



Catalog / Own Brand Grupo BR Distribuciones Gourmet

LA CHARCUTERIA DE PABLETE

The Spanish brand that stands out on the shelf and helps to sell.

- Exclusive private label brand
- Attractive and memorable design
- Displays that drive sales





What is La Charcutería de Pablete?

La Charcutería de Pablete is the flagship brand of Grupo BR Distribuciones Gourmet, offering Spanish charcuterie wrapped in a unique, fun, and unforgettable visual identity.

Our cast of animated characters—the Gourmet Pig, the Spirited Deli Lady, and the Dashing Bullfighter—turn every product into a magnet on the shelf. In an industry where everything looks the same, Pablete stands out.

And that difference translates directly into sales.

Why Pablete works at your point of sale::

 Maximum Visibility	Our illustrated packaging and custom branded displays grab attention instantly. Stand out where others fade into the background.
 A Unique Range	With over 17 varieties of fuet, our selection is built for discovery. From classic natural to gourmet options like truffle, wild boar, or fig—Pablete turns every purchase into a new experience. Customers aren't just looking for a product; they're looking for which one to try next.
 Turnkey Solutions	We offer three ready-to-use display formats. Your point of sale is ready from the very first order, with zero extra effort required from the distributor.
 Europe-Ready	A modern, playful brand identity that connects with consumers across Europe. Our range is perfectly suited for gourmet shops, hospitality (HoReCa), and major retail chains.



Cured Meats: La Charcuteria de Pablete



SARTA CHORIZOCASERO RIOJANO DULCE 200 GRS.

SARTA CHORIZOCASERO RIOJANO PICANTE 200 GRS.



CHORIZO CULAR IBERICO 400-450 GRS.

SALCHICHÓN CULAR IBERICO 400-450 GRS.



TACO JAMON CURADO 500 GRS.



TACO LOMO RESERVA 400 GRS.



Snack Fuet

La Charcuteria de Pablete 300 Gr.



OUR FLAVORS:

NATURAL FUET SNACKS (300g)

NATURAL FUET BITES (300g)

WILD BOAR FUET SNACKS (300g)

HAZELNUT FLAVOR FUET SNACKS (300g)

BLUE CHEESE FUET SNACKS (300g)

TRUFFLE FLAVOR FUET SNACKS (300g)

BULL MEAT FUET SNACKS (300g)

FOIE GRAS FLAVOR FUET SNACKS (300g)

CURED HAM FLAVOR FUET SNACKS (300g)

CHORIZO SNACKS (300g)



FUET EXTRA 150 GR.

OUR FLAVORS:

NATURAL FUET (150g)

GARLIC FUET (150g)

PEPPER-CRUSTED FUET (150g)

WILD BOAR FUET (150g)

HERB-CRUSTED FUET (150g)

PAPRIKA FUET (150g)

MUSHROOM FUET (150g)

BLUE CHEESE FUET (150g)

FIG FUET (150g)

TRUFFLE FLAVOR FUET (150g)

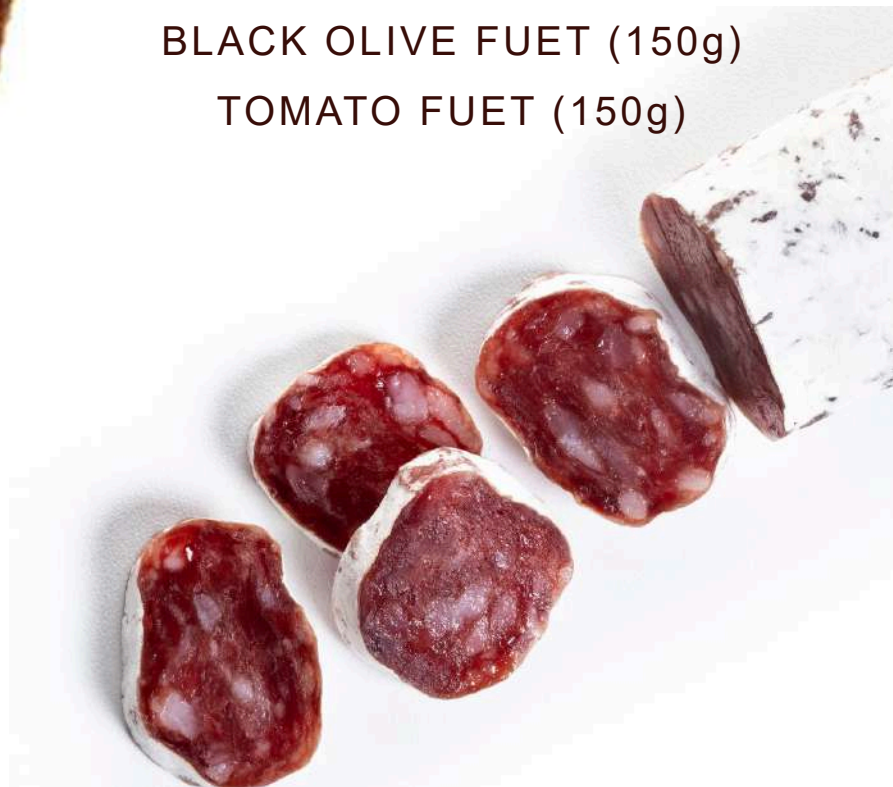
WALNUT FUET (150g)

CURRY FUET (150g)

BULL MEAT FUET (150g)

BLACK OLIVE FUET (150g)

TOMATO FUET (150g)





Display Stand

1,50m



Display 1,50m



Countertop Display





Countertop Display



LE MEILLEUR DU TERROIR
SÉLECTIONNÉ POUR VOUS



Ham Display Stand



**+ T-SHIRT
GRATIS**



Gift box



GRAND COFFRET ESPAGNOL: JAMBON + CHARCUTERIE

Le souvenir gourmand 100 % Espagne - authentique & festif

2 CADEAUX INCLUS:
VIN + T-SHIRT



Ce coffret contient :

- Jambon Reserva Pabete - 10 mois d'affinage
- Charcuterie de Santa Catalina & Salsicuas Artesanales de Salsicuas
- Salsicuas de Montaña de Puerto Chardón, Pin dehesa, pinero & Pedro Ximénez
- Salsicuas de Vinagre
- Cadeaux inclus : bouteille de Rioja Crianza et 1 shirt personnalisé Pabete - OFFERT

*Photos non contractuelles
& susceptibles d'être modifiées



LA CHARCUTERIA DE
PABLETE



Gift box

- 1 Cured Shoulder Ham (4.2 – 4.8 kg) La Charcutería de Pablete – Aged for 10 Months
- 1 Bottle of Rioja Antaño Crianza Red Wine – Complimentary
- 1 Cotton T-shirt with Logo La Charcutería de Pablete – Complimentary
- 1 Sierra Noble Acorn-Fed Iberian Chorizo (200g)
- 1 Sierra Noble Acorn-Fed Iberian Salchichón (200g)
- 1 Assorted Pack of 4 Iberian Patés by Iberitos (92g) (Iberian, Fine Herbs, Pepper, and Pedro Ximénez)
- 1 Soler Mini Sobrasada de Mallorca (250g)
- 1 Decorative Ham Presentation Box with Handle





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How to Partner with Pablete

1	Get in Touch	Email us at rebecca@brspanishgourmet.com or register at brspanishgourmet.com . You'll get access to our price list in less than 24 hours.
2	Choose Your Display	Select the size that fits your space: Countertop (39x39cm) or Medium (80x150cm).
3	Define Your Selection	We will recommend the best mix of flavors based on your specific market. Our orders are fully flexible and customizable.

Let's Talk!

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