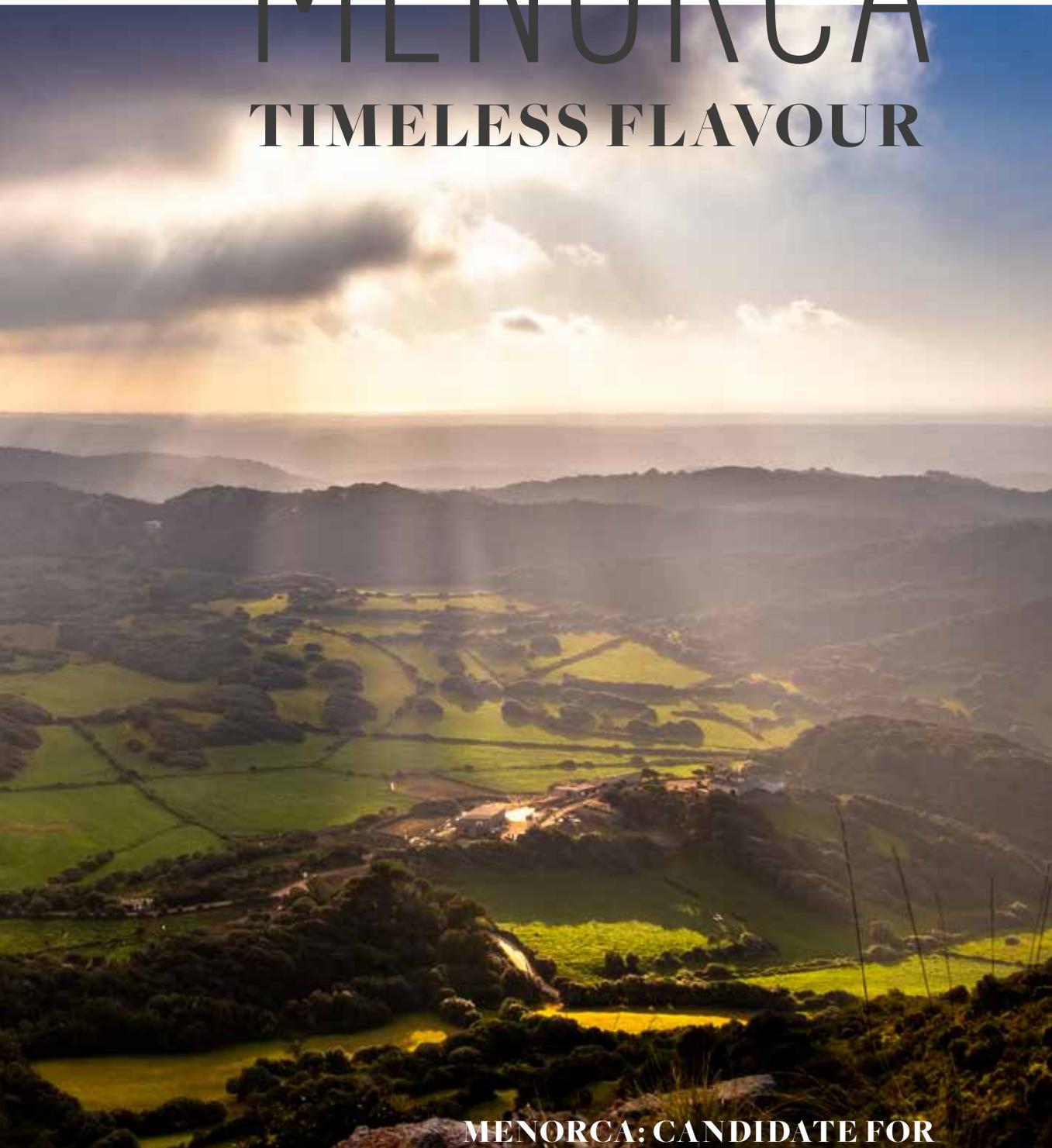


# MENORCA

## TIMELESS FLAVOUR



**MENORCA: CANDIDATE FOR  
EUROPEAN REGION OF GASTRONOMY 2022**



**- 14 -**  
EXCEPTIONAL  
SURROUNDINGS  
FOR A GASTRONOMIC  
REGION

**- 64 -**  
GASTRONOMY AS A  
CATALYST FOR LOCAL  
TOURISM

**- 84 -**  
ACTIONS AND INITIATIVES  
THAT HIGHLIGHT OUR  
COMMITMENT

**- 110 -**  
COMMUNICATIONS AND  
MARKETING PLAN

**- 28 -**  
OUR HISTORY, A CULINARY  
JOURNEY THROUGH TIME

**- 72 -**  
A YEAR-ROUND  
CULINARY FESTIVAL

**- 106 -**  
MONITORING, EVALUATION  
& LEGACY COMMITTEE  
2022 - MENORCA,  
TIMELESS FLAVOUR

**- 112 -**  
COLLABORATION WITH  
OTHER EUROPEAN  
REGION OF GASTRONOMY  
PLATFORM PARTNERS

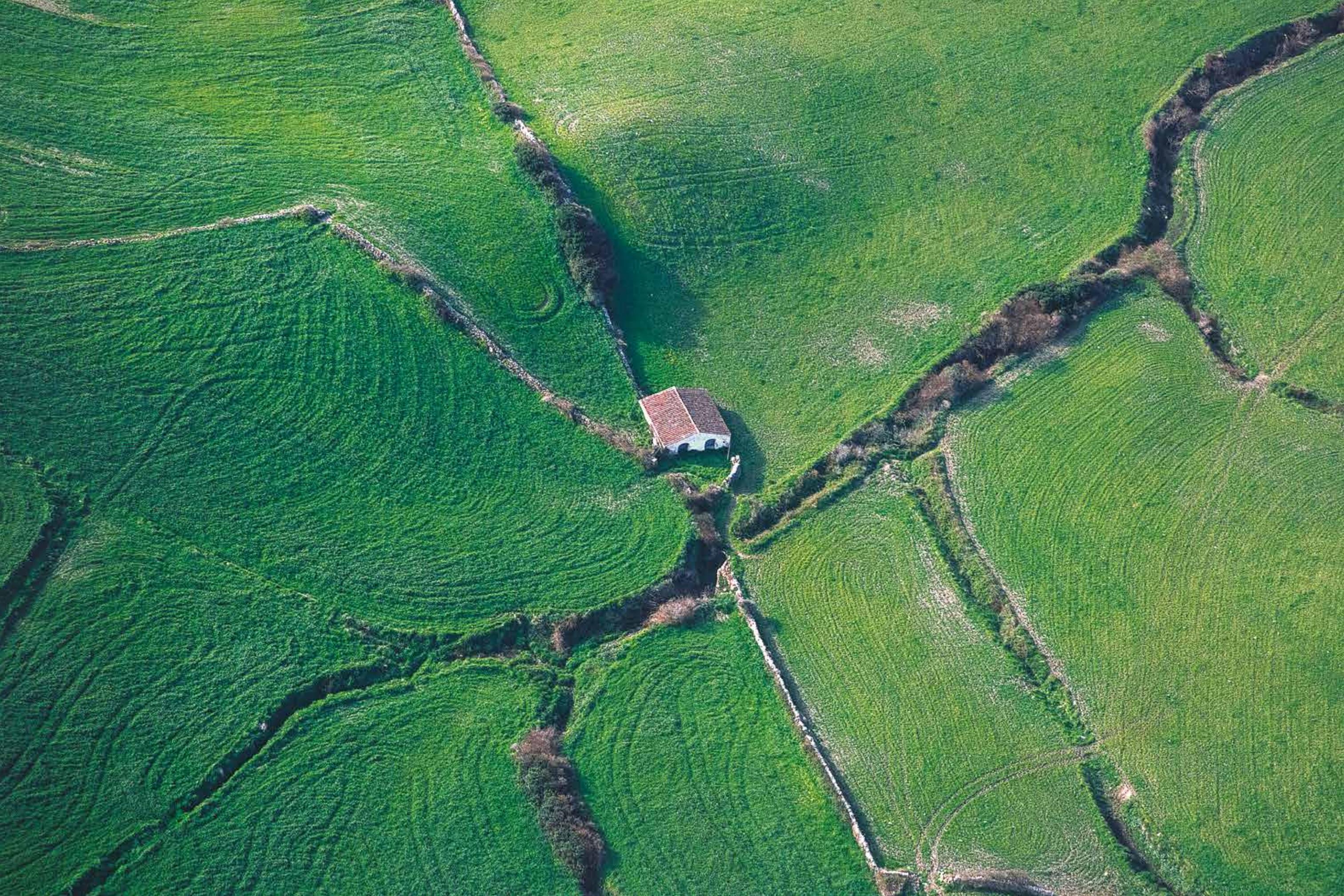
**- 38 -**  
MENORCA'S GASTRONOMY,  
ROOTS AND EXCELLENCE

**- 78 -**  
OUR  
MANIFESTO

**- 108 -**  
FINANCIAL FRAMEWORK  
OF THE PROJECT

**- 114 -**  
GOVERNANCE  
STRUCTURE

# CONTENTS





# European Region of Gastronomy 2022. Recognition and legacy

Although it barely covers 700 square kilometres, Menorca is home to interesting agri-food products of recognised quality, such as Mahón-Menorca cheese, and wines from the island of Menorca. These are of vital importance for the local economy and, above all, for the gastronomic culture of this beautiful island, which is closely linked to the Mediterranean's culture and food.

As Minister of Agriculture, Fisheries and Food, I would like to express my complete support, and that of this Ministry, for Menorca's candidacy to be named European Region of Gastronomy

2022 by the International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT).

Of course, this recognition would mean not only highlighting the importance of the rich gastronomic heritage and products related to the agriculture, livestock and fishing of this island, but also a commitment to contribute to its conservation. I am, therefore, confident that the excellent qualities of Menorcan gastronomy can be further disseminated, while at the same time promoting sustainable development with this valuable heritage at its heart.

**Luís Planas**  
Minister of Agriculture, Fisheries and Food  
(Government of Spain)

# Gastronomy of Menorca, a people united

Gastronomy is one of this island's most esteemed treasures, a culinary wealth that is deeply rooted in Menorca's history and idiosyncrasy. Mediterranean in its essence – as it could not be anything else – it is open to all kinds of influences from around the world, and a leader when it comes to innovation.

A heritage that Menorca has cared for and enriched over the years: At the same time, it has known how to share it with its visitors, shaping it into one of the island's most important draws as a tourist destination.

The people of Menorca are engaged and our society has a dynamic spirit. Thus, the candidacy for the island to become

European Region of Gastronomy 2022 is the fruit of a solid, serious process in which its main economic and social actors have eagerly become involved.

Menorca is renowned for its excellent quality of life, and for being a global benchmark in sustainability and environmental matters. Via a truly comprehensive programme, the island is keen to share and invigorate this expertise and elevate one of its core legacies: gastronomy.

As President of the Government of the Balearic Islands, I am giving my fullest support to Menorca as European Region of Gastronomy 2022 and wish the organisers and everyone behind it the greatest success.

**Francina Armengol**

President of the Government of the Balearic Islands

# Menorca: proud, hard-working and committed

Menorca is an island – an island biosphere reserve – whose main challenge and wish is to become an international example of sustainability and balance between human actions and the natural environment, while upholding our culture and heritage as our most precious values.

Thanks to a historical culinary tradition and deep rural roots, Menorca has a rich gastronomy and a huge variety of quality local products. Thus Menorcan gastronomy gathers the produce bestowed by the land, and by the Mediterranean Sea that surrounds it. This allows the island to offer a cuisine with its own identity that is local, unassuming and based on the Mediterranean diet, so desired

by others, and has been declared an Intangible Cultural Heritage of Humanity by UNESCO.

Today, Menorcan gastronomy has been greatly enhanced thanks to the excellent and coordinated work done hand in hand with the entire social and business fabric, with farmers and producers, and with other bodies. This allows us to promote our most time-honoured cuisine – which encompasses traditional dishes such as lobster caldereta, oliaigua, tomato and potato bake, fish dishes and stuffed courgettes and aubergines. It also allows us to promote innovative cuisine, which always has our traditional philosophy of working and contributing together to preserve and

disseminate our culinary culture and to encourage the use of 'Zero-Mile' produce at its core.

Menorca is a small island whose strength lies in its unity and richness, and in banding together. Thanks to our combined efforts, we are evolving in a key area of our culture via our Menorcan customs and, in a sphere of special relevance and protagonism, Menorcan gastronomy. Through our joint efforts, we once again show with total dedication that Made in Menorca products are of the highest quality and are products that we are all extremely proud of.

**Susana Mora**

President of the Menorca Island Council



# Menorca: an all-embracing gastronomic model

In recent years, Spain has brought three fundamental values to the world of gastronomy. Firstly, a global vision that allows gastronomy to be approached not only from a perspective of enjoyment or pleasure, but also from other perspectives that are just as important, such as health, culture, social relations and the economy. We have gone from seeing gastronomy as a concept for sensory satisfaction to something much broader, which encompasses science, art and culture. Secondly, the socialisation of gastronomy allows us to fully internalise an approach that must include not only a privileged few, but all citizens who shape today's societies. And lastly, a cuisine of freedom in gastronomy. So that professionals, and not just cooks, can give time and space to their creativity and capacity to innovate. And we as diners, the other great protagonists in the world of gastronomy, can also choose freely.

Moreover, gastronomy has made an extraordinary contribution to improving quality of life, has created savings for the national health service, generates income from consumption and tourism, and is, therefore, an element that will substantially change the prospects of Europe's population in the coming years. We Europeans must become aware that diet, food, pleasure and gastronomic culture are the basic building blocks for creating a modern, innovative society that is able to tackle the future. That is why I believe that a platform such as the European Region of Gastronomy is of vital importance for gastronomy and which, from an all-embracing point of view, can act as a key factor for modern societies in the 21st century. All-embracing because it plays a decisive role in spheres ranging from education to the environment, via the development of cultural identity, nutrition and health, diversity and sustainability, sensory and emotional satisfaction, innovation and creativity,

heritage and social cohesion, tourism and the economy.

And it is precisely in all these spheres that Menorca is a unique model of an all-embracing gastronomy. For its diverse raw materials, for the talent of its cooks, growers and producers, for its exceptional natural environment, for its extraordinary culinary legacy, for its multidisciplinary understanding of social relations, from art to science, for the commitment and awareness of Menorcans in promoting their economy and tourism in a sustainable way, and preserving the essence of the island as its greatest heritage. For all these reasons I believe that there is no better candidate than Menorca for European Region of Gastronomy 2022.

**Rafael Ansón Oliart**  
President of the Spanish Royal  
Academy of Gastronomy

# Menorca, Mediterranean gastronomic heritage

The island of Menorca and Girona – where elBulli was located until it closed, and where elBulli1846 will soon open – have a lot in common: our coasts are caressed by the same sea, the Mediterranean; the same wind, the Tramontana, blows over us; the orography of the Empordà coincides with that of inland Menorca, and both are melting pots of the peoples who settled there, their arts and cultures. Their culinary influences and age-old recipes have endured to the present day and we still use them in homes and restaurants. This refined legacy harmoniously and deftly integrates the best ingredients from the sea we sail on and from the land we tread.

During my visits to the island of Menorca, I not only saw the surprising plurality of cooking styles and the astounding personality of the local chefs, but I also witnessed the

diversity of the raw materials used, and the enormous respect that exists for local cuisine. Ways of working are close to the land, protecting quality and respecting the legacy left by past generations of cooks of hearty meals, artisan farmers, fishermen and livestock farmers. However, beyond the virtuosity of the work of these gastronomy professionals, I felt the great sensitivity and awareness its inhabitants have for sustainability and for controlling the growth of tourism to preserve the wealth of the island's pantry and its natural resources.

This care for – and pride in – defending and maintaining what is autochthonous while looking after and protecting its resources are the best foundations for continuing to build a cuisine that deserves to be a benchmark in the Mediterranean. The lure of its recognisable, subtle and differentiated cooking, not to mention the importance

of its status as a Biosphere Reserve, and of the Mediterranean diet as an Intangible Cultural Heritage of Humanity, are also things that captivate visitors. As a result, I believe that the title European Region of Gastronomy 2022 would be key for the consolidation and expansion of Menorca's gastronomic identity.

**Ferran Adrià**

President of elBulli Foundation





01

**Exceptional  
surroundings  
for a**

**gastronomic  
region**





# SPAIN AS A MODEL FOR GOOD FOOD AND HAPPINESS

Spain is an international gastronomic power and an indisputable protagonist in the world's gastronomic market. Agri-food is a pillar for Spain, which is outstanding as a producer and exporter for a range of agricultural activities, and shines when it comes to the meat and fishing industries. At the same time, price competitiveness has shifted to quality competitiveness, allowing a number of Spanish products to position themselves at the very highest level on the international market.

The next link in the chain, food distribution – both wholesale and retail – has become more professional, and this is true of supermarkets all the way to gourmet delis. In addition, and going a step beyond this gastronomic chain, the restaurant industry has grown, diversified and innovated via myriad business models, and this can be appreciated in the most modest bar to the most sophisticated eatery.

Furthermore, great regional culinary diversity, whose appeal lies in the use

of traditional recipes, coexists with haute cuisine; the latter spearheads the international scene thanks to the revolution brought about by Ferran Adrià at elBulli, which was preceded by the 'New Basque Cuisine' movement and is continued today by several generations of chefs whose cooking is contemporary and creative. And lastly, vis-à-vis tourism, Spain is unquestionably appetising on the food front.

The sum of these factors coalesces in an alliance that guarantees a veritable 'Made in Spain' supremacy in the context of international gastronomy.

The gastronomic sector is constituted by agricultural, livestock and fishing production together with the food and beverage industry (with Spanish wineries playing a leading role) and distribution via supermarkets, hypermarkets, specialised shops and HORECA. The sum of these activities represents production worth €388 billion, and offers the following

**Traditional recipes coexist with haute cuisine**

**15% of international tourists visiting Spain do so for gastronomic reasons**  
**15.5% of international tourist expenditure in Spain is generated by gastronomy**

conclusion: **gastronomy, in other words this value chain, represents 33% of Spain's GDP.**

**In addition, it represents €168 billion of Gross Value Added, 14% of GDP; and employs 3.73 million workers, 18% of total employment in Spain.**

Spain's agri-food exports represent 16.8% of total Spanish foreign trade. As for tourism, 15% of international tourists visiting Spain come for gastronomic reasons; in addition, 15.5% of what international tourists spend in Spain goes on gastronomy.

In the 'sub-sector' of haute cuisine, Spain has 206 Michelin-starred restaurants, a figure that could undoubtedly be greater given the high level of Spain's restaurant sector, but which historically has only been surpassed by countries such as Japan, France, Italy and Germany. On the other hand, a domestic rating, such as that given by the Repsol Guide, distinguishes 524 restaurants with Repsol Suns. In addition, **Spain's international importance can be seen by its presence on lists like The World's 50 Best Restaurants 2019, with a record number of 7 eateries among the 50 best in the world (followed by the United**

**States, with 6), 3 on the Top 10 list (followed by Denmark, France and Peru, each with 2), and 13 restaurants in the Top 120 worldwide.**

From a qualitative point of view, we must take into account the appeal of Spain's gastronomic sector in terms of the quality of its products, its regional diversity, the continuous improvement of its image, a growing appreciation by the general public of cooking and of cooks, the international visibility of chefs and their creative capacity to design dishes, not to mention innovative business models, the importance of the Mediterranean diet (at the heart of Spanish cuisine) as a healthy way of eating, the recognition of the tapa ('fashionable' on a global level) as a culinary Made in Spain model and, in short, the positive impact of gastronomy on Brand Spain.

Although the impact of gastronomy on Spain's economy is based on solid roots and brings about multiple opportunities, it also poses a series of challenges that must be considered in order to maintain and increase the competitiveness of the activities that constitute it. This entails promoting innovation and consolidating its leadership in different sub-sectors, ideas that this report analyses from a quantitative and qualitative perspective.





Exceptional surroundings for a gastronomic region

# THE BALEARIC ISLANDS AS A MODEL OF CULINARY DIVERSITY

The archipelago of the Balearic Islands is made up of Mallorca, Cabrera, Menorca, Ibiza and Formentera. In total, the territory covers 4,992 km<sup>2</sup>, and as a region it is small when compared to other Autonomous Communities. Its population is 1,187,808. Although their origins are similar on a time scale, over the centuries, each island has defined its identity and gastronomy according to its local natural pantry, the diverse influences received from other cultures which settled there, and its commercial activities.

Today, Ibiza's gastronomy is the most international and cosmopolitan, with the greatest cultural mix as local ingredients and techniques are combined with Asian, Latin American and other European influences. Given that it depends on seasonal tourism, local species such as *pollo de payés* (a free-range chicken with firm meat and a pronounced flavour) are only eaten at home. However, typical seafood stews such as *bullit de peix*, *borrida de*

*ratjada* and Ibizan *salmorra*, and sweets such as *flaó*, *greixonera*, *orelletes*, or *macaron de Sant Joan* can be found in a few places. As in Mallorca, they grow traditional produce such as almonds and carob, but the agricultural industry is dwindling with each generation.

Formentera – an extension of Ibiza's customs, ways and cuisine – has a pantry of ingredients that are identical yet different, such as *peix sec* (dried fish) used in the ubiquitous country-style salad, liquid salt, dried figs, fresh goat's and sheep's cheese, honey, and *bescuit* (a slow-baked bread with a toast-like texture, which has to be soaked before being eaten). It is one of the most peculiar ingredients of their country-style salad.

For its part, Mallorca still retains a unique culinary identity, one that includes other influences. This can be clearly seen in its agricultural sector, as well as in its processing industry of primary products and their value-added



marketing, and in its various types and categories of restaurants. Its best-known products include *sobrassada*, *ensaimada*, wine, olive oil and almonds. The products, in addition to fruits and vegetables, fish from its coasts, and meat from locally raised animals, are used by restaurants in modern versions of local recipes. It is thus possible

to enjoy dishes such as *frit mallorquí*, *trampó*, *escaldums*, *tombet*, stuffed snails, roast suckling pig, *arròs brut* and *sopes mallorquines*. Sometimes they are prepared in a purely traditional way, other times they are given a modern and contemporary twist, yet the essence of their origins always comes through.

**Each island has defined its gastronomy identity according to its local pantry, diverse cultural influences from previous settlers and ongoing commercial activities**

# MENORCA, TIMELESS FLAVOUR

Menorca is an island filled with contrasts and has a very distinctive personality. Located in the middle of the western Mediterranean, sculpted by wind and the sea, it has wealth of natural heritage, and its history goes back over four thousand years thanks to the extraordinary legacy drawn from the various cultures that settled there over the centuries.

**The adaptation of animal and plant species to this rocky island, set quite a distance from the mainland, has given rise to unique forms of life in the natural world.** Climatic conditions and contrasting geology have allowed a great biodiversity to flourish, and this has benefited from the hands of local farmers who, year after year, have wisely cultivated the land. Ancestral human use has left an indelible mark on the territory and has shaped an intensely humanised landscape that has become a pillar of the island's identity. The landscape reflects the harmony that coexisted, until just a few decades ago, between human use of the land and the natural environment, especially with regard to agriculture and livestock farming,



activities that continue to this day. All your senses come into play when you visit this Biosphere Reserve, offering you the possibility and the responsibility of contributing to the maintenance of its important legacy.

Menorca tantalises everyone who visits. The powerful spell it casts over those who are open to capturing its qualities leaves a mark. The island's cuisine has been influenced by its history, climate and orography, resulting in a gastronomic diversity which, paradoxically, is unknown to most visitors.

**Because the cuisine of the island is Mahón-Menorca cheese. But also esclatasangs, capers, samphire, oliagua, saffron, chamomile, flor de Fornells salt, and sulla honey. Menorca is ensaimada. But also rubiols, crespells, coca, congret, panet de mort and carquinyols. Menorca is caldereta. But also cega amb coc, perdius amb col, caragols amb cranca, pilotes a la menorquina and conill ab pixotera. Menorca is sobrasada. But also camot, vermella, cuixot, carn i xua, butifarró, lamb,**

and snails. Menorca is lobster. But also *cap roig*, *escupinyes*, *molls*, *corns*, snake's locks anemone, monkfish, oysters from the port of Mahón, *espardenyas* and *raors*. Menorca is gin. But also craft beer, as well as quality wines made from local and non-local grape varieties.

Fortunately, one of Menorca's virtues is the unstoppable change of its agri-food and artisanal revolution. Producers, growers, farmers, distributors, small business owners and restaurateurs are committed to a network they have created; one which is fast becoming consolidated and will continue to be hugely successful in the future. To complement this, the restaurant scene in Menorca is also sympathetic to international trends. In addition to the cooks and entrepreneurs who seek out local traditions and identity, there are others whose cuisine is more open to fusion and outside influences, but they do not forsake the idea of deftly integrating raw materials or local techniques in their dishes. **The past decade has seen the rise of a movement that reaffirms pride in local identity, that sings the praises of autochthonous raw materials, of inherited traditions, and of Menorcan recipes.** This trend is mainly thanks to a generation of cooks, small business owners, winemakers, restaurateurs, politicians, artisans, farmers and entrepreneurs who see Menorca's diversity as a special gift.

# SOME FACTS ABOUT MENORCA

OVER 200 PRODUCERS IN 20 DIFFERENT CATEGORIES



MENORCA MEASURES 702 SQUARE KMS, LESS THAN A FIFTH OF MALLORCA ISLAND

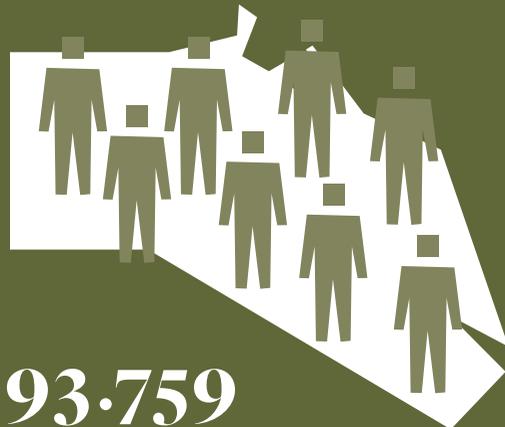


11,000 KM OF DRY-STONE WALLS, OVER HALF THE LENGTH OF THE GREAT WALL OF CHINA

11.000km



A POPULATION OF 93,759  
130 INHABITANTS PER SQUARE KM



1.500

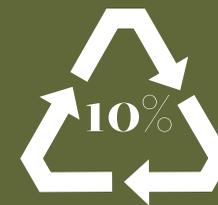
MORE THAN 1,500  
ARCHAEOLOGICAL SITES THAT  
ARE OVER 4,000 YEARS OLD



BECAUSE OF ITS STRATEGIC LOCATION IN THE MEDITERRANEAN, IT HAS BEEN SETTLED BY ARABS, THE FRENCH AND ENGLISH, AND IS A MELTING POT OF CIVILISATIONS

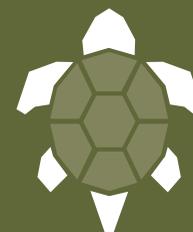
66%

IN 1993 MENORCA WAS  
DECLARED BIOSPHERE  
RESERVE, 66% OF ITS  
TERRITORY IS PROTECTED



RECYCLING RATE IS 10% HIGHER  
THAN THE AVERAGE IN SPAIN

POC A POC ('BIT A BIT') IS,  
PROBABLY, THE EXPRESSION  
THAT BEST DEFINES US



53 KM FROM MÁO TO  
CIUADELA  
184 KM CAMÍ DE CAVALLS



216 KM OF COASTLINE  
OVER 100 BEACHES AND COVES

1,800 RESTAURANT AND  
HOSPITALITY BUSINESSES

1.800  
HIGH



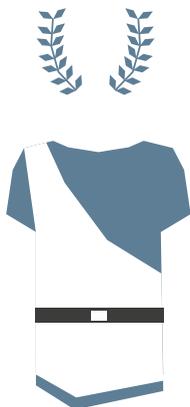
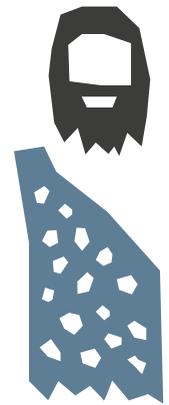
AVERAGE LIFE EXPECTANCY  
IS ONE OF THE HIGHEST  
GLOBALLY. IN 2004,  
THE (OFFICIALLY) OLDEST  
PERSON IN THE WORLD DIED  
AT THE AGE OF 114

02

Our history,  
a culinary  
journey  
through time



From prehistoric times until practically today, Menorca has been a crossroads for various cultures thanks to its strategic location in the middle of the western Mediterranean and to the singular geographical characteristics of the Port of Mahón. Since time immemorial, different peoples have coveted the island as a stopping place and refuge. All have left a rich historical legacy, making Menorca a land of important Cultural Heritage, which includes Gastronomy.



## FROM PREHISTORY TO ROME

Human presence on the island has been confirmed to exist since the beginning of the Bronze Age (2,000 BCE), an era known as the pre-Talayotic period. In around 1400 BCE, the evolution of this culture gave rise to a number of large stone constructions known as *talayots*, a word that lends its name to the richest period of the island's prehistory, the Talayotic, which had singular places of worship called *taulas*. In 123 BCE, Menorca became part of the Roman Empire which brought a transformation of the Talayotic settlements, and the dominance of three towns contiguous to three important ports: Mago (Mahón), Jamma (Ciudadela) and Sanisera (Sanitja).

Following the Fall of Rome, and as in the rest of the Balearic archipelago, Menorca suffered successive invasions by Vandals and Byzantines, until it was integrated into the Islamic world in the early 10th century, linked first to the Emirate of Cordoba and later to the Taifa kingdom of Denia. Still today, a dish

called *arròs de la terra* is also known as 'Moorish rice': Its origins date back to Islamic times, but, despite its name, it is not made with rice but with wheat semolina. It is a very notable recipe of the island's gastronomy and was usually eaten on the days after pigs were slaughtered, served with pieces of pork, part of the animal's head, and two heads of whole garlic, as well as potatoes or sweet potatoes.

In 1287, after almost 400 years of Muslim rule, the Christian king Alfonso III 'The Liberal' conquered Menorca and integrated it into the Catalan-Aragonese Crown and later into the Kingdom of Mallorca. During the period spanning the 13th to the 18th century, from the Romanesque to the Baroque, the island began to truly establish its culinary traditions, as well as creating the main gems of its artistic and architectural heritage. French rule in the 18th century, although brief, left a great influence on cooking and food that would be expanded upon in later years.

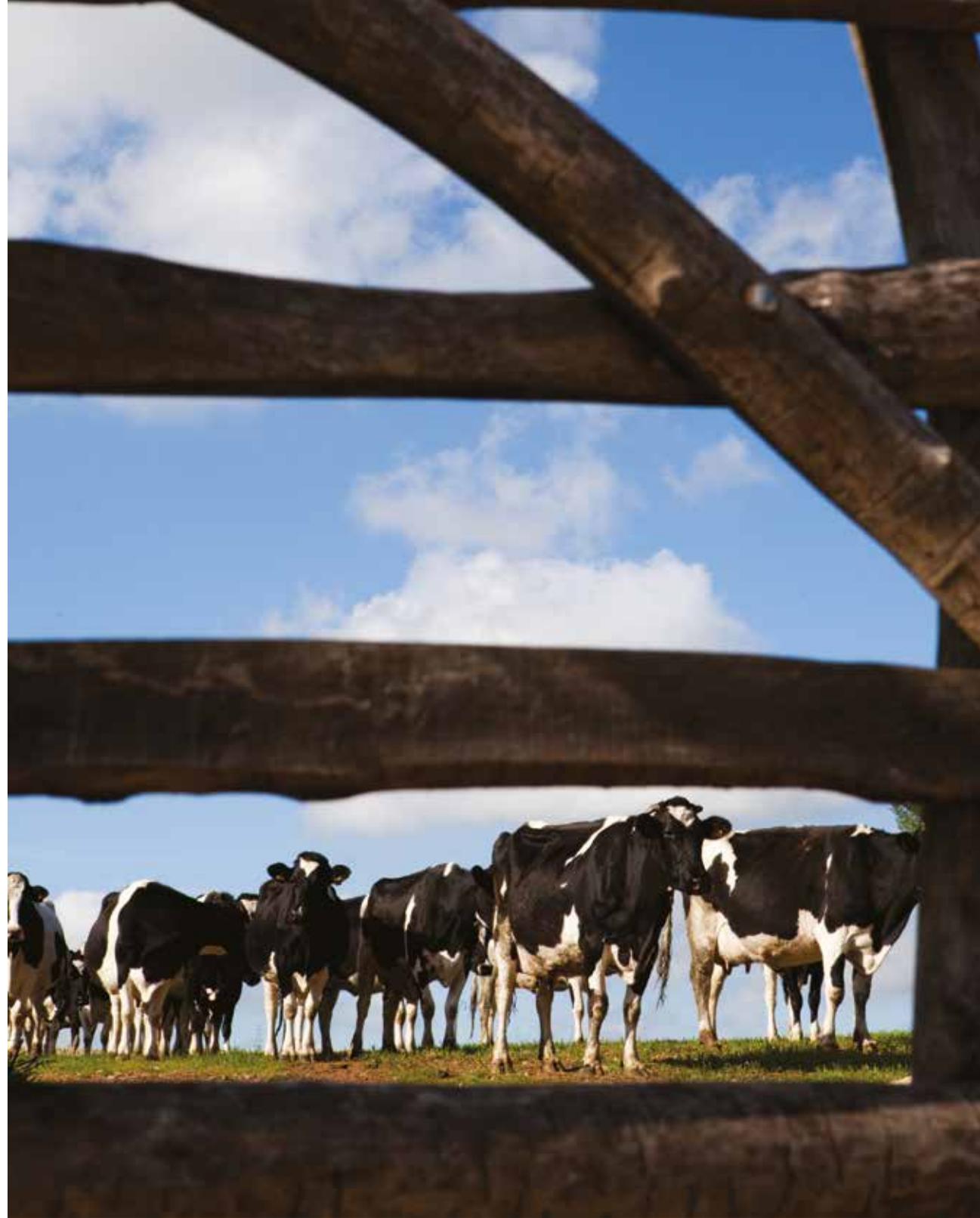


# FRANCE AND GREAT BRITAIN



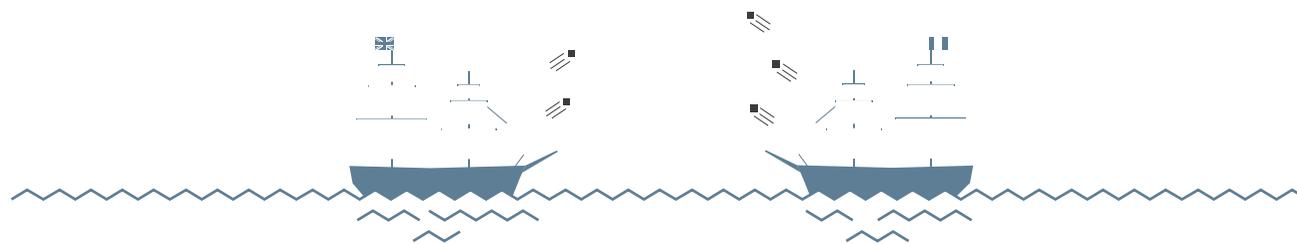
In the 18<sup>th</sup> century, as a consequence of the War of Spanish Succession, Spain was forced to cede Gibraltar and the island of Menorca to Great Britain. For Great Britain, Menorca represented a valuable enclave in the Mediterranean, and ensured that its expansion could continue. For 100 years the island remained British, although interspersed with some short periods of French and Spanish rule. All these changes greatly influenced local life by transforming economic conditions and, therefore, the island's customs and culinary arts.

For example, it can be seen in ways of cooking, such as in the use of butter, which is unusual in this area, in food and drinks – with the best illustration being Menorcan gin – and in many words and culinary names that are rooted in the English language. There are many examples: *grevi* (from the word gravy), to refer to the meat juices of a roast; *xenc* (shank), which is the front part of the leg of an animal whose meat is the main ingredient of *brou de xenc* (veal broth); *pinxa* (from the word pilchard), a sardine that is widely used on *cocas*; *piquels* (pickles), gherkins in vinegar or other pickles; *xels* (shells), in other words, cockles; *punys* (punch)



## Many culinary words and names are rooted in the English language

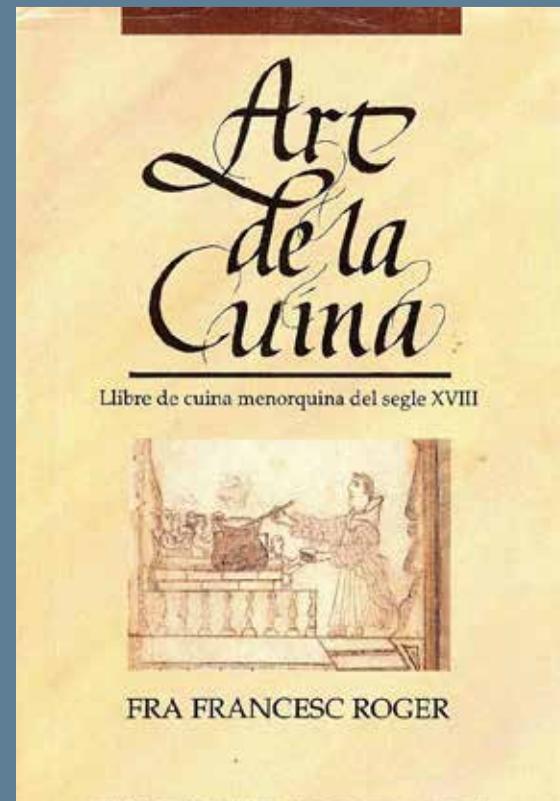
to refer to *sengri* (sangaree), a hot wine that is sometimes spiced. It is interesting how a number of new names have arisen, such as that of a variety of plum, which on the island is called *neversó*. It is, in fact, the phonetic adaptation of the English words 'never saw'. Legend has it that, during his time on the island, the British Governor Richard Kane tasted one of these fruits, and exclaimed, 'I never saw such plums before!' The name stuck. A taste for puddings of all kinds, made with a wide range of ingredients, and a fondness for jams and marmalades is another legacy from that time.



THREE  
MUST-READ  
BOOKS  
FOR  
UNDERSTANDING  
OUR CULINARY  
HISTORY

ART DE  
LA CUINA

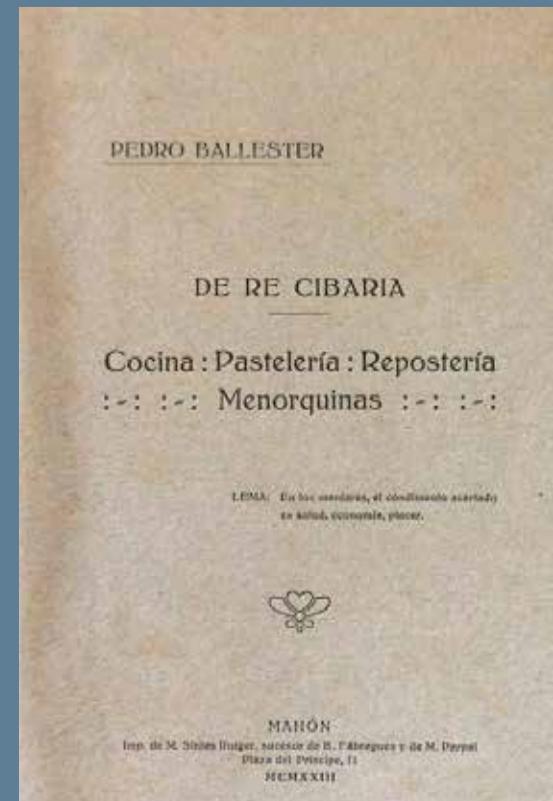
Fra Roger (18<sup>th</sup> century)



The oldest written reference of Menorcan gastronomy, it provides us with truly valuable cultural information. Francesc Roger was a Franciscan friar who lived, worked and cooked for his fellow monks at the Sant Francesc monastery in Ciutadella during the first half of the 18<sup>th</sup> century. His book is the fruit of knowledge and experience accumulated over the years when he worked as a cook. A manuscript containing more than 200 recipes which include ingredients – some exotic and from faraway places – that were not commonly found in the cookbooks of his day. It reveals a masterful cuisine combining popular local wisdom with an adaptability to using the island's recipes as well as products from America and Europe.

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CIBARIA

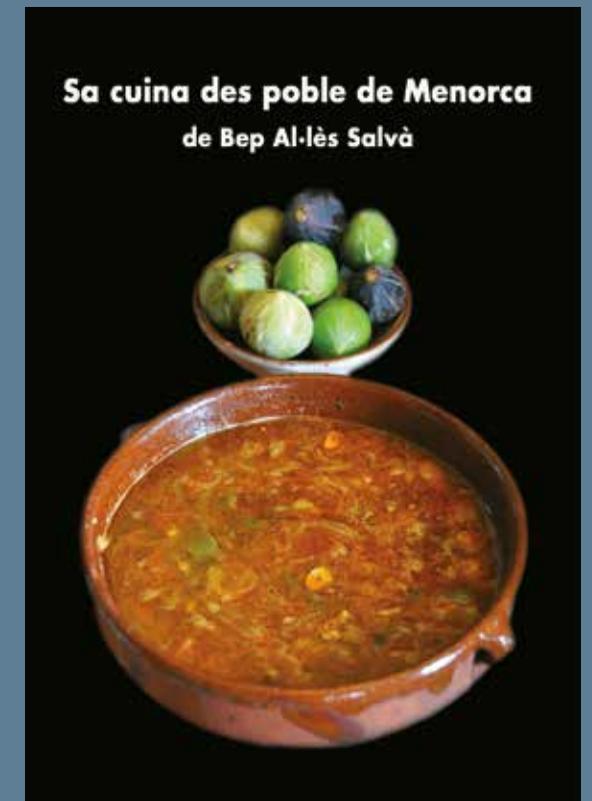
by Pedro Ballester (1923)



This is the first modern recipe book on Menorcan cooking and patisserie. It reveals, in great detail, the culinary tastes and dietary habits of the island's society in the first half of the 20<sup>th</sup> century, and it remains contemporary in its outlook: his recipes, and what he wrote on seasonal ingredients and ways of eating are still followed to this day. The author, who was actually not particularly interested in gastronomy, treated the project like a research topic, offering conclusions and analysis that were more like a study.

SA CUINA DES  
POBLE DE MENORCA

by Bep Al·lès (2012)



Involving fieldwork, this is a compilation of recipes from fishermen, hunters, home-makers, retirees, books from manor homes, handwritten family notes, and interviews with pastry chefs and bakers. The first part offers a broad range of recipes, from breakfasts requiring cutlery to rice dishes, pulses, fish, meat, soups, stews and breads. The second – containing over 900 recipes – looks at desserts and pastry-making, and includes desserts from manor homes, convents and monasteries, recipes from grandmothers and from the island's past pastry chefs and bakers.

# TODAY, AN AWARENESS ABOUT GASTRONOMIC HERITAGE

As we mentioned in the introduction, there is a growing pride in local identity, in roots and what is passed down; these are seen as differentiating factors, and as a reaction against an ever more globalised society. Gastronomy is one of our greatest assets, a treasure held dear by every family, in each home, in each *lloc* and in every restaurant. Times change and younger generations – out of habit and lack of time – are perhaps more inclined to be influenced by less formal ways of eating. But in spite of this, **there is an effort and an awareness on the part of the community to uphold values, ingredients and the legacy of what is local.**

The restaurant industry mirrors this movement. It is surprising that such a small landmass has more than 1,800 eateries. There are new restaurant openings, chefs and ideas are in motion, there is a greater culinary offer and better service, and a growing interest in a search for excellence as diners are ever more active, attaching great value to gastronomy as part of their leisure time and pursuit of

culture. To complement this, the restaurant scene in Menorca is also sympathetic to international trends. In addition to the cooks and entrepreneurs who seek out local traditions and identity, there are others whose cuisine is more open to fusion and outside influences, but they do not forsake the idea of deftly integrating raw materials or local techniques in their dishes.

What is remarkable among the island's cooks, compared with other regions, are the good vibes, the camaraderie

and the sense of community for a common goal. Restaurateurs share the goal of promoting the singularity and personality of Menorca's cuisine beyond its stereotypes. A culture of cooking built throughout the centuries via the influences from the different peoples who inhabited the island; shaped also by the artisanal knowledge of local farmers and fishermen, and by the wealth provided by the seasons and nature. Over time, these factors have brought about the creation of a wide-ranging collection of recipes imbued with breathtaking harmony, of

unquestionable gastronomic heritage, of gustatory memory; a cuisine whose diversity is as intriguing as it is enjoyable, with a huge and omnivorous range of dishes to offer diners, and one with an immense past, a better present and a splendid outlook for the future. **Menorca has never had such a highly qualified generation of incomparable talent with a greater awareness of the environment; never before has Menorca had this exceptional level of cooks.**



**Gastronomy is one of our greatest assets.**

**A treasure held dear by every family, in each home, in each *lloc* and in every restaurant**



03

**Menorca's  
gastronomy,  
roots and  
excellence**



# EIGHT RECIPES FOR UNDERSTANDING THE LOCAL GASTRONOMY'S IDENTITY



## *Caldereta* (LOBSTER STEW)

The most emblematic dish of the island's seafood cuisine is *caldereta*. Made with the flavoursome lobsters found in Menorca's waters, it is also made with fish, moray eel or a variety of seafood. Invented by fishermen, local chefs improved upon the recipe. The restaurants Can Burdó, and later Es Pla, turned this lobster stew into one of the island's gastronomic icons. They popularised this basic fisherman's recipe among foreign foodies visiting the Bay of Fornells, transforming a lowly stew of *llagosta de pata rompuda* into a delicacy fit for a king. A dish with humble origins that allows fishermen to make a better living. When you savour a well-made *caldereta*, you find yourself before a down-to-earth dish, one with perfect texture and distinct flavours that restores your faith in seafood stews, in particular those traditionally eaten with a spoon. The concentrated flavours of the stock – which is elegant and balanced – subtly harmonise with the character of the lobster meat. A classic dish where each bite is transformed into a hedonistic feast.



## *Oliaigua amb figues* (‘OLIAGO’ WITH FIGS)

The most beloved dish of traditional Menorcan peasant cuisine, it is eaten daily for breakfast, lunch or dinner; it has even survived past migrations to Florida and Algiers. Adapted according to seasonal ingredients (wild asparagus, cabbage, etc.), the perfect pairing is with figs, but it goes well with grapes, melon and even chips. It is part of a saying that defines the way of life on Menorca: tranquillity and *oliaigua*. A popular summer dish, prepared when the island's vegetables are bursting with flavour, it is served with day-old toasted bread and sweet, energising figs. The simplest version is made with tomatoes, onion, garlic, green pepper, oil and water (*oli i aigua: oliaiqua*), but there are many variations: *oliaigua broix* (without tomato, but including the same other basic ingredients), with cabbage, a white version (made with milk), with egg, or with asparagus.



## *Rebosteria* (DESSERTS)

The tradition of dessert-making, which goes back a long way, encompasses elements of Muslim culture that have been mixed and improved with contributions from Catalan, British and French cuisines. The recipes, faithfully passed down through the generations, were prepared according to a calendar of annual festivals: *greixeres* during Carnival season, *formatjades* at Easter, *ensaimadas* with hot chocolate during summer festivals dedicated to patron saints, *buñuelos* for All Saints Day, and *tortada*, nougats and *cuscussó* at Christmas. When it comes to dishes made with savoury dough, and just to name a few, there is a great variety: *coques*, *rubiols* stuffed with meat or fish (similar to baked pasties), bread rolls filled with *sobrasada*, *flaons* (pies stuffed with cheese and eggs), *formatjades* (pasties stuffed with meat, *sobrasada*...), etc. As for those made with sweet doughs, the list includes *amargos* (made with almonds and eggs), *carquinyols* (also with almonds, but with a drier dough), *pastissets* (in the shape of flowers), *crepellines* (dry biscuits, small but crispy) and *crepells* (flower shaped, but sometimes with a hole in the middle and stuffed with cottage cheese, jam, *sobrasada* ...).



## *Aubergínies plenes* (STUFFED AUBERGINES)

This variation of Iman Bayildi – found all around the Mediterranean – is made with the excellent local varieties of aubergines (white, striped, purple or black), although here it is almost always vegetarian. It can also be enjoyed cold or in a *coc* (a typical Menorcan bread roll). Often associated with festivities, this dish dates back to the introduction of this vegetable to the island and is paired with the Menorcan fondness for marjoram.



### ***Raoles d'endivia*** (CURLY ENDIVE FRITTERS)

*Raoles* – mentioned in Mestre Robert's 15<sup>th</sup> century *Llibre del Coch* – were shaped with spoons to create round morsels of any battered fried food, and were the origin of tempura, which was imported to Japan by missionaries. They are still made in Menorca with different ingredients (fish, meat, vegetables, snakelocks anemone, etc) to use up leftovers. The most popular are prepared with an exceptional, yet humble, island ingredient: curly endive, sometimes with the addition of flakes of dried fish.



### ***Calamars plens*** (STUFFED SQUID)

From the nature of this dish – linked to age-old sustainable ways of fishing – and the fact that in the past it was served on New Year's Eve, we know that it was held in high esteem. Depending on where it is made on the island, there are very subtle but important variations: it can be prepared with potato or sweet potato, with meat, or only with the tentacles and wings, with or without milk.



### ***Caragols amb cranca*** (SNAILS WITH CRAB)

A classic example of Menorcan cuisine made with traditionally gathered produce, this flavoursome 'surf and turf' dish is typically prepared with the innards, coral or other seafood parts that are pounded (this is also used in many other stews, such as *calderetas*, *panaderas*, etc.). In the past it was made with *cranc pelut* (warty crab), but this is now a protected species.



### ***Tortada d'ametlla*** (ALMOND CAKE)

Typically served for celebrations, it is based on a Genoese cake where egg yolks and egg whites are mixed separately. Identical to one made in Alicante, it is found in many other places around the Mediterranean. The local Menorcan breed of hen lays eggs whose quality and size make them especially suitable for this recipe. This cake is topped with a crown of meringue – commonly used on the island, and which was a huge success at the Russian court in the 19<sup>th</sup> century, as was mayonnaise.



# 01 Cheese

The history of cheese on the island goes way back in time; even to prehistoric times, as has been suggested by traces of it on ceramic utensils used to make cheese, which date to 2000 BCE. There is written evidence from the 5th century CE mentioning the consumption of cheese on the island, and Arabic documents from the year 1000 specifically state the excellent qualities of cheese from Menorca. Already an important export in the 13th century, it was during the period of British rule when it became truly popular and from when its name 'Mahón' – the port from where it was exported – originated. In 1985, it was awarded the distinction of Denomination of Origin, and its

Regulatory Board was set up. Later, in 1997, its protected name was broadened and it is now known as 'Mahón-Menorca'.

The way in which Mahón-Menorca cheese (*formatjat*) is made has remained unchanged for a very long time on all Menorcan farms (*llocs*), where it is produced using age-old methods. The process consists of a series of steps, handed down from fathers to sons, and its proper application is what defines and results in an authentic Mahón-Menorca Cheese, although recent technological advances have led to slight modifications being implemented. Mahón-Menorca cheese is aged in curing cellars where the





**During the past decade, there has been an increase in the number of independent producers embracing traditional practices**

made with raw milk from the cows on the farm, and shaped in a *fogasser* (cotton cloth). Both use the same basic methods, but these differences are what lead to the characteristics of the final product.

In addition to cheese with the Mahón-Menorca Denomination of Origin, over the past decade there has been an increase in the number of independent producers who have embraced traditional practices. They work with raw milk from autochthonous breeds

of cows, goats and sheep, and all make cheeses that conserve the character and personality of their artisanal methods, farms, the seasons or type of feed. The field of cheese-making has seen much innovation, and variations now include rosemary, beer, smoke, *sobrassada*, blueberries, or *botifarró* sausage. New marketing ideas have led to the production of heart-shaped cheeses, spicy sheep's milk, goat's milk, and wine, blue cheeses, and even European specialities such as fresh mozzarella, provolone or *caciocavallo*.

rinds are treated traditionally: this involves turning the cheeses and smearing the rinds with oil and/or paprika.

Mahón-Menorca D.O.P. (Protected Denomination of Origin) cheeses are pressed paste cheeses, square in shape with rounded edges and corners, and embody the natural flavour of our island, which was declared a Biosphere Reserve by UNESCO. To make them we use milk from local Menorcan cows, and a time-honoured traditional method (as set out in the D.O.P. Regulations). Then, it is the wind, dampness and light of Menorca that ensure our cheeses are imbued with their particular taste that is strong and unmistakable, and is the attribute most highly valued by consumers. The flavour of Menorca.

Within the Protected Denomination of Origin definition, there are two different kinds: Mahón-Menorca cheese – made with milk that has undergone some kind of treatment, such as pasteurisation, and where moulds can be used to shape the cheeses; and Artisanal Mahón-Menorca cheese –





## 02

# Fish and seafood

Since ancient times, fish has been present in Menorcan cuisine, although its flavour and gastronomic appreciation was not like that of today. Modern fishing techniques – from the mid-20<sup>th</sup> century onwards – facilitated the capture of fish with a higher nutritional and organoleptic value. From humble species, and the almost subsistence-like existence of fishermen, consumption has increased thanks to fish that are now greatly valued by the end consumer, and the livelihoods of those dedicated to small-scale fishing has improved.

The most important species, by volume of creatures caught and

enjoyed by the end consumer are: lobster, red scorpionfish, skate, red mullet, cuttlefish and snapper. When it comes to trawling, the following are caught: shrimp, blue whiting, *argentina*, monkfish and Norway lobster. All are of enormous culinary value and coveted by restaurateurs – in particular during high tourist season – and by end consumers, who buy produce at the fish market, fishmongers or supermarkets.

The fishing fleet, which operates from ports based in Menorca, is associated to one of three fishing guilds – Mahón, Ciudadela and Fornells – and mainly carry out bottom fishing and small-scale fishing. On the whole, fishing businesses are small, family-owned

## Small-scale fishing is the most prevalent on the island



affairs where the proprietor of the vessels also usually sails on one of his own fishing boats. About seven boats are trawlers, four based in Ciutadella and three in Mahón. Small-scale fishing is the most prevalent on the island, and some 54 vessels fish this way.

When it comes to different kinds of sea aquaculture, Menorca has about fourteen suspended mussel farms

and five 'parks' of *escupinya* (Menorcan clam) beds. The Port of Mahón prospers thanks to aquaculture, and to the cleaning and purging of, among others, mussels, *escupinyes*, clams, and notably large oysters. A recognised model of sustainability, and one with a promising future.



# 03



## Charcuterie

Charcuterie products, which are delicious and very varied, are made with pork. Celebrating the slaughter of a pig (known as *porquejades*) has always been one of the most typical customs in Menorca, and a festivity in which family and friends took part. All the meat and entrails of the slaughtered animal were used to make charcuterie and to ensure the family had provisions for the coming year. Once all the work was done, and after a hearty meal, popular songs called *glosat* – improvised songs about topics of the day – were sung. Although festivities celebrating *porquejades* are now only done occasionally and have been modernised, the charcuterie made on the island is still delicious.

Only made in Menorca, and dating back to Roman times, *carn i xulla* is the most typical of all the island's cured meats. It is a raw, cured sausage made with lean meat and fat. Another must-try product is our famous *sobrasada*, a raw, cured sausage flavoured with

spicy paprika, and which comes in two kinds: *tierna* (soft) or *curada* (aged). The origins of *sobrasada* go back to ancient times, to the period of great advancement and splendour in the Middle East. Over the centuries, *sobrasada* became a fixture for local Menorcans, and went from being a simple way of preserving meat to being a characteristic element of their gastronomy.

Other local charcuterie products include: *botifarró* (minced meat mixed with blood for black sausage, and without for white sausage or *botifarró blanc*); *camot* (also called *cuixot* or *camaïot*), which is similar to *botifarró* but instead of using intestines for the casing, pork thigh skin is used; white *sobrasada*, is a pre-Hispanic recipe dating to before the conquest of America, where chilli peppers were discovered. These past years have seen the industry come up with more user-friendly ways of consuming these products, as well as more natural – and even organic ones.

# 04



## Wine

Vines were already cultivated in Menorca during Roman rule and continued to be grown under Muslim rule, but it was in the 19th century when cultivation reached its peak, covering about 1,300 hectares. Some years later this was drastically reduced, mainly due to the damage done by phylloxera. Eventually, from 1980 onwards, various initiatives were set up to recover wine production. In 2000, vine cultivation underwent a great resurgence that continues to this day. Each year, new vineyards are established, and the current census puts about 90 hectares in use, although some of them have not yet produced wine.

From an analytical and organoleptic point of view, the island's wines have remarkable personality due to their differentiating characteristics. Vineyards are, typically, small plots surrounded by dry-stone walls that protect them; this limits mechanization and means that many processes – in particular harvesting – are done manually. The soil, which is mainly calcareous and siliceous, is light and stony, and provides excellent drainage allowing the vines to stay watered but not too damp. Nine wineries on the island already sell the wine they make, and several new wine projects are up and running: Within a few years the latter will also have their wines on the market. Around 180,000 bottles a year currently enjoy the 'Illa de Menorca/Isla de Menorca' P.G.I. (Protected Geographical Indication), of which 62% is white, 24% is red, and 14% is rosé. This volume will increase in the near future as new vineyards begin to produce, potentially at least doubling today's production of wine.

# 05

## Mayonnaise



Mayonnaise is, without a doubt, the most famous and widely eaten Menorcan product in the world; the star sauce of numerous international dishes and recipes. Related to the much older aioli (*alioli bó*), mayonnaise is made with oil, egg, salt and vinegar or lemon juice, and was originally an ointment used to treat chafing for horses. It is said that following the French invasion of the island in 1756, the Duke of Richelieu stopped at a tavern one evening asking for something to eat and, because there was hardly

any food, the owner served him some leftover meat together with this sauce. The Duke thought it was so delicious that he took the recipe to France where it became known as *mahonnaise*, in honour of the town of Mahón. Over time, the name gradually changed to mayonnaise, leading to confusion and pointed to a possible French origin, although it should be said that this sauce does not appear in any French cookbook or document on cuisine prior to the conquest of Menorca.

# 06



## Olive oil

Roman Menorca was strategically placed on the olive oil maritime trade route that linked the Iberian Peninsula with the capital of the Empire, as revealed by amphorae discovered around the island and from its archaeological sites. With Romanisation, Menorca embraced the culture of olive oil – part of the Mediterranean food trilogy of bread, oil and wine. In terms of local production, the most important historical find, which was discovered below the old town centre of Alayor, is a Roman oil press dating back to the 2nd century BCE.

Today, in the 21<sup>st</sup> century, production has recommenced in Menorca, a sign of a growing interest in recovering the ancient culture of olive oil, both in the countryside and at the table. In Menorca the endemic tree is the *acebuche*, the wild olive tree. Common varieties have always been grown in Menorca, such as arbequina, which today is the most popular variety for the production of quality extra virgin olive oil. There are currently about a dozen producers, and close to 25,000 olive trees have been planted, including organic ones as well as less common varieties, and there is even a growing interest in the local wild olive tree, despite its very limited yield.

# 07



## Gin de Menorca

Introduced here by the British, this spirit is extremely popular among the locals of Menorca. The gin, or genever, made today in Menorca is produced traditionally in old copper stills heated over wood fires, distilling wine-based alcohol (as opposed to English or Dutch gin which is made from cereal-based alcohol) that is flavoured with juniper berries and herbs. Although it is drunk all year round, consumption sky-rockets during local summer festivities. The most popular drink, served very cold, is called *pomada* or *gin amb llimonada*, made by mixing one part gin with two parts lemonade.

Other variations are gin and soda (known as *pellofa*), gin and *palo* (a liqueur from Mallorca), or it is just served neat in a small glass. Today, Gin de Menorca is exported to hundreds of markets all over the world, and can be found on the drinks menus of the most famous international bars, restaurants and hotels.

# 08



## Fruits and vegetables

Traditionally, the vast array of fruits grown in Menorca was staggering, with dozens of varieties of apples, pears, figs (*figues flor, negretes, catalanes, coll de dama...*), plums and apricots. The island is also famous for its grapes, peaches, citrus fruits, melons and watermelons, pumpkins and nuts. A land with a wealth of vegetables and leafy greens, these have helped shaped the local cuisine. Aubergines should be highlighted as they are commonly used in the summer, along with tomatoes,

peppers, onions, garlic, potatoes, courgettes, pumpkins, cabbages, spinach, peas, lettuce, curly endive, artichokes, cucumbers...

In the mid-90s, a group of Menorcan agriculturalists decided to start farming organically as it was more environmentally friendly and more respectful to livestock. Thanks to this rise in organic production, organic produce can be found today in many specialised establishments on the island, as well as at the various farmer's markets that are held in each village. In 2018, organically farmed land in Menorca went from 4,857.80 hectares to 5,449.60, in other words, an increase of 12.1%. 15% of usable farmland in Menorca is organic.

# 09



## Vermella menorquina

The presence of cattle on the island dates back to 10,000 BCE, to the Talayotic period, if not earlier.

Recently, there has been interest in the *vermella menorquina* breed and in preserving and improving the way it is raised, as well as its 'family tree'. Hornless, and generally reddish, the colour of the animals can range from a light blonde to dark red. It is a hardy breed, and perfectly adapted to Menorca's geography. The association of producers is strict about traceability and food security, as well as the way the cuts and ageing processes are marketed in order to offer added value.

# 10



## Snails

Snails have historically formed part of the local gastronomic tradition. They are used to enhance stews, eaten with a dressing, or serve as a contrast to a particular ingredient, such as with crab in the dish *caragols amb cranca*. The demand for fresh snails has even given rise to the creation of farms specialising in this alternative and sustainable source of protein.

# 11



## Saffron

Of huge gastronomic value, this spice is now being grown again, 300 years after it was last cultivated on the island. Of high quality and with health-giving properties, it is representative of the recovery of agriculture by young artisan farmers who are growing alternative products. Three saffron producers grow, harvest and package this spice on the island. No chemicals are used, and the saffron has first-class certification.

# 12



## Suckling lamb

The local Menorcan sheep are extremely well adapted to the climate and geography of the island, which has long periods of drought and a scarcity of feed. Not only is this lamb of great gastronomic value for its texture and organoleptic qualities, but it is also appreciated as the animals are not given to jumping over the traditional dry-stone walls that border the fields in Menorca. Local, organic production is growing year on year.

# 13



## Honey

Honey from Menorca has been famous for many centuries. The island's variety of wildflowers and saline air endow it with a delicious flavour and elegance, making it highly esteemed. Honey harvesting has been a traditional activity here for a long time. It comes mainly from private beehives but also from natural hives found in caves, on cliffs, and also from under the eaves of houses. Half a dozen producers make wildflower or single-flower honey: sulla, heather, bramble or rosemary.

# 14



## Salt

Salt has been key for preserving food, both on a domestic level as well as for transporting it by sea, and it is, therefore, of enormous importance to the history of the island. There is even evidence of salt pans dating back to the time of the Romans. Other salt pans, created in the 19<sup>th</sup> century during British rule, are still in use today. Salt production is a natural process during which seawater evaporates in the pans due to the effect of the sun and the wind. Fleur de sel is the first crust of salt that forms on the surface. This kind of salt has less sodium chloride because it is collected as soon as it has crystallised. It is not treated in any way, and is a natural and ecological product.

# 15



## *Xeixa* Bread

*Xeixa* is a variety of wheat whose origins go back 8,000 years to the beginning of the Bronze Age – the end of the last great Ice Age – and thrived during that climate change. Possibly first brought to Menorca by the Romans, but maybe even earlier than that, its cultivation practically disappeared until it was recovered this past decade. It does not have a high yield, but it is outstanding for its excellent quality. It is grown organically and stone-ground.

# 16



## Beer

Before craft beers became trendy in the West, quality local breweries existed on the island. Today, half a dozen brands and brewers make this esteemed drink from cereals, hops, yeasts, and local and foreign ingredients. The beer made is mainly lager, but there are also forays into other kinds, catering to more cosmopolitan tastes, like Pilsner, wheat (*blat*), stout, pale ale, and brown ale. Recognition at international competitions is constant, such as the gold medal won by Grahame Pearce Lager at the 2019 edition of the Barcelona Beer Challenge, where 1,112 beers from 22 countries were entered.



# 17 BRANDS, DENOMINATIONS AND RECOGNITIONS FOR UNDERSTANDING OUR SEARCH FOR EXCELLENCE



With a total of 52 Biosphere Reserves, covering over 12% of state land, Spain is the country with the most in the world. Thanks to the balance achieved between development and conservation of heritage and landscape, the entire island of Menorca was declared a Biosphere Reserve by UNESCO in 1993. The main characteristic of Menorca's natural environment is its environmental and landscape diversity. In just 700 km<sup>2</sup>, the island has almost all the habitats found around the Mediterranean, particularly woods, ravines, caves, wetlands, dune systems, a rocky coast and islets. Reasons why **Menorca was designated by UNESCO as the headquarters for the World Network of Island and Coastal Biosphere Reserves regarding matters related to sustainable development.**

In terms of flora, Menorca is home to some 1,300 species of vascular plants, of which 6% are endemic, some of which are exclusive to Menorca. On 19 June 2019, Menorca's Marine Biosphere Reserve became the largest in the Mediterranean, increasing from 71,191 hectares to 514,485. This increase means that the Reserve established in 1993 is now seven times larger than it was, and although other larger Biosphere Reserves exist, this is the first time that a Marine Reserve is larger than its own landmass.

## made in menorca

Menorca is a territory that is extremely fortunate as it has a wide diversity of sectors and activities with production that is traditional, artisanal and singular. For many years, it was also an island that understood how to maintain a perfect balance between industry, agriculture and tourism, until the model of the latter was transformed into a new economy of services filled with new challenges. Today, Menorca faces the future of a globalised world with a clear commitment to conservation, authenticity and all things local. These have become the values that have shaped our island into a place with a unique identity and 'way of doing things'. With this at its heart, the Island Council of Menorca created the Made in Menorca brand to promote traditional products and showcase the essence of Menorca.

**The nine fundamental values on which it is based are very similar to those embraced by the European Regions of Gastronomy: uniqueness, passion, creativity, authenticity, culture, history, tradition, quality and all things local.**

As are its pillars:

- Valuing the culture of local production
- Collaboration and consensus among those involved
- Promoting the values of the territory
- Promoting production activities

## Arrels

FIRA DE PRODUCTE LOCAL I CUINA DE MENORCA

The Arrels Fair, which is now in its third year, has been consolidated by the presence of over forty producers from the island who, in addition to selling their products to end consumers, have the chance to create new sales relations, promote and publicise their new products, as well as to share bold, innovative recipes for their products prepared by local chefs. Arrels offers an ambitious agenda of cultural and culinary presentations, creating a bridge between food producers, as well as processors and chefs of local, national and international renown. Democratic and inclusive in its outlook, Arrels brings gastronomy closer to every socio-economic segment. Proof of this is its philosophy of 'learning, tasting and buying': *tast i cocina* children's workshops are a sensory and educational festival aimed at kids; tastings for attendees are offered by producers; and produce can be bought directly from producers.



The Agroixerxa project is an initiative set up by OBSAM (Menorca's Socio-Environmental Observatory) with funding from the LEADER Menorca programme and the IME (Menorcan Research Institute). It is the most exhaustive, complete and up-to-date compendium of producers and products from the land and sea of

Menorca (agriculture, livestock, fishing, seafood, viticulture, beekeeping...). A key tool for disseminating and providing information on local products from Menorca, Agroixerxa is a meeting place for producers and consumers, restaurateurs, processors and salespeople.



This guarantee covers Menorcan wines recognised with the geographical indication *Isla de Menorca*, and which follow its regulations. These are wines made with white varieties, such as Chardonnay, Macabeo, Malvasía, Moscatel de Alejandría, Parellada or Moll, and with the red varieties, such as Cabernet Sauvignon, Merlot, Monastrell, Syrah or Tempranillo. There are nine associated wineries (Binifadet, Crispín Mariano, Torralbenc, Celler Solano, Sa Cudia, Sant Patrici, Son Cremat, Sa Marjaleta and Binitord), which produce around 200,000 bottles.



INDICACIÓN GEOGRÁFICA

First made in Menorca to satisfy demand under British rule, gin is now part of local Menorcan history, tastes, customs and celebrations. In 1997, the Regulations for the geographical denomination Gin de Menorca were approved. These offer, on the one hand,

protection for its geographical name and, on the other, help to avoid unfair competition and guarantee the quality of the product.



Slow Food is a non-profit, international, eco-gastronomic association. Today, it is present in 153 countries, has more than 100,000 members and 1,300 local volunteer groups. Slow Food is dedicated to protecting quality foods and traditional and sustainable farming and processing methods, as well as defending the biodiversity of cultivated and wild varieties. In Menorca, its partners range from fishermen to restaurateurs, livestock farmers and growers.



In order to protect this Menorcan breed of cattle, the Menorcan Bovine Cattle Breeders' Association created the *Vermella Menorquina* mark of guarantee, which promotes the native breeds of livestock and monitors their traceability from the various cattle farms all the way to the retailers.

## QUESO mahón MENORCA

Officially recognised in 1985, it currently encompasses some 50 registered dairies (42 of them artisanal) and 122 farms. Annual production is approximately 3.5 million kilos and it is sold in about fifty countries, with the United States being the most important.

Mahón-Menorca cheese is made from cow's milk and aged exclusively on the island. Two types of cheese are produced depending on the prior treatment of the milk: Artisanal Mahón-Menorca cheese – made by authorised artisan cheese makers who use freshly milked raw milk that has not undergone any kind of treatment; and Mahón-Menorca cheese – made by authorised industrial cheese makers with milk that has undergone some treatment, such as refrigeration and/or pasteurisation. Depending on how long they are aged, these two types of cheese are classified as *tierno* (aged 21-60 days), *semicurado* (aged two to five months), or *curado* (aged more than five months).



Mahón-Menorca cheeses are constantly winning prizes at the most important international competitions. For example, at the last edition of the World Cheese Awards we won fourteen medals, and we were among the 78 best cheeses in the world out of a total of 3,472 cheeses from 41 countries.



Organic farming minimises human impact on the environment and respects the natural cycles of ecosystems with the aim of achieving sustainable, healthy and quality produce. Some of its principles are: crop rotation; restricted use of pesticides and synthetic fertilisers, antibiotics and other substances; the prohibition of genetically modified organisms (GMOs); optimal use of local resources; the use of varieties and breeds adapted to the local environment; and respect for the way animals are treated. The Balearic Council for Organic Agricultural Production, set up in 1994, is the body responsible for the control of organic agri-food products in the CAIB territory. In Menorca, organic producers belong to the Organic Farming Producers of Menorca Association (APAEM).



A body for Land Stewardship applied to farming with the aim of promoting agricultural practices that are compatible with the conservation of natural values. In Menorca, this body is advocated by the Balearic Government of Menorca via voluntary agreements between the body itself and farms via a series of agreed measures that are considered beneficial for both the economic viability of the island and the conservation of natural values.



Integrated agriculture mainly uses methods that have a low impact on the environment, but does not embody a commitment to organic farming. Its origins lie in the integrated protection of crops against pests. Unlike organic farming, integrated agriculture uses – in addition to biological methods of control – agrochemical products (fertilisers, pesticides), but with some restrictions in order to offer a number of quality and health guarantees to consumers. Within the CAIB, the Generic Denomination of Integrated Agriculture was set up in 1997, and in 1998 its Regulations were approved and the Regulating Council of Integrated Agriculture of the Balearic Islands was created.



*Es Viver de plantes de Menorca* garden centre is a Balearic Government initiative that aims to promote sustainable, low-maintenance gardening using plants that need no chemical treatment, use very little water, and are easy to maintain. The garden centre offers a wide variety of autochthonous plants that fall under this umbrella, have an ecological certificate, and sell all kinds of plants that are aromatic as well as for culinary use.



ARBRES D'ALGENDAR menorca

*Arbres d'Algendar* is a Caritas Diocesan initiative in Menorca whose goal is to help people at risk of social exclusion who have particular difficulty in finding a job. These people work in the recovery and growing of traditional Menorcan varieties of fruit trees, whose cultivation in recent years has dropped sharply due to the introduction of foreign varieties. It was created to recover this specific kind of agriculture of our island, and has even set up a seed bank to prevent the disappearance of these trees.



Issued by the Spanish Patent and Trademark Office of the Island Council of Menorca, the *Artesania de Menorca* guarantee of quality is an official distinction used for commercial purposes. The goal of this guarantee is to highlight the creation, production and manufacture of consumer goods that are made on the island of Menorca by artisans; unique, one-of-a-kind items that are a far cry from mass-produced products. This guarantee of quality can only be held by master craftsmen or artisan businesses that are registered in the administrative records of the Balearic Islands Regional Government.



FARMERS & CO PRODUCTOS DEL CAMPO QUE UNEN

Farmers&Co was set up in Menorca in 2016 by Sa Cooperativa del Camp de Menorca to market farm produce and to help small-scale producers, artisans, cattle ranchers and farmers sell their goods. Today, they supply hundreds of shops and distribution channels, have about twenty sales points of their own, and sell over 500 different items: cheeses, sausages, meat, seasonal fruit and vegetables, condiments, preserves, dried fruit, traditional pastries and desserts, wines, liqueurs and handicrafts.



# Gastronomy as a catalyst for local tourism

04



The 2019 World Forum on Gastronomy Tourism – held in San Sebastián – offered figures for the sector, for example: in 2018, 20% of tourists (more than 12 million) came to Spain for three food-related reasons; the quality of produce, the dining experience, and hospitality. Over 260,000 tourists visited Spain for its gastronomy, 16.7% up on the previous year, spending a total of more than €15 million, an increase of 65.6% which shows the enormous importance of gastronomy tourism. Figures which, almost exactly, could be extrapolated to Menorca taking into account our culinary profile and the fact that our main industry is tourism.

**Gastronomy tourism is not only an economic differentiating factor, but also a social and environmental one. Gastronomy is a product that favours sustainability, while maintaining traditions and preserving the authenticity of destinations. Gastronomy is one of the most strategically important variables that will affect tourism in Menorca in the future.** For this reason, private and public initiatives of great significance have recently been set up, laying the foundations and creating a profitable future path for our tourism, one that is balanced and sustainable. Here are a few examples:



## ISLAND COUNCIL OF MENORCA *PLA DE DESENVOLUPAMENT TURÍSTIC DE MENORCA (PDTM)*

This plan sets out the road map for the consolidation of a specific tourism model for the island in harmony with its status as a Biosphere Reserve. It has been shaped by the definition of strategies, tactics and actions that revolve around six core ideas. In order to achieve its goal, the involvement and collaboration of all stakeholders involved in the development of the

island's tourism is essential. This means the public sector (the Balearic Government, the Island Council of Menorca, Town Councils and other public entities), the private sector (companies and entrepreneurs, business associations, etc.), and the general public (associations and social bodies, citizens, etc.).

This Tourism Action Plan is a dynamic and adaptive initiative which will be reviewed every two years to assess both the implementation and effectiveness of the actions, as well as the need to add new ones. In order to carry out any revisions, the plan will include a system of tourist indicators that will allow, on the one hand, an up-to-date diagnosis of the destination to find out the state and evolution of tourism on the island (tourist supply and demand, economic, social and cultural impact, assessments and interests of tourists), as well as trends on a broader scale (Balearic Islands, Spain, Europe), and, on the other hand, an assessment of the implementation and scope of the actions envisaged in the Tourism Action Plan with a specific set of indicators for this purpose. Its goals are:

- Promoting a sustainable model of tourism in accordance with our status as a Biosphere Reserve.
- Creating a social consensus (by public authorities, businesses and individuals) on the strategy and model of tourism for the island.
- Determining the needs, priorities and action programmes for the development of tourism in Menorca.
- Developing tourism so that it generates wealth, specifically on a local level.
- Promoting the island's tourist resources, while also ensuring their conservation.
- Diversifying the experiences offered to tourists and reducing seasonality.
- Establishing measures to boost the competitiveness of the tourism sector.
- Promoting the quality of tourism services, products, resources, etc.
- Reducing the impact of tourism on the environment and on natural resources by planning the development of tourism and taking the island's metabolism into account.
- Creating a system for monitoring and assessing the Plan and the evolution of tourism on the island.
- Preparing the framework document that will help municipalities to draw up their municipal tourism development plans.

## A road map for the consolidation of a specific tourism model for the island, in harmony with its status as a Biosphere Reserve





## DESTIMED INTERREG

DestiMED is a European organisation committed to sustainable tourism. Only two places in Spain – due to their environmental uniqueness – are included. An initiative has been set up to create tourism products based on sustainability (ecological footprint) and to use it commercially. These ecotourism packages must reduce this footprint as much as possible and offer alternative tourist experiences, and foster in-depth contact with small-scale farmers, livestock farmers, and producers.

## STARLIGHT TOURIST DESTINATIONS FOUNDATION

Menorca is a certified Starlight Tourist Destination and a benchmark for stargazing; a type of year-round sustainable tourism that is committed to the environment. Thanks to this, we have been able to pass the Regulation for the Protection of the Night Sky that will benefit not only this type of visitor, but also improve the health of locals (people, fauna and flora). Menorca has also hosted the National Starlight Meeting on Astrotourism, helping to make locals aware of this new kind of tourism, and to encourage entrepreneurs to learn about it and create businesses based on it.

## ECOTOURISM ASSOCIATION

Menorca is the only island in the Balearic Islands that is part of the Spanish Ecotourism Association, which promotes ecotourism businesses throughout Spain and helps create ecotourism products. Its aim is to influence local companies to market sustainable tourism activities, helping them to promote their products at home and abroad.

## GREEN FLAG MOVEMENT

A campaign promoted by the *Consorci de Residus i Energia de Menorca* and financed by Ecovidrio to encourage HORECA establishments to recycle their glass containers. 372 establishments from the island's eight municipalities have taken part in the movement.

## SUMMER PLAN, CONSORCI DE RESIDUS I ENERGIA DE MENORCA

With the aim of increasing the number of recycling containers, this campaign – promoted by the *Consorci de Residus i Energia de Menorca* and financed by Ecovidrio – consists of studying and monitoring 450 HORECA establishments on the island to analyse their recycling habits.

## 'DOOR TO DOOR' GLASS COLLECTION

Implementation of door-to-door glass collection at HORECA establishments in different municipalities in Menorca.

## RECYCLING COOKING OIL

A campaign to create awareness for recycling plant-based oil, organised out by the *Consorci de Residus i Energia de Menorca*, with the collaboration of Fra Roger. Cooking demonstrations include an explanation on how to recycle the oil used.

## MAKING THE MOST OF INGREDIENTS WORKSHOP

With the aim of giving ideas and advice on avoiding food waste, this workshop offers recipes based on how to make the most of ingredients. The workshop is run by Menorca's most famous cooks.

## GUIDE TO GOOD PRACTICE IN THE HOTEL AND RESTAURANT INDUSTRIES

Publication of a handbook aimed at the hotel and restaurant industries, offering tips, ideas and suggestions on how to reduce the amount of waste generated and find out exactly what can be recycled and how waste should be separated.

This handbook is part of a campaign financed by Ecoembes and Ecovidrio.

## TRAINING WORKSHOPS ON WASTE MANAGEMENT FOR HOTELS

With the aim of giving hotel managers suggestions and practical advice for implementing policies to reduce and separate waste in their establishments, these workshops are organised by the *Consorci de Residus i Energia de Menorca* with the collaboration of ASHOME and the Department of Tourism Management of the Island Council of Menorca.

## ARTIEM CIRCULAR ECONOMY PROJECT

This project to separate organic waste for composting is organised by the *Consorci de Residus i Energia de Menorca* together with the Artiem Group.

05

# A year-round culinary festival



The flavours of Menorca are timeless and the diversity of its products is decisively influenced by the seasons. Menorcans celebrate gastronomy festively in all kinds of ways (festivals, fairs, markets, activities, live cooking demonstrations, congresses...), and all year round. In general, these events and activities are open to everyone and are very pedagogical in nature. **The calendar of events begins in February, with fish as the highlight, and ends in December, with typical winter dishes. In total, there are over a hundred events directly related to gastronomy. Here are a few examples.**



# FESTIVALS

## february

### PEIX GASTRONOMY DAYS

Fish and seafood are the star ingredients on the menu of participating restaurants. Traditional dishes prepared with fresh local produce can be enjoyed from Friday to Sunday during the last two weeks in February.

### SA PERDIU GASTRONOMY DAYS

During the second weekend in February, on Saturdays and Sundays, and coinciding with the Sa Perdiu Fair, the island's restaurants prepare dishes with partridge as the main ingredient.

## march

### GASTRONOMY DAYS OF LOCAL SEASONAL PRODUCE

Coinciding with the Day of the Balearic Islands, special menus using local, seasonal produce – with special emphasis on the origin of ingredients – are offered by restaurants over one weekend.

### VEDELLA VERMELLA MENORQUINA GASTRONOMY DAY

Menorca is home to an autochthonous breed of cattle, protected with its own autochthonous breed brand which guarantees quality. To familiarise people with this type of beef, as well as other products made with this meat, the restaurants participating in

these gastronomy days offer a menu or dish whose main ingredient is *Vedella Vermella*.

## april

### ARRELS GASTRONOMY DAYS – NEW (CATI/TRANSLATION)

This initiative is one of the promotional activities at by the *Arrels* Fair, whose aim is to showcase local and quality produce of our island, and well as its cuisine. The Gastronomy Days are held over three weeks, before and after the fair, and a dozen restaurants from the five biggest towns take part. They offer their *Arrels* Menu; dishes made with local produce which, whenever possible, is seasonal.

## may

### RUTA DEL BIGOTI

For a fortnight, tribute is paid to the flavour, texture and elegance of this red prawn, one of Menorca's iconic seafoods. Twenty distinguished restaurants participate in this gastronomic event, each creating an original dish based on the Queen of the Mediterranean – and at a price that is affordable for everyone.

## june

### MENORCA ON A PLATE

For ten consecutive days, before the Sant Joan festivities, cafés and restaurants offer a special lunchtime menu. With the aim of enhancing the value of Menorca's traditional cuisine and local produce, a wide variety of typical Menorcan dishes and traditional

desserts are served, allowing diners the chance to savour the true flavours of the island.

## september

### MOSTRA DE CUINA MENORQUINA

Around thirty of the best restaurants in Menorca take part in this highly popular event. For ten days, affordable menus and gastronomic menus based on traditional Menorcan recipes are prepared. A festivity for everyone to get to know the local cuisine.

## december

### ELS DIMECRES ÉS DIA DE BROU

Gastronomy days dedicated to *brou* (a typical Menorcan stew) begin in December and continue throughout January. This steaming-hot dish, ideal for cold winter days, can be enjoyed every Wednesday for two months at some of the best restaurants on the island.

# FAIRS

## january

### SANT ANTONI FAIR AND MARKET

Ciudadela, Mahón, Es Castell, Alayor. Sale of local produce, farm produce and handicrafts.

## february

### ES MERCADAL PARTRIDGE FAIR

Traditional show of autochthonous species, in particular the local Menorcan breed of hen.

## march

### FIRA DEL CAMP DE ALAYOR AND FRESIAN CATTLE MORPHOLOGICAL COMPETITION

A quintessential country fair and one of the most popular Menorcan events attracting huge crowds. It is a meeting point between rural folk and everyone who loves the land, the countryside and Menorca's landscape. Cooking demonstrations, Menorcan meat tasting, workshops and other demonstrations.

### FIRA DEL PA Y EL COMPANATGE

The aim of this event is to acquaint the public with the culture of Ferreries via traditional breads – healthy and of top quality – as well as the island's other typical products, such as jams,

charcuterie and cheese. The fair also offers a children's bread making workshop, and food tastings and wine tastings for adults.

## april

### TOURISM FAIR IN ALAYOR

A fair devoted to promoting Menorca's varied complementary tourist activities, aimed at providing the best services to both tourists and locals; a showcase of the wide range of sporting, leisure and cultural activities and products found here on the island.

### ARRELS FAIR

The Arrels fair takes place over a weekend and brings together the best Menorcan artisanal production and cuisine. Its aim is to promote local products, link up restaurateurs and suppliers, and showcase Menorcan cuisine to the general public through the use of local ingredients, techniques and recipes. Menorcan and foreign chefs meet at this fair to give cooking demonstrations and explain their culinary techniques, enjoy tastings of local products, and participate in a competition to see who can prepare the best mayonnaise.

### 18<sup>TH</sup> CENTURY FAIR, THE BRITISH LEGACY IN MENORCA

With a focus on remembering the era when these two communities lived side by side on the island, this festival celebrates Anglo-Menorcan history. Talks, activities, guided tours, Anglo-Menorcan market.

## may

### FAIR AND MENORCAN PUREBRED MORPHOLOGICAL HORSE COMPETITION

The most important event showcasing the Menorcan purebred horse, including a morphological competition of this breed and an equestrian show that attracts thousands of people.

### FAIR OF MENORCAN WINE AND PRODUCTS

Sale and tastings of wine and local products

## september

### GASTRONOMY FAIR AND THE FIESTAS DE GRACIA

### FAIR OF LOCAL PRODUCTS IN CIUDADELA

## october

### FERRERIES ARTISAN FAIR

## november

### CHRISTMAS FAIR

Artisanal products, Christmas products

## december

### CHRISTMAS FAIR

Artisanal products, Christmas products



## MARKETS

**MONDAYS:** Ciudadela, es Castell, Fornells (es Mercadal), Sant Lluís

**TUESDAYS:** Mahón

**WEDNESDAYS:** Ciudadela, es Castell, Fornells (es Mercadal), es Migjorn Gran, Sant Lluís

**THURSDAYS:** Alayor

**FRIDAYS:** Ciudadela, Ferreries

**SATURDAYS:** Ciudadela, Ferreries, Mahón

**SUNDAYS:** Es Mercadal, Mahón

## seasonal markets on the island of Menorca

### ALAYOR

HANDICRAFT NIGHT MARKET, Wednesdays from June to September

### ES CASTELL

MARKET on the main ramp in Calesfont, daily from June to September

NIGHT MARKET, Mondays in July and August

### CIUDADELA

CAPLLONCH MARKET, daily from June to September

HANDICRAFT MARKET in the Plaza del Born, Mondays and Fridays, from June to September

COSTA MARINA MARKET, daily from June to September

SUMMER MARKETS in Cala en Blanes, Cala en Bosc, Cala Blanca and La Serpentona, daily from June to September

### MAHÓN

*MERCAT AGRARI* in the old town centre

NIGHT MARKET in the old town centre, Tuesdays from June to August

STREET MARKET in the Pla de Baixamar, daily from May to October

HANDICRAFT MARKET in the Plaza del Carme, Tuesdays and Saturdays from May to October

### ES MERCADAL

SPRING MARKET, Thursdays from April to June

SUMMER MARKET, Fridays from July to October

WINTER MARKET, from January to March

AUTUMN MARKET, from October to December

### FORNELLS

SUMMER MARKET, Mondays from July to October

### SANT LLUÍS

PUNTA PRIMA MARKET, Mondays, Wednesdays, Thursdays and Sundays from June to September

'DIVENDRES FOSQUET' MARKET, in July and August



O

6

**Our  
manifesto**





**Educating for  
our Future**

**Balanced and  
Sustainable  
Tourism**



**Linking  
Urban and  
Rural**



**Well-being  
and Healthier  
Living**



**Feeding the  
Planet**



**Innovation,  
Creativity  
and Job  
Opportunities**



For all the reasons described before in this book, we truly believe that Menorca would be a good candidate for the title of **EUROPEAN REGION OF GASTRONOMY 2022**

We are extraordinarily diverse and this encompasses our gastronomy, history, artisanship, education, culture, agriculture, tourism, society, the arts, business and politics.

We are fully aware as a community and have support from the most important decision groups locally.

We are deeply committed to sustainability, nature and culinary heritage.

But, above all, we are unconditionally committed to this project.

We believe that the prestige of having the title **EUROPEAN REGION OF GASTRONOMY 2022** will serve to:

**01**

Accelerate our processes and build community awareness around a common goal.

**02**

Consolidate and galvanise the efforts made so far by every organisation and sector.

**03**

Increase our commercial, media and public institutional visibility.

**04**

Inspire and support entrepreneurs and SMEs.

**05**

Maximise opportunities for innovation in terms of agri-food, tourism and the restaurant industry.

**06**

Bring cohesion and harmony to our goals for sustainability, education, legacy and the involvement of the general public.

**IN SHORT**, the title of European Region of Gastronomy 2022 would allow Menorca to achieve its macro goal of significant, observable and evaluable progress over the next few years via environmental protection, economic growth, social inclusion and social welfare, and alliances with creative sectors, with our gastronomy at the epicentre. We must look to ourselves but also to the outside world. Be recognised beyond our borders as a unique, inspiring and exemplary place.

**O**

**7**

**Actions and  
initiatives  
that**

**highlight our  
commitment**





We have worked together on a plan in which all the founding stakeholders and institutions involved in this candidacy phase have taken part. Below is the proposal for a first draft of the planning and implementation of projects and programmes within the framework of the European Region of Gastronomy: for the preparatory years (2019, 2020 and 2021) as well as for 2022, and for the following years (2023, 2024 and beyond).

It is important to note that this first draft does not yet include the initiatives and activity ideas of various public and private organizations that are eager to be actively involved in the post-candidacy phase, and which would allow us to offer a more extensive and comprehensive action plan.

Although all the actions and initiatives have a markedly all-embracing philosophy, we have tried to organise them into three groups:

## A

Core ideas with exceptional universal value: Menorca Biosphere Reserve and the Mediterranean Diet, Intangible Cultural Heritage of Humanity

## B

Structural action frameworks created by the administration and its institutions

## C

All-embracing initiatives based on the seven goals of our manifesto

KEY IDEAS WITH  
EXCEPTIONAL  
UNIVERSAL VALUE:  
MENORCA BIOSPHERE  
RESERVE AND THE  
MEDITERRANEAN DIET,  
INTANGIBLE CULTURAL  
HERITAGE OF HUMANITY

## BIOSPHERE RESERVE AGENCY ACTION PLAN

As previously mentioned, Menorca was declared a Biosphere Reserve by UNESCO in 1993 for the balance achieved between the development and conservation of heritage and landscape. The main characteristic of Menorca's natural environment is its environmental and landscape diversity. In just 700 km<sup>2</sup>, the island has almost all the habitats found around the Mediterranean, particularly woods, ravines, caves, wetlands, dune systems, a rocky coast and islets. In addition, on 19 June 2019, the Menorca Marine Biosphere Reserve became the largest in the Mediterranean, multiplying the area it covered by seven.

The Biosphere Reserve Agency Action Plan aims to foster Menorca as a laboratory of sustainability by encompassing conservation, economic development and logistical support. It sets out the lines of action and projects to be undertaken up to our possible designation as European Region of Gastronomy in 2022 and until 2025; Menorca could thus move towards sustainability via the coordination of all existing initiatives and the inclusion of the new innovative, bold and emblematic projects proposed.

### GOALS OF THE BIOSPHERE RESERVE AGENCY

- Promoting the natural and cultural values of Menorca's Biosphere Reserve as one of the drivers of commercial development for Menorca, promoting use that is compatible with its conservation.
- Achieving economic and social development, favouring a circular, green and social economy.
- Turning Menorca into a place of learning, innovation and experimentation regarding sustainability, with the participation and involvement of the entire community.
- Achieving the coordination and cooperation of social, economic, public and private stakeholders to jointly advance towards sustainable development.
- Working for a society and economy that is as self-sufficient as possible from the standpoint of resource and energy use.

The Socio-Environmental Observatory of Menorca (OBSAM) serves as our internal auditor. It regularly uses a system of indicators to assess the health of the Biosphere Reserve. The following outlines the main diagnostic elements to be used for monitoring, and which will be up and running in the years prior to the European Region of Gastronomy in 2022 and beyond:

- Territorial model and planning for the Biosphere Reserve
- Natural environment, biodiversity and landscape
- Food sovereignty: health, diet and sustainability
- Risks and emergencies
- Water
- Air
- Waste
- Climate change
- Energy sovereignty: energy balance and renewables
- Transport and mobility
- Economic, industrial and commercial sectors
- Agriculture, livestock farming and fishing



## THE MEDITERRANEAN DIET, INTANGIBLE CULTURAL HERITAGE OF HUMANITY

The Mediterranean Diet involves a set of skills, knowledge, rituals, symbols and traditions concerning crops, harvesting, fishing, animal husbandry, as well as the conservation, processing, cooking, and the sharing and consumption of food. The act of eating together is one of the foundations of the cultural identity and continuity of the communities of the Mediterranean Basin, of which Menorca is an essential and active part.

A moment of social exchange and communication, it is also an affirmation and renewal of the links that shape family, group and community identity. This element of Intangible Cultural Heritage highlights the values of hospitality, good neighbourliness, intercultural dialogue and creativity, in addition to being a way of life that is guided by respect for diversity. Furthermore, it plays an essential role as a factor of social cohesion in cultural spaces, festivities and celebrations, bringing people

of all ages, walks of life and social classes together. It also embraces spheres such as craftsmanship and the manufacture of containers for transporting, preserving and consuming food, such as ceramic plates and glasses.

Women play a fundamental role in transmitting skills and knowledge related to the Mediterranean Diet, safeguarding culinary techniques, respecting the rhythms of the seasons, observing calendar festivities, not to mention passing down the values of this element of cultural heritage to new generations. For their part, local food markets also play a crucial role as cultural spaces and places where the Mediterranean Diet is transmitted, where exchanges carried out on a daily basis help to foster harmony and mutual respect.

# 2020 – 2022 STRUCTURAL ACTION FRAMEWORKS CREATED BY THE ADMINISTRATION AND ITS INSTITUTIONS



## MADE IN MENORCA

As previously explained in this document, Made in Menorca is a brand to promote Menorca's production activities which, via cooperation between actors, adds value to the way of doing things and to working locally. In addition, it promotes the differentiating values of the territory from a general and inclusive approach. Its action plan, which will be up and running during the years prior to the European Region of Gastronomy and also in 2022, is divided into three core work areas:

### **PRODUCTION ACTIVITIES:**

- Development of production sectors
- Professionalisation of producers
- Creation of ideas and differentiation between production sectors
- Financial support for production activities

### **TERRITORY AND THE GENERAL PUBLIC:**

- Creating awareness among the population
- Public purchasing of local products
- Involvement of shops and the hospitality industry
- Promoting the territory and local products

### **COMMUNICATIONS:**

- Creation of a brand story
- Involvement of the stakeholders linked to the brand
- Brand visibility and recognition
- Dissemination of the Made in Menorca values

# MENORCA'S FOOD STRATEGY

The Island Council of Menorca is one of signatory cities of the Milan Urban Food Policy Pact, better known as the Milan Pact. This pact commits Menorca to developing sustainable food systems that are inclusive, resilient, safe and diverse, that provide healthy and affordable food to everyone.

Within this framework, the Menorca Biosphere Reserve Agency, hand in hand with the NGO VSF Global Food Justice and the Daniel and Nina Carasso Foundation, are working to consolidate and develop the planned actions for Menorca's food strategy; an all-embracing food strategy in coordination with public food policies based on the principles of the Milan Pact. The goals of Menorca's Food Strategy are:

- Encouraging collaboration between the various administrations involved in the food policy.
- Promoting healthy food that is affordable food to everyone.
- Contributing to the production of responsible food.
- Conserving natural, cultural and gastronomic values linked to primary activities.
- Encouraging short food chains.
- Reducing food waste.



This strategy will be up and running in the years prior to the European Region of Gastronomy in 2022 and the years beyond, and its lines of action will be as follows to:

## 1. PREPARE A FAVOURABLE CONTEXT FOR EFFICIENT ACTION

- Set up spaces for coordination between administrations.
- Train technicians.

## 2. PROMOTE SUSTAINABLE DIETS AND NUTRITION

- Promote healthy, sustainable food in schools.
- Promote seasonal produce.
- Create awareness among the general public.
- Consolidate the Agroxerxa project (described above).
- Limit the sponsorship of highly processed foods/brands at public events.

## 3. ENSURE SOCIAL AND ECONOMIC EQUITY

- Discuss and improve food bank management.
- Consolidate the initiative offering school lunches in summer.
- Prevent hunger, and malnutrition and bad eating habits.
- Promote a social economy in the field of food.
- Create a food handbook for families.

## 4. PROMOTE FOOD PRODUCTION

- Recover areas for agriculture, livestock farming and fishing.

- Draw up a study on the potential of production and food flows on the island.-

Set up regulated agroecology.

- Enhance specific courses aimed at the primary sector and coordinate their dissemination.
- Provide online renewal for fishing permits and authorisations.
- Carry out a training programme for the fishing sector.
- Allow approved training to be carried out by guilds.

## 5. IMPROVE FOOD SUPPLY AND DISTRIBUTION

- Offer training to empower different stakeholders.
- Foster dialogue between different stakeholders to encourage their interrelation.
- Favour purchasing centre initiatives.
- Provide the Menorca Biosphere Reserve with a brand.
- Promote establishments offering Menorca Biosphere Reserve brand products.

## 6. LIMIT FOOD WASTE

- Draw up handbooks with ideas on how to reduce food waste.
- Quantify usable food surpluses.
- Use organic waste for compost.

## 7. PUBLIC PURCHASE OF RESPONSIBLE FOOD

- Conduct a study on the demand for public food purchase.
- Give advance notice of criteria and clauses in public procurement of food.

- Inform distributors about public procurement.
- Offer financial support to help public kitchens adapt to a change in products.
- Ensure animal are well treated.

# MENORCA 2030

Menorca 2030 was created out of the need to give the current energy model a complete makeover in order to eliminate dependence on fossil fuels, as well as to find ways to prevent and adapt to climate change. An initiative that will be up and running in the years prior to the European Region of

Gastronomy in 2022 and in the years beyond, aiming to place Menorca at the forefront of the use of clean energy and serve as a benchmark for other EU regions. This roadmap, outlining the island's energy transition, establishes energy policy priorities, the actions to be carried out, the establishment of ways to collaborate, support and finance, as well as building a set of guidelines for decision-making in the public and private sectors.

The main goal is that by 2030, 85% of our electricity demand will be

covered by renewables, there will be a 50% reduction in the consumption of fossil fuels for land transport, a 30% reduction in the consumption of fossil fuels for thermal uses in the service, residential and industrial sectors, and a 10% reduction in the consumption of diesel in the primary sector.

As specific measures for the tourism sector, which is key to our strategy for being the European Region of Gastronomy 2022, we present the following, among others: promoting renewable generation; self-

consumption and storage; enhancing the experiences of PPAs (Power Purchase Agreements); facilitating the development of seasonal compensation mechanisms for the discharge of surplus energy into the grid; improving packaging and thermal efficiency; management programmes and continuous improvement in consumption (control and monitoring); heat recovery and thermal exchange systems; and renewable sources for thermal uses.



# ALL-EMBRACING STAKEHOLDERS INITIATIVES BASED ON THE THE SEVEN MAIN GOALS OF OUR MANIFESTO

## EDUCATING FOR OUR FUTURE

### SMES

- Organise continuous training on nutrition and food
- Organise continuous training on management and tax laws, marketing, sales, invoicing, and taxes
- Implement continuous training on human resources management
- Organise courses, seminars, workshops and tourism training courses

### THE RURAL ENVIRONMENT:

- Organise Zero-Mile cooking courses using locally sourced products
- Organise beekeeping courses to help protect bee populations
- Organise experiences and visits to producers in the countryside: farms and farmers
- Organise practical courses and field work to learn about the daily life of rural folk, the management of livestock and the production of artisanal products
- Plan courses on the production of organic horticultural agriculture, fruit and vegetables and products made in Menorca, agrosystem production, and the environmental and social benefits they all entail

### GASTRONOMY AND NUTRITION:

- Organise courses, seminars, workshops and training on:
  - Using reusable plastic in the kitchen
  - Sustainable cooking
  - Nutrition and eating right
  - Healthy food shopping
  - Traditional Menorcan cuisine
  - Menorcan cuisine and fusion
  - International cuisine (Japanese, Latin American, Chinese, etc.)
- Cooking: snacking healthily with friends
- Cooking: pinchos and tapas using local products
- Wine tastings (introduction and continuation)



## BALANCED AND SUSTAINABLE TOURISM

Our structural objectives include promoting a tourism industry based on sustainability and a balance of experiences, improving the quality of services and environmental management. Among many other measures and initiatives are the following:

- Implementing training programmes and talks on quality and sustainability
- Offering traditional Menorcan recipes and products for buffet meals and à la carte menus at most tourist accommodation establishments
- Plan specific measures for reducing plastic and non-reusable materials Switch to reusable and/ or biodegradable materials: glass/ cardboard
- Implement specific programmes for recycling at tourist accommodation: glass/cardboard/organic/oil
- Implement a programme to apply energy saving systems and the use of renewable energies
- Organise meetings and agreements with local producers: initiative to recover and sustain autochthonous products
- Design guided tour programmes for tourists to visit farms so that they can appreciate the origin of the product and the producer
- Organise critical thinking days that are open to the public, on topics such as: 'How to Create a Gastronomic Tourist Destination' or 'The External Promotion of Menorcan Gastronomy and Products'

## LINKING URBAN AND RURAL

- Introduce a programme of gastronomic days of local seasonal produce with the aim of enhancing the value of Menorcan products. These days can foster a closer relationship between producers and restaurateurs, bring together new suppliers and products, and make the public more aware of traditional recipes and local products.
- Programme collaborations with different cultural, arts and sports bodies by promoting and associating local products with other activities: film festivals, marathons, regattas, the British community, etc.
- Introduce a programme to promote the consumption of local products at institutional events: international fairs, presentations, catered events, etc.
- Include the Fira del Camp de Menorca as part of the European Region of Gastronomy programme; enjoying over 30 editions, it is the largest livestock fair in the Balearic Islands and in Spain, and is a meeting point for the promotion of Menorcan farm products, animal and machinery exhibitors.
- Organise product tastings, oil or wine tastings, training workshops and informative talks.

## WELL-BEING AND HEALTHIER LIVING

- Design a consolidated calendar of HORECA gastronomic events to convey the nutritional value and healthiness of traditional Menorcan gastronomy to tourists and residents alike.
- Production and dissemination of informative videos explaining the origin of the ingredients used in the recipes and show how the dishes are cooked.
- Some examples of gastronomic awareness events that will be on the 2019 - 2024 calendar every year:
  - *Els Dimecres és dia de Brou*: an event dedicated to highlighting this Menorcan stew as a popular and traditional winter dish. Each home has their own recipe, but the key ingredient that is always used is beef.
  - *'Peix' Gastronomy Days*: to enhance an interest in fish and seafood at its seasonal best.
  - *'Sa Perdiu' Gastronomy Days*: the island's restaurants prepare dishes with partridge as the main ingredient, and the aim is to introduce the countryside to younger generations.
  - Menorca on a Plate: a special lunchtime menu of Menorca's traditional cuisine at prices that are affordable for everyone. The menu includes a Mahón-Menorca Cheese
- tasting so that tourists can get to know this cheese in a different way; it is on the menu as an appetiser and/or dessert.
- The revelation of Menorcan recipes from the 18th-century book *Art de la Cuina*, a key element of our culinary path.
- Tastings of olive oil from Menorca.
- Multidisciplinary collaboration with the Museum of Menorca: a course of gastronomic history, cooking and an explanation of each recipe in relation to its historical importance.
- Organisation of the *Vedella Vermella Menorquina* Gastronomy Days: to introduce restaurateurs and diners to the meat from this kind of animal, as well as other products made from it, such as cheese and ice cream.

## FEEDING THE PLANET

- Creation of a factory for the making and processing of ready-to-eat meals using local products:
  - a. Making the most of surplus seasonal agricultural produce by selling clean, cut up and packaged fresh fruit and vegetables.
  - b. The manual work is organised by the Foundation for People with Disabilities (in Menorca), and provides an income and a job for its members.
- Organisation of the *Mostra de Cuina Menorquina*: its main goal is to further and promote the health and nutritional aspects of Menorcan cuisine. Different menus showcase the local cuisine and its roots, hand in hand with this consolidated movement of the new Menorcan cuisine.
- Development of a programme for the dissemination of recipes based on local ingredients.
- Introduce an information programme on the traceability and food security of the marine species of Menorca.
- Design a programme to recognise marine sea creatures and to ensure the origin of species that are most popular commercially.
- Enhance public bee seasons to safeguard biodiversity.
- Promote the CARB programme, with financial aid from the Island Council of Menorca to foster sustainable farming practices. Reward farmers for their commitment to using environmentally friendly systems that guarantee sustainability and contribute to the conservation of the natural environment, the landscape, rural culture and the stewardship of the rural territory of Menorca. Among other measures and actions:
  - a. **Environmental and landscape measures**
    - Biodiversity maintenance
    - Improve water quality (wetlands)
    - Maintenance of auxiliary fauna and biodiversity
    - Reduce soil/water pollution
    - Improve crop yields
    - Maintenance of agriculture and forestry mosaic
    - Easier livestock management
    - Maintenance of genetic diversity
    - Increased resistance to pests and drought
    - Diversification of production
    - Improve pollination
    - Diversification of products/markets
    - Improve pasture management
    - Improve soil conditions
    - Improve protection against pests
    - Controlling water pollution

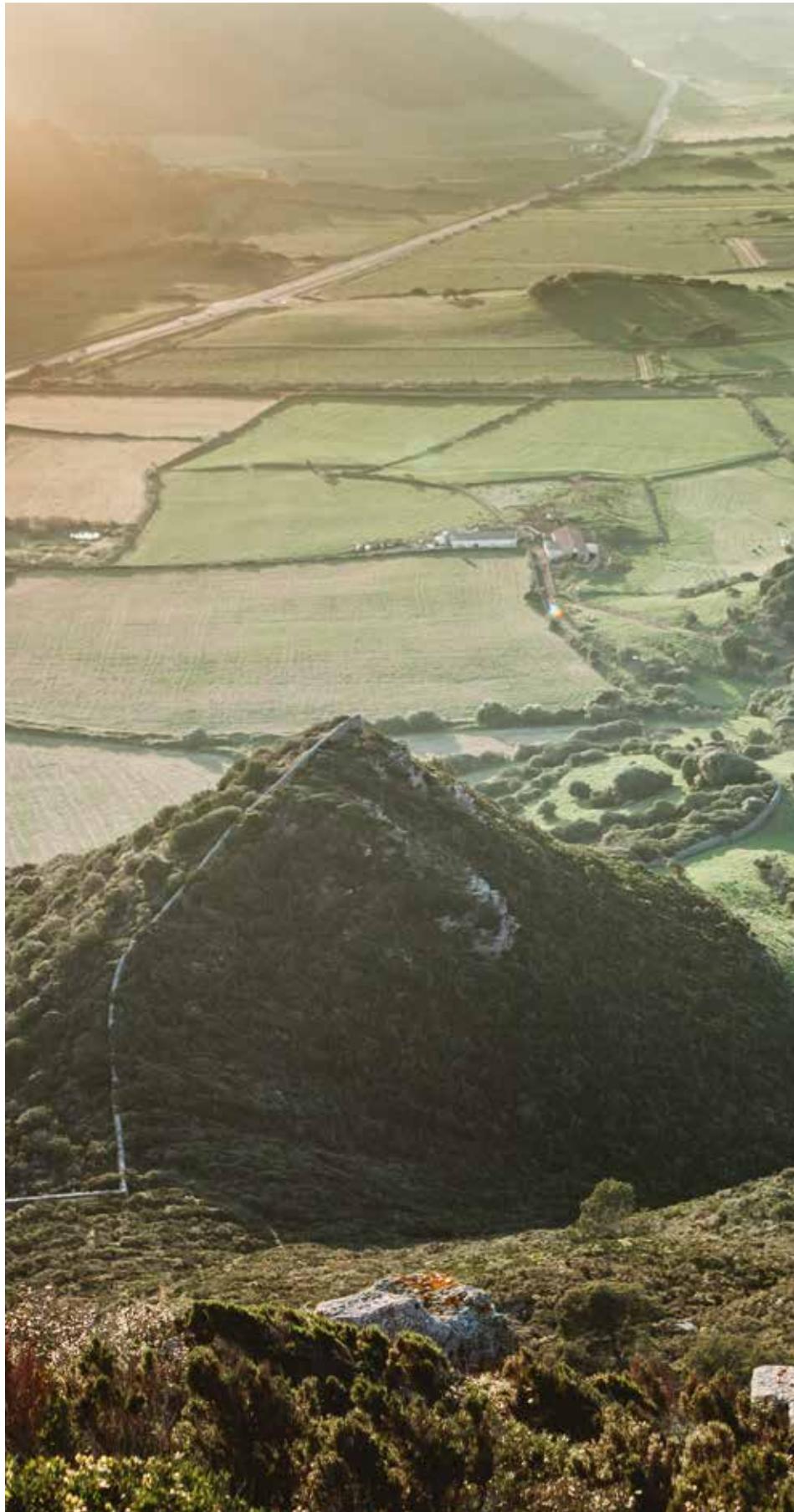
**b. Measures to improve farming management**

- Improve social function
- Encourage responsible hiking, social awareness
- Improve agronomical knowledge and management practices

**c. Measures for energy efficiency**

- Improve landscape
- Reduce risk of flooding
- Protect against erosion

In addition to the commitments they choose to undertake, each farm owner will enjoy increased aid if they employ a woman full-time in accordance with the agricultural regime; this recognises the role of rural working women.



# INNOVATION, CREATIVITY AND JOB OPPORTUNITIES

- Promote Menorcan Gastronomic Prizes: annual awards for professional establishments. Categories: Local cuisine, promotion of local produce, chef of the year, professional career, up-coming restaurant, best pâtissier.
- Create the first national congress of journalists and food critics/writers
- Promote the Rubizmo Project: a European initiative working to discover and support innovative business models that have the potential to contribute to the modernisation and sustainable growth of rural economies.
- Provision of Certificates of Professionalism in the Hotel and Catering area and training specialities:
  - Basic operation of restaurants and bars
  - Basic catering business operation
  - Bar and café services
  - Restaurant services
  - Sector-specific language for the hospitality industry: receptionists, restaurant/bar, housekeeper, etc.
- Career Expo to create synergies between students and collaborating companies: a meeting point for students and companies where candidates present themselves for a range of jobs offered by the participating companies.
- Courses to promote seasonal and/or ecological local products.
- Courses to encourage healthy eating habits and nutritional planning in homes for the elderly.
- Training and awareness raising courses for those responsible for nutritional planning to choose a sustainable, healthy, balanced diet.
- Courses to show that a commitment to seasonal, ecological, sustainable, local produce can improve the health of the general public.
- Establish coordination and governance spaces between producers, marketers and public establishments (school canteens and/or care homes).
- Courses to encourage the introduction of sustainable local agricultural products and mitigate the consequences of climate change.





By hosting the European Region of Gastronomy, we are pooling together within the same strategy several activities whose common goal is to promote food culture. To monitor, evaluate and ensure a legacy we will develop a system to include internal and external evaluation, as well as indicators to enable us to assess the value of the European Region of Gastronomy 2022 programme and its impact on the further development of our region's food and gastronomy.

**For us, it is just as important to reach our goals regarding content and results – which includes being awarded the title of European Region of Gastronomy 2022) – as it is to have a sustainable project and to leave a structural legacy for the future.** To do so, we will set up the 'Menorca, Timeless Flavour' Monitoring, Evaluation & Legacy Committee 2022. This will be an independent and ongoing monitoring committee for the project, and enjoy the active participation of the stakeholders involved (founders and new ones), as well as that of the designated coordinator. Key performance indicators will be used to assess and validate the health of the programme via its seven key pillars, and to ensure the transparency and consistency of the processes and results.

#### THEIR TASKS WILL INCLUDE:

- Coordinating a workshop of stakeholders to develop the work plan, cost activities and assign responsibility for its implementation
- Defining which data need to be captured in order to monitor and evaluate
- Producing a clear plan for a timely collection of high-quality data
- Defining and dedicating staff time and resources to align the M&E development plan
- Defining who will be responsible for collating, preparing reports
- Compiling an inventory of organisations involved in M&E
- Establishing a communication mechanism for organisations involved in M&E
- Having a routine communication channel for exchanging information between stakeholders
- Collecting, capturing and verifying all the types of data that are needed
- Establishing indicators in each category in order to assess whether the original goals have been achieved
- Establishing a mechanism to share and discuss findings and their implications

#### EVALUATION TOOLS TO BE USED WILL INCLUDE:

- Analysis of baseline data for key indicators of relevance to the programme
- Surveys of consumers/producers/restaurants/visitors
- Qualitative indicators of the attitudes and awareness of locals
- Food sectoral studies
- Focus groups/stakeholder engagement workshops
- Qualitative case studies around 'stories' of good practices
- Quantitative measures e.g. rooms/aeroplanes/seats/restaurants/car rentals/number of events/number of visitors/spend per visitor
- Comparative data for different regions and different food products and ingredients
- Analysis of product diversity
- Media analysis – to include traditional and social media, e.g. websites, blogs, domestic/international coverage

# 'Menorca, Timeless Flavour' Monitoring, evaluation & legacy committee 2022

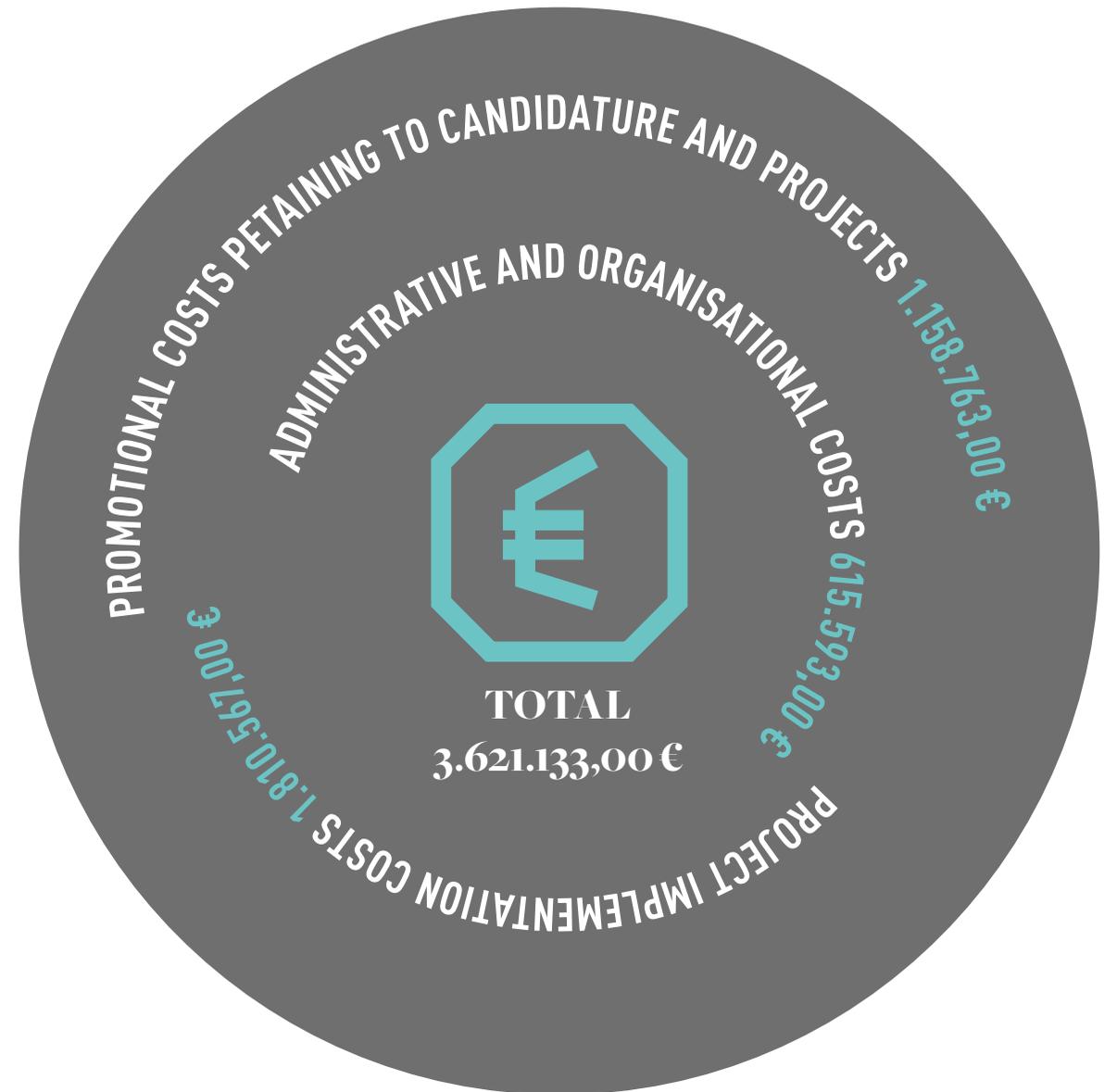


# Financial framework of the project

## Financial framework of the project

Given the limited size of Menorca's territory (land area, number of inhabitants), our people, organizations, institutions, logistics and activities will be extraordinarily enterprising to

ensure that the European Region of Gastronomy 2022 is a success. This effort also extends to the budgets forecast, which are set out below:



# Communications and marketing plan



Menorca's marketing, communications and promotion plan for the European Region of Gastronomy 2022 is being prepared by the board. The entire communications, marketing and promotional strategy will be planned in detail by marketing specialists, taking into consideration the domestic and international media mix according to the intended target groups. The task of promoting a locally sustainable food system and to enhance culinary offers by integrating them into tourism planning was delegated to the Island Council of Menorca.

Our goal is to be coherent and to consolidate all marketing, communications and promotional actions that have been carried out independently in recent years to create a joint strategy by integrating the work of every stakeholder in Menorca, maximising synergies and optimising results. We also wish to integrate the principles of the European Region of Gastronomy network and regional stakeholders – businesses, organisations and municipalities – with existing marketing and communications structures in as natural a way as possible

## Communications and marketing plan

### ACTIVITIES WILL INCLUDE:

- Consistent highlighting of the distinctive and unique features of Menorcan gastronomy through all marketing channels and tools customised for individual target groups
- Working on the perfect balance between audience segment, content type, channel and messaging
- Giving support to all our stakeholders' channels and standardising messages and content
- Developing and establishing the Made in Menorca brand in order to present Menorca as a destination for unique gastronomic experiences
- Establishing and fostering relationships with emerging and established digital foodie influencers (e.g. bloggers, journalists) to promote our gastronomy
- Creating, developing and streamlining a content aggregator website presenting Menorcan gastronomy on the [www.Menorca.info](http://www.Menorca.info) portal
- Focusing on creating relevant, evergreen and ownable content
- Developing new, targeted marketing campaigns on the topic of gastronomy (online and offline), and promoting gastronomy on social networks
- Developing a calendar of gastronomic events of interest on the island of Menorca, as well as a map of culinary itineraries
- Mapping out a calendar of contents to promote events and projects via the most effective media outlets
- Participating in selected international exhibitions and events, enhancing the region's reputation and the European Region of Gastronomy brand
- Organising PR activities relating to European Region of Gastronomy 2022 events
- Organising private food tours, wine experiences and cooking shows for food critics/writers, opinion-makers and bloggers
- Preparing new gastronomy-related printed, electronic, audio, photo and video material
- Presenting Menorcan gastronomy in a printed catalogue in Spanish, English, German, French and Italian
- Defining a Support Ambassador Programme for chefs and food influencers
- Promoting gastronomy tourism with 'bookable food experiences'
- Promoting cooking competitions using traditional recipes
- Enticing and attracting culinary guidebooks and restaurant lists to Menorca (Condé Nast, Tapas, Michelin, etc.)
- Preparing a catalogue on Menorca for 2022, including the top 100 restaurants and producers)

# Collaboration with other European Region of Gastronomy platform partners

## Collaboration with other European Region of Gastronomy platform partners

Menorca's quest is to share, build and collaborate to enrich the IGCAT and all the member Regions. During the preparation of the 2022 mandate, each and every one of IGCAT's programmes will be worked on, in addition to establishing strategic alliances with the Regions that have already been awarded this title.

The candidacy offers the primary sector the opportunity to develop external action policies; offers the secondary sector the possibility of organising trips for foodies so that the island receives visitors all year round; allows the tertiary sector to link up with like-minded entities within the European territory; offers academics the prospect of establishing exchanges with other centres of learning under the umbrella of European programmes such as Erasmus+.

Among other activity ideas, we are evaluating the following:

- A review of the actions already being carried out by all departments, stakeholders and members
- Storytelling training to explain what goes into creating healthy, ecological, local products, with regard to both content and packaging, in order to encourage local consumption and export
- Hospitality training
- Training in top food experiences (with creative sectors)
- Training in audiovisual techniques related to gastronomy

- Training in intangible cultural heritage related to gastronomy
- Internationalisation training for young chefs
- Entrepreneurship training to cover niche markets (water, mayonnaise, preserved seafood, etc.)
- Training in waste management, energy optimisation and elimination of plastics
- Sectoral campaigns
- Preparation of personalised travel packages for foodies from each Region of Gastronomy throughout 2022, plus possible public external action policies
- A culinary route with an award for the best dish, inviting representatives from each Region of Gastronomy
- Creation of a joint online handbook to share best practices
- Creation of a European Region of Gastronomy Congress divided into relevant topics for our stakeholders and partners
- Creation of a network of cooks and inter-restaurant training programme

# Governance structure



Governance structure

## FOUNDING STAKEHOLDERS

- Consell Insular de Menorca (Island Council of Menorca)
- Asociación Hotelera de Menorca (Hotel Association of Menorca)
- Associació de Bars i Cafeteries de Menorca (Association of Bars and Cafés of Menorca)
- Associació de Periodistes i Escriptors Gastronòmics de les Illes Balears (Association of Journalists and Food Critics/Writers of the Balearic Islands)
- Associació d'Educació d'Adults de Menorca (Association for Adult Education of Menorca)
- Confederación de Asociaciones Empresariales de Baleares – Menorca (Confederation of Business Associations of the Balearic Islands – Menorca)
- Confraria de Pescadors de Ciutadella, Fornells i Maó (Guild of Fishermen from Ciutadella, Fornells and Mahón)
- Cooperativa del Camp (Farmers and Producers Cooperative)
- Escola de Turisme de Menorca (Menorca's School of Tourism)
- Fra Roger, Gastronomia i Cultura (Fra Roger, Gastronomy & Culture Association)



# AMBASSADORS

## MIGUEL ÁNGEL MORATINOS

### High Representative for the United Nations Alliance of Civilizations

Mr Moratinos has committed his professional and political career to International relationships and Development Cooperation, notably as Minister of Foreign Affairs and Cooperation of Spain from 2004 to 2010. During his tenure as Foreign Minister, Spain presided over the UN Security Council in 2004, held the chairmanships-in-office of the Organization for Security and Co-operation in Europe (OSCE), the Council of Europe and the Council of the European Union. Mr Moratinos succeeded in fostering the implementation of the Treaty of Lisbon and the Treaty on the Functioning of the European Union. As a true believer in the value of multilateralism, Mr Moratinos helped to create and launch the United Nations Alliance of Civilizations in 2005. He also supported the Group of Friends for UN Reform, has contributed to the creation of innovative programmes for development, healthcare and the empowerment of women within the United Nations system. He ran to be elected Director-General of the United Nations Food and Agriculture Organization (FAO), targeting his action at mobilising international action towards the struggle against hunger and poverty, the promotion of food security and the right to food.

*'As High Representative for the United Nations Alliance of Civilizations, I would*

*like to say that Menorca is the best example of sustainable biodiversity. This biodiversity is accompanied by a gastronomy that is the legacy of diverse cultures and civilisations. Menorca is "the Mediterranean's gastronomic melting pot".'*

## SIMÓN ORFILA

### Internationally renowned bass-baritone opera singer

Born in Alayor, he began studying music at the Conservatory of Menorca, and then under Alfredo Kraus at the Reina Sofía School of Music. His operatic repertoire includes roles in Don Giovanni, The Marriage of Figaro, La Clemenza di Tito, Norma, I Puritani, Anna Bolena, L'elisir d'amore, Maria Stuarda, Lucia di Lammermoor, La Favorita, Linda di Chamounix, Lucrezia Borgia, La Donna del Lago, La Cenerentola, The Barber of Seville, Il viaggio a Reims, William Tell, Semiramide, L'Italiana in Algeri, Don Carlo, Carmen and La Bohème. He sings regularly at the Liceu in Barcelona, and at the Teatro Real in Madrid, and has performed at the opera houses of Seville, Oviedo, Las Palmas, Mahón, Palma de Mallorca, Bilbao, La Coruña and Santander, as well as at important opera houses such as the Deutsche Oper Berlin and at the Berlin State Opera House, the Opéra Bastille in Paris, La Scala in Milan, Covent Garden in London, the Théâtre Royal de la Monnaie in Brussels. He has also sung at the Rossini Opera Festival in Pesaro,

and at opera houses in Tokyo, Lima, Bogotá, Lisbon, Munich, Hamburg, Rome, Naples, Florence, Genoa, Turin, Bologna, Buenos Aires, Geneva, Toulon and Montpellier, among others.

*'The Gastronomy of Menorca is, like opera, an art. An art, because it is rooted in a sensitivity that revolves around taking care of and treating produce well; from the fields and the sea all the way to the table. Because Menorca's gastronomy is memory, imagination, community, history and culture.'*



LSC Council and the GEO Executive Committee, as well as the LISA Consortium and the Einstein Telescope Science Team. She is a Member of the Institute for Space Studies of Catalonia (IEEC) and the Menorcan Institute of Studies (IME). Dr Sintés has received numerous awards, recognitions and distinctions. Among others, she is a member of the Selección Española de Ciencia 2018, was a co-winner of the Princess of Asturias Award 2017 and, together with the rest of the LIGO team, received the Gruber Cosmology Prize.

*'Menorca's gastronomy is not just about cooking. It is the joy of returning home, being with family, of memories, smells, and of getting together. It is about the island's producers, fishermen and livestock farmers, its network of shopkeepers and distributors who make it all possible, and about the craftspeople and cooks who turn produce into memories.'*

## DR ALICIA SINTES

### Professor of Theoretical Physics at the University of the Balearic Islands

Born in Sant Lluís, her research focuses on the field of gravitational wave astronomy. She heads the gravitational physics group at the UIB and is Secretary of the Institute of Applied Computing and Community Code (IAC3). She joined the LIGO Scientific Collaboration (LSC) and GEO in 1997, and is a member of the LIGO-

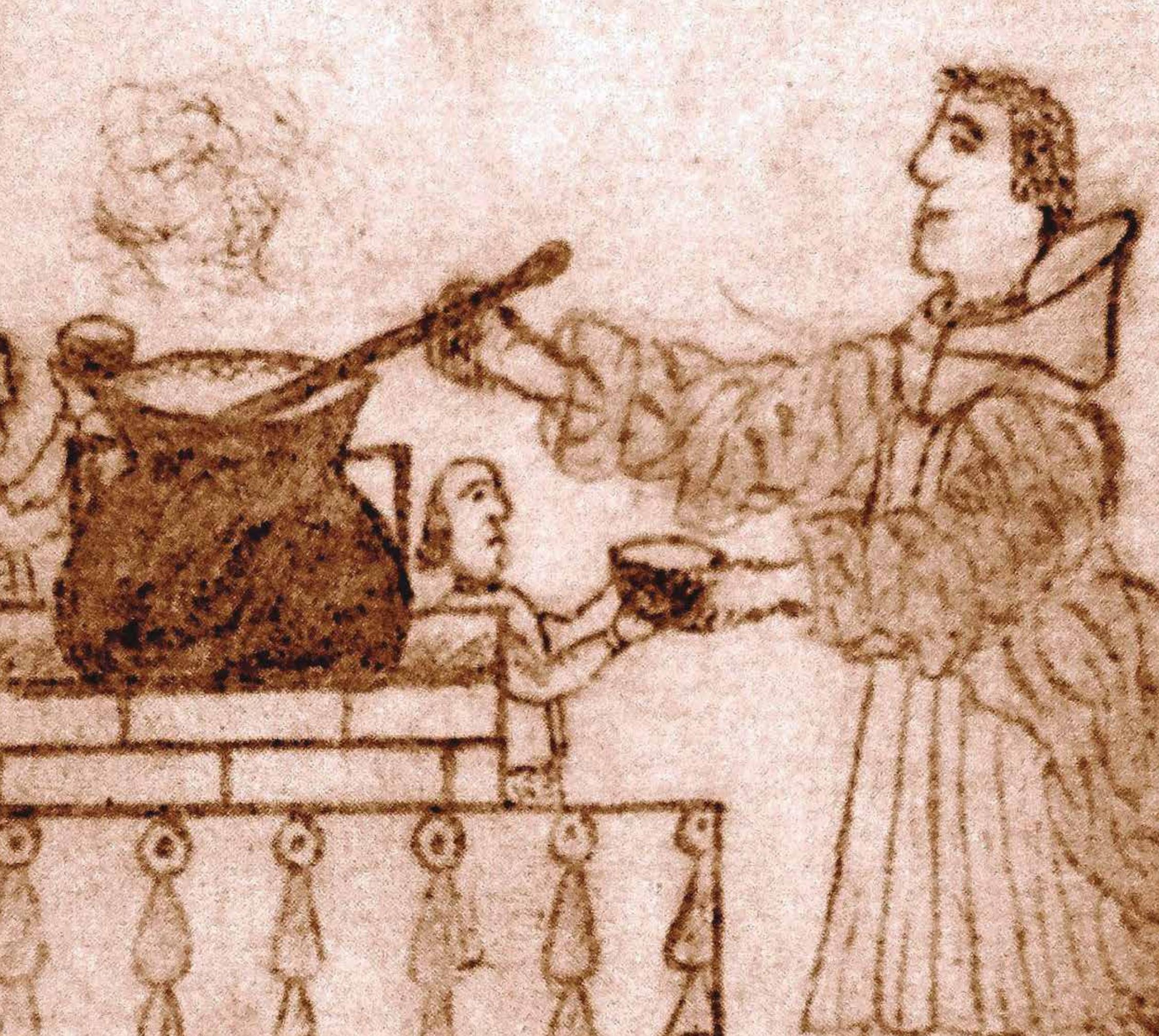
Parts Unknown', Condé Nast Traveler, El Mundo, Robb Report, Planeta Gastro and Diari Menorca. A passion for gastronomy leads him to travel more than 250,000 km every year to visit over 300 restaurants around the world, from places serving street food to the most sophisticated tables. He is the co-author of the book 'Templos del Producto' (Ed. Planeta) and, twelve years ago created 'Cuaderno Matoses', a pioneering gastronomy-focused blog. He also curates, consults for and speaks at culinary institutions such as the Basque Culinary Center, Madrid Fusión and Guía Repsol, among others.

*'Menorca is a place of gastronomic pilgrimage. Not only because of the diversity of its produce, its wealth of recipes and the legacy of the civilisations that inhabited the island, but also because of the commitment of Menorcans themselves to enshrine inheritance and identity as their greatest asset, and the pride they have in their values.'*

## BORJA BENEYTO "MATOSES"

### Culinary, Food/AgTech, Hospitality and Nutrition advisor and consultant

Named one of 'Spain's 20 Most influential people in the food industry', Borja is a member of the Spanish Royal Academy of Gastronomy, author and contributor for Netflix's 'The Final Table', MasterChef, Food & Wine Magazine, CNN's 'Anthony Bourdain:



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In the preparation of the present book we have included texts and images from various sources, including the following founder stakeholders and collaborators:

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MENORCA SABOR INFINITO

