EcoSpoon

Sustainable Hospitality Cutlery for Spain's HORECA Sector



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THE PROBLEM

The World Is Drowning in Plastic

A Global Regulation Has Changed Everything

EU Directive 2019/904 now bans single-use plastic cutlery across all European Union member states. In Spain alone, over 83,000 HORECA businesses — hotels, restaurants, cafés, and gelaterias — are legally required to replace plastic spoons, forks, and knives immediately.

The Market Has No Good Answer Yet

Current alternatives fall short. Wood spoons are cheap but split easily, leave a bad taste, and fail to meet the quality expectations of premium hospitality operators. There is currently no premium, branded, biodegradable paper spoon available through Spain's major foodservice distributors.

This Is the Gap EcoSpoon Was Built to Fill

83,000+

HORECA businesses in Spain affected by the EU plastic ban

€2.1B

Sustainable packaging market in Spain, growing 17% annually

0

Premium branded paper ice cream spoons in BETIK's catalog

MARKET OPPORTUNITY

The Opportunity

Why Spain?

Spain welcomes over 85 million tourists annually, generating massive seasonal demand for food service and disposable cutlery — particularly ice cream and gelato spoons in summer.

Why Sustainability?

EU Directive 2019/904 bans single-use plastics across Europe. Spain's 83,000+ HORECA businesses now face regulatory pressure to replace all plastic cutlery immediately.

Why Now?

The market for sustainable packaging in Spain is worth €2.1B and growing at 17% annually. There is currently no premium branded paper spoon available through Spain's leading foodservice distributors.

€2.1B Sustainable packaging market in Spain

83,000+ HORECA businesses across Spain

17% Annual growth in eco-packaging demand

THE PRODUCT

EcoSpoon — The Product

What is EcoSpoon?

EcoSpoon is a premium paper-based biodegradable ice cream spoon, developed exclusively for BETIK and designed for the HORECA sector. It replaces single-use plastic spoons with an FSC-certified, compostable alternative that maintains premium quality.



Main Benefits

- 100% biodegradable and compostable — zero plastic
- FSC-certified paper — responsibly sourced
- Smooth mouthfeel, no splinters — engineered for ice cream
- Custom logo printing — branded spoons for each business
- EU Directive 2019/904 compliant

THE PRODUCT

EcoSpoon — The Product



EcoSpoon — The Product



EcoSpoon — The Product



THE COMPANY

About BETIK — Industrias Betik S.A.

betik

Who is BETIK?

Industrias Betik S.A. is one of Spain's leading foodservice packaging distributors, with over 85 years of industry experience serving hotels, restaurants, cafés, and catering businesses across Spain and Southern Europe.

Key Strengths

- 85+ years of market experience and brand trust
- 1,000+ product references — true one-stop-shop
- 20 sales agents across Spain and Southern Europe
- 48–96h delivery in the Iberian Peninsula

Why BETIK for EcoSpoon?

BETIK already sells sustainable tableware (bamboo, sugarcane, compostable) but has no premium paper ice cream spoon. EcoSpoon fills this gap directly, using BETIK's existing 20-agent sales network and HORECA client relationships.

Value Proposition & Porter Strategy

Customer Problem

- EU plastic ban — immediate compliance pressure
- Wood alternatives are low quality (soggy, splintery)
- No premium branded biodegradable option exists
- Customers increasingly demand sustainable choices

EcoSpoon Solution

- 100% biodegradable and EU-compliant
- Premium paper — smooth, durable, food-safe
- Custom branding per client — adds perceived value
- Distributed through BETIK's trusted HORECA network

Porter Strategy: Differentiation Focus

EcoSpoon does not compete on price. We win on quality, sustainability credentials, and custom branding — targeting HORECA businesses that value premium products over cost.

Premium Product: FSC-certified paper designed specifically for ice cream — not a generic spoon.

Sustainability Leadership: Compostable, compliant, and certifiable — ahead of competitors.

Distribution Advantage: BETIK's 85+ years and 20 agents provide immediate market reach.

Branding: Custom logo printing turns a commodity into a brand asset for clients.

