

THE INNOVATION JOURNEY

Judith Iturbe's La Balluca stands out as an innovative force in Spain's craft beer scene. Despite being the country's smallest brewery, their approach to local production and sustainability sets them apart. They craft top-notch beer using exclusively local ingredients sourced from Guadalajara and Aragón, championing the circular economy and OKM concept. Their sales strategy, initially targeting bars, restaurants, and regional shops, reflects a strong commitment to community support.

As they expand into the capitals of Guadalajara and Zaragoza, La Balluca demonstrates that small craft breweries can thrive by prioritising quality, sustainability, and regional collaboration. This innovative ethos mirrors the current trend favouring local, sustainable products in the brewery industry.



THE INNOVATION IMPACT

Judith's achievements, including recognition through the Talent Programme 2022 and winning the Entrepreneur Women 2021 award in the Rural Category in Guadalajara, underscore her significant contribution to rural entrepreneurship and her ability to excel in a fiercely competitive craft beer sector.

At a national level, La Balluca's emphasis on local, sustainable production and engagement with circular economy principles serves as a model for how small breweries can thrive while promoting ethical, environmentally friendly sales practices. Their expansion into major cities like Guadalajara and Zaragoza signals promising growth in the beer market, where they are gaining acclaim for their product quality and authenticity.

Operating Spain's smallest brewery, she has successfully increased sales and expanded her business footprint, proving the viability of her business model—a model grounded in sourcing ingredients exclusively from Guadalajara and Aragón.

USEFUL LINKS

https://www.facebook.com/laballuca/?locale=es_ES
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