

# MICRO2 CASE STUDY SPAIN

Cervezas Artesanales  
Alpujarreñas, Granada,  
Andalusia



## AT A GLANCE

Cervezas Alpujarra is a great example of how a **rural micro enterprise** can successfully leverage digital technology to improve its operations, expand its reach, and **build a strong brand presence in the digital space**.

"Cervezas Alpujarra," a small **craft beer brewery** located in the province of Granada. The Alpujarra is a region located in the south of Spain, in Andalusia. It is located between the provinces of Granada and Almería.

Due to its geographical location between the Sierra Nevada, Sierra de Lújar, Sierra de la Contraviesa, Sierra de Gádor, the Mediterranean coast and the valleys of the rivers Guadalfeo and Andarax, Alpujarra is considered a rural area. Most of these **products** are made using traditional methods and **natural products**. Such is the case of cheeses, chocolates, jams, wines, hams and many others.

Cervezas Alpujarra produces high-quality, artisanal craft beer using traditional methods and locally sourced ingredients. In recent years, the company has embraced **digital technology** to improve its operations and reach new customers.

Cervezas Alpujarra created an **e-commerce** website 'La tienda de Alpujarra' (<https://latiendadelaalpujarra.com/tienda/>) where clients can **buy products online (not only craft beers)**. This has helped the company expand its customer base beyond the local area and reach customers all over Spain and even internationally.

This ensures that the company can quickly identify any quality issues and take corrective action.

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La Tienda de la Alpujarra



[www.latiendadelaalpujarra.com](http://www.latiendadelaalpujarra.com)

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LCervezas Alpujarra is a great example of how a **rural micro enterprise** can successfully leverage digital technology to improve its operations, expand its reach, and **build a strong brand presence in the digital space**.

Furthermore, in 'La Tienda de la Alpujarra' Aurelio, Celestino and Jorge offer a careful selection of the most representative products of the Alpujarra. Wine, cheese, oil, sausages, honey, jam, marmalade, beer... and of course the best known of all, ham.

La tienda de la Alpujarra has also leveraged **social media platforms such as Facebook and Instagram to promote its products and engage with customers**. By sharing photos and videos of its products and the beer brewing process, the company has been able to build a loyal following and generate buzz around its brand.

Overall, Cervezas Alpujarra is a great example of how a rural micro enterprise can successfully leverage digital technology to improve its operations, expand its reach, and build a strong brand presence in the digital space.