MARKET SEGMENTATION

Segmentation & Target Audience

Geographic

- Launch market: Barcelona (2026)
- Phase 2: Madrid, Valencia, Seville
- Phase 3: National Spain coverage
- Phase 4: European Union markets

Demographic (B2B)

- SMEs and chains in the HORECA sector
- Gelaterias, ice cream shops, cafés
- Hotels, restaurants, catering groups
- Sustainable-focused food & beverage operators

Psychographic

- Operators with sustainability values
- Brand-conscious, quality-first buyers
- Compliance-driven procurement teams
- Businesses investing in guest experience

Behavioral

- Currently using plastic or low-quality wood spoons
- Seeking EU-compliant alternatives now
- Purchases in recurring bulk orders
- Open to switching suppliers for better quality

TARGET BUYER PERSONA

Buyer Persona: Carlos Martínez



Carlos Martínez, 38
Gelateria Owner · Barcelona

Goals

- Serve 300+ customers per day during summer
- Build a sustainable, modern brand identity
- Differentiate from competing gelaterias

Pain Points

- EU plastic ban — urgent compliance required
- Wood spoons split, taste bad, and reflect poorly on quality
- Customers increasingly notice and care about sustainability

Needs

- Reliable, high-quality biodegradable spoon supply
- Custom branding options to reinforce brand identity
- Competitive pricing for recurring bulk orders

7P Marketing Mix

Product	Premium FSC-certified paper ice cream spoon. Biodegradable, compostable. custom logo printing. Designed for gelaterias and HORECA businesses.
Price	Tiered B2B pricing: €0.074/unit (1000 units), €0.065/unit (5,000 units), €0.05/unit (10,000+ units). Penetration pricing for launch; volume discounts to drive retention.
Place	Distributed via BETIK's 20-agent sales network across Spain and Southern Europe. Online orders via ecospoon.lovable.app. Trade show presence at HIP Madrid and Hostelco Barcelona.
Promotion	Google Ads Performance Max (€900) targeting HORECA decision-makers. Meta Advantage+ Leads (€1,200) on Facebook and Instagram. SEO content and free sample campaigns.

7P Marketing Mix (continued)

People	BETIK's 20 experienced sales agents as primary channel. Sustainability-focused training. Dedicated EcoSpoon account managers for key accounts.
Process	Discovery → Free Sample Request → 2-week Trial → B2B Contract → Recurring Bulk Order. Streamlined online ordering portal with fast delivery.
Physical Evidence	FSC and compostable certifications printed on packaging. Professional branded website. Sample kits sent to prospects. EU Directive 2019/904 documentation provided.

Together, the 7Ps ensure EcoSpoon is premium in product, competitive in price, accessible in distribution, and credible in every customer touchpoint.

Commercialization Strategy

Phase 1 — Barcelona Launch (Q3 2026)

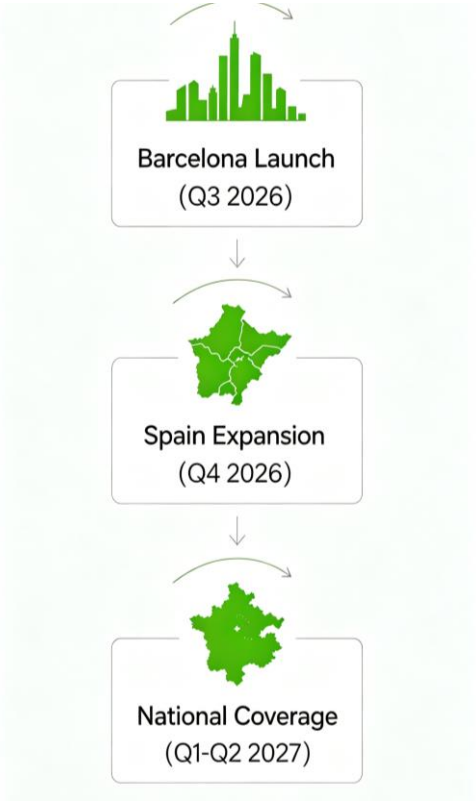
- Activate BETIK's sales agents in Barcelona
- Launch Google Ads and Meta Ads campaigns
- Free sample campaign targeting 500 gelaterias
- Establish ecospoon.lovable.app as B2B lead hub

Phase 2 — Spain Expansion (Q4 2026)

- Expand to Madrid, Valencia, and Seville
- Attend HIP Madrid and Hostelco Barcelona trade shows
- Deploy retargeting campaigns for warm leads
- Target: 50+ active B2B contracts

Phase 3 — National Coverage (Q1–Q2 2027)

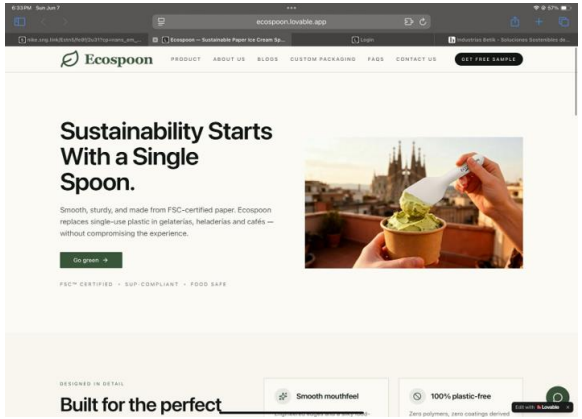
- Full Spanish market via BETIK's national network



Communication Strategy & Channels

Website

ecospoon.lovable.app serves as the B2B hub — product catalog, lead capture form, sample request. Built to convert hospitality buyers and reinforce brand credibility.

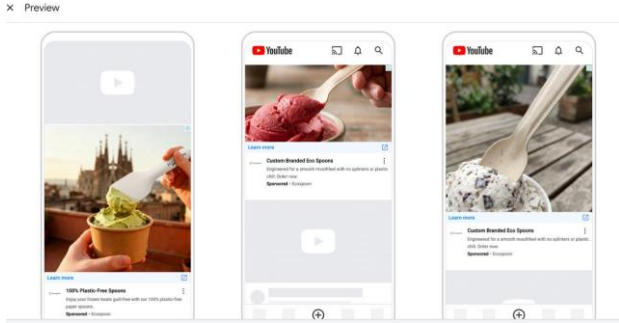


SEO & Blog

Three targeted blog articles published around keywords including 'biodegradable ice cream spoon Spain' and 'sustainable hospitality supplies'. Builds long-term organic traffic and brand authority.

Google Ads

Performance Max campaign targeting hospitality decision-makers actively searching for sustainable packaging. Achieves 89.1% optimization score. Runs across Search, Display, YouTube, and Gmail.



Meta Ads

Advantage+ Leads campaign on Facebook and Instagram. Campaign score: 100. Targets business owners and hospitality managers with visual content. Generates awareness earlier in the purchase journey.

MARKETING GOALS & KPIS

Marketing Objectives & KPIs

SMART Objective

Generate a minimum of 20 qualified B2B leads from Barcelona's HORECA sector within 30 days, using a combined Google Ads and Meta Ads campaign with a total budget of €2,100 (June–July 2026).

Google Ads Performance Max

Impressions	16,700
Clicks	750
Click-Through Rate (CTR)	4.5%
Conversions (Leads)	20
Budget	€900

Meta Ads — Advantage+ Leads

Impressions	127,000
Clicks	1,714
Click-Through Rate (CTR)	1.35%
Qualified Leads	46
Budget	€1,200

Total Projected Leads from Both Channels: **66 qualified B2B leads**

Budget & Expected Results

Campaign Budget

Google Ads — Performance Max	€900
Meta Ads — Advantage+ Leads	€1,200
Total Campaign Budget	**€2,100**

Budget Rationale

Google Ads captures high-intent buyers actively searching for sustainable packaging. Meta Ads reaches hospitality business owners earlier in their decision-making process via Facebook and Instagram. Together, they create a balanced full-funnel strategy.

Expected Results

Google Ads Impressions	16,700
Google Ads Clicks	750
Google Ads Conversions	20
Meta Ads Impressions	127,000
Meta Ads Clicks	1,714
Meta Ads Leads	46
Total Qualified B2B Leads	**66**

These projections are based on industry benchmarks for HORECA B2B campaigns in Spain and the performance scores achieved: Google Ads 89.1% and Meta Ads 100 campaign score.

Recommendations & Future Growth

Expand Digital Advertising Across Spain

Once Barcelona proves the model, scale Google Ads and Meta Ads campaigns to Madrid, Valencia, and Seville. Increase budget proportionally as leads convert into recurring clients.

Invest in SEO Content Production

Publish 2–3 blog articles per month targeting sustainability and HORECA keywords. SEO delivers long-term organic traffic at zero marginal cost — critical for reducing CPL over time.

Develop Hospitality Partnerships

Partner with HORECA industry associations, sustainability certifiers, and culinary schools to increase brand credibility and reach. Co-branding with eco-certification bodies adds trust.

Implement Retargeting Campaigns

Deploy pixel-based retargeting on Meta and Google to re-engage website visitors who did not convert. This cost-efficiently nurtures warm leads already aware of EcoSpoon.

European Market Entry



Conclusion

EcoSpoon — The Opportunity, The Strategy, The Impact

The Opportunity: Spain's 83,000+ HORECA businesses face an urgent EU plastic ban while the sustainable packaging market grows 17% annually. No premium paper spoon exists through Spain's top distributor.

The Strategy: EcoSpoon launches through BETIK's 85-year-old network, targeting gelaterias and HORECA operators in Barcelona with a differentiation focus strategy. We win on quality, sustainability, and branding.

The Campaign: A €2,100 digital campaign combining Google Ads Performance Max and Meta Advantage+ Leads projects 66 qualified B2B leads, with a website, SEO blog, and free sample program supporting conversion.

The Impact: Barcelona → Spain → Europe. With 200+ active clients in Spain by Q2 2027 and EU expansion from 2027+, EcoSpoon positions BETIK as a leader in sustainable hospitality packaging across Europe.



"Sustainability Starts With A Single Spoon."

Thank You

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Questions welcome.