



# World Region of Gastronomy candidate 2025

Catalunya, the European mosaic of gastronomy



WORLD REGION OF GASTRONOMY  
CATALONIA CANDIDATE 2025



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# Letter from the President of the Generalitat de Catalunya



Pere Aragonès i Garcia  
President de la Generalitat  
de Catalunya

Catalonia is one of the regions in Europe with the greatest diversity of landscape. It is this wealth of natural heritage that, along with the country's own history and the values of integration, plurality, endeavour, entrepreneurship and hospitality, define Catalonia, creating a mosaic of gastronomy admired throughout Europe.

This gastronomic legacy dates far back. As early as the Middle Ages, Catalan cuisine could be found in the best European courts, held in the highest esteem as a benchmark of singular excellence. It was Ferran Agulló who undoubtedly said it best, 90 years ago, in the preface to the second edition of his *Llibre de la cuina catalana* (Book of Catalan Cuisine): "Just as it has a language, law, traditions, its own history and political ideal, Catalonia has a cuisine. There are regions, nationalities and communities with a special dish but not a cuisine. Catalonia has that".

It was thanks to this triangle of cuisine-product-territory that in 2016 Catalonia gained recognition as the first European Region of Gastronomy. A testament to the singularity, quality and excellence of Catalan cuisine and all

it embodies, which we want to strengthen by becoming the Word Region of Gastronomy 2025. I am pleased to support Catalonia's candidacy for this recognition. It is without a doubt an excellent way to nurture one of the main assets we have as a country which seeks to preserve territory and biodiversity, support agri-food production and quality tourism, and serve as an example of good nutrition that helps promote a cohesive, well-structured country.

Catalan cuisine is one of our most valuable calling cards. A way of showing people our way of life. That is why we love it so. And that is why we want to share it with the world.





# 01 Catalunya, the European mosaic of gastronomy





In the words of writer and culinary expert Josep Pla, “cooking is like putting the landscape in a pot”. It couldn’t be truer. Catalan cuisine is a true reflection of the diversity and wealth of our region, a true agricultural mosaic. Because Catalonia is a small region with extraordinary biodiversity, different climates and geomorphological characteristics that define our produce and our culinary tradition.

This mosaic, this diversity of landscapes, results in a great diversity of ingredients grown on the land, raised on farms, or caught off the coast: excellent fish and shellfish, fresh fruit and dried fruits, exquisite vegetables, local cereals and legumes, excellent quality meats, without forgetting the two most typical ingredients of the Mediterranean diet, vines and olive trees. Because Catalonia is one of the regions that produces the most olive oil in the world, a product that has marked the landscape and day-to-day life in many areas of the region. In the same way, it has also defined its cuisine. And it is also a land of vineyards, which cross the region from north to south and from east to west, the foundation of our prestigious, internationally-recognised wines.

But Catalonia is also a mosaic of customs and traditions. It is because of the idiosyncrasy of the Catalan people and these heterogeneous landscapes that in Catalonia we enjoy one of the world’s most extensive and well-referenced set of recipes. It all started with the “Book of all

kinds of food stews”, better known as the “Book of Sent Sovi” (1324), one of Europe’s oldest manuscripts and the first known recipe book of Catalan cuisine. Today, Catalan cuisine appears in every blog post, in all sorts of resources and literature that highlights not only its excellence but also its great diversity.

Every corner of our region has its own ingredients, products and recipes. Every kitchen in every home, and every Catalan establishment reinterprets these ingredients while keeping the roots and traditions alive. Catalan cuisine does not have a signature dish, but rather a never-ending list of them: *alloli*, garlic, rice casserole, tinned cod, sausage and beans, tinned snails, *carquinyolis*, *crema catalana*, *escudella* and *carn d’olla*, cod *esqueixada*, *xató*, Catalan-style broad beans, sea and mountain, honey and cottage cheese, bread and tomato, fish *suquet*, *trinxat* (Cerdanya), aranes *olla* (Vall d’Aran), cream *xuixo* (Girona), *escalivada*, *coca de recapte*, *fricandó* with mushrooms, *panellets*, *de vent* fritters, etc.



# CATALONIA, a culinary destination

About 32,000 km<sup>2</sup>, roughly the area of Belgium. This is the surface area of Catalonia, a region located in the north-east of the Iberian Peninsula, made up of a great variety of landscapes, the result of a very diverse geography. To the north, the Pyrenees, with peaks up to 3,000 meters high, a valley facing the Atlantic, and the Val d'Aran, which has preserved its own culture and language - Aranese. To the east, more than 500 kilometers of Mediterranean coast, with varied landscapes from north to south, and which culminates in the majestic Ebro Delta. The interior is a region of varied crops and rich livestock. And the Catalan capital, Barcelona, founded more than 4,000 years ago, has turned its cosmopolitan spirit into a hub of exchanges and influences from all over the world.

This mosaic of landscapes results in a great diversity of land and sea products, which can be enjoyed in a thousand and one different ways: excellent fish and seafood, exquisite fruit, vegetables and legumes, top quality meats, and wines deserving of their international recognition.

Eating and tasting the produce of the land and the sea is the most delicious way to travel and discover Catalonia. Because Catalan cuisine is a succulent portrait of the landscape of this small region. And within the Catalan culinary landscape, we find long-established eateries coexist alongside modern restaurants recognised