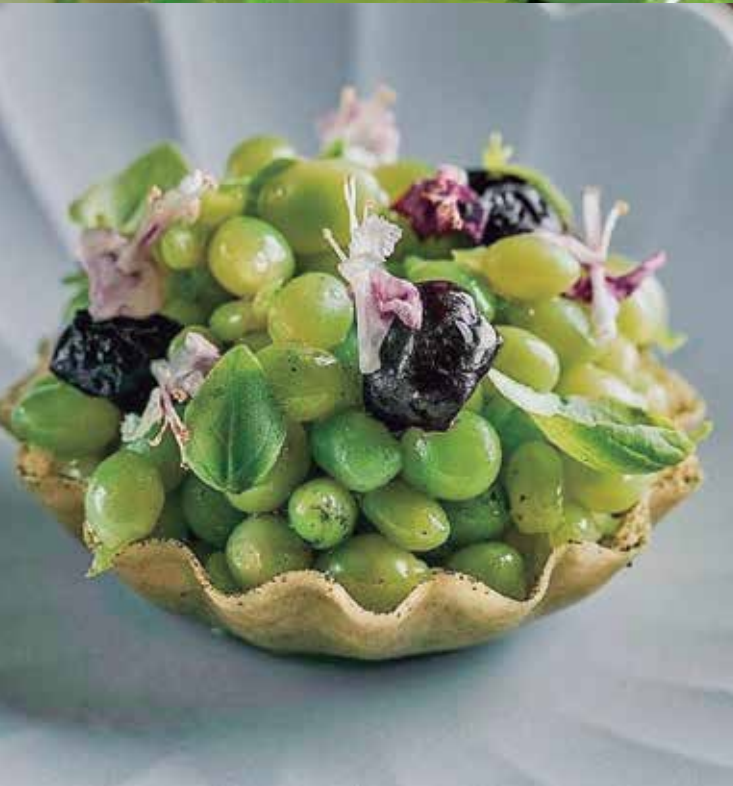


CONSERVAS
ANA MARÍA
Santña





Guisante lágrima (Tear pea)



The **tear pea** is a very special kind of pea that originally only grew at a very tiny piece of coastline land in the small fishing village of Getaria. The town where J.S. Elkano was born, also hometown of the Txakoli wine, and internationally known for its outstanding restaurants, is the almost magically chosen place by this vegetable to blossom.

Harvested with great care, only by very experienced hands, and normally during sunrise so that temperature is still low and this delicacy remains fresh, this pea with the shape of a drop or a tear (**malkoa** in basque language), is an object of desire for Michelin starred chefs from the Basque Country.

Now and thanks to elkano F&B you can have it too.

Limited harvest. Limited amounts for sale.



MalkOa

CAVIAR VEGETAL



About 200 gr
of frozen tears.
Only in season.



Also available canned
while supplies last.



From San Sebastian to the world

LUKAN is a small central kitchen that carefully cooks traditional basque cuisine delicacies. Born in San Sebastian, and strongly attached to a land where food is almost a religion, **LUKAN** delivers in every jar a piece of the best **Basque cuisine**.

We at elkano offer you one of their top products: stuffed peppers with the best fresh fish and seafood.





Tuna
stuffed
peppers



Baby squid
stuffed
peppers



Cod
stuffed
peppers



Crab meat
stuffed
peppers



Basque (mother) sauces

You can now add a master touch to your dishes in seconds, without the hard work and access to the right ingredients, anywhere in the world.

The sauces made by **LUKAN** are home cooked style and made with only fresh and top ingredients bought in local markets.





Pepechup
Piquillo
Sauce



Pepechup
Piparra
Sauce







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