



Case Study: EyestormMarket Program

Helping Latin American and Spanish Gourmet Brands Navigate Entry into the U.S. Market

The Challenge

For many Latin American and Spanish gourmet brands, breaking into the U.S. specialty food market is challenging. Distributors, retailers, and consumers are often unfamiliar with these products, making education and storytelling essential. Coupled with complex compliance requirements and high distribution costs, even high-quality brands struggle to gain visibility in a crowded marketplace.

The Eyestorm Solution

In 2024, Eyestorm introduced the **EyestormMarket Program**—a comprehensive entry and growth initiative designed specifically for Latin American and Spanish gourmet brands. Recognizing storytelling as critical as logistics, the program blended market entry facilitation with tailored brand-building strategies:

- **Gourmet-Bodega.com**
A curated e-commerce platform showcasing premium products, highlighting unique brand stories and enabling direct-to-consumer sales.
- **GourmetBodega Amazon Store**
Leveraged Amazon's extensive network to increase product discovery, trial, and accessibility among broader audiences.
- **Brand Representation & Marketing Support**
Provided compliance and logistical guidance for seamless U.S. market entry, combined with compelling storytelling, strategic marketing, and targeted brand activations to establish credibility and drive consumer awareness.
- **Storytelling & Market Education**
Positioned cultural storytelling and product education centrally, helping brands effectively communicate heritage and value to unfamiliar U.S. distributors, retailers, and consumers.



Engagement at the Fancy Food Show 2024

EyestormMarket directly engaged Latin American and Spanish gourmet brands at the 2024 Summer Fancy Food Show in New York. These interactions clarified each brand's readiness, export capabilities, and marketing needs, informing Eyestorm's strategic approach.

Outcomes & Insights

Brands showed strong interest but identified product readiness and timing as critical factors for market entry. Key insights included:

- Brands preferred joining the program when fully export-ready.
- A phased-entry approach was essential for aligning supply chain readiness with marketing initiatives.
- Long-term partnerships emerged as vital for sustainable success.

Key Takeaways

- **Market Readiness is Essential:** Align entry programs with brands' export and operational readiness.
- **Events Provide Valuable Insights:** Direct engagement at events like the Fancy Food Show offers significant market intelligence and relationship-building.
- **Strategic Flexibility:** Eyestorm's phased approach ensures brands maximize impact when they're truly ready.

Ready to Bring Your Gourmet Brand to the U.S.?

Eyestorm offers strategic storytelling and activation programs to build visibility, trust, and market traction for specialty food brands.

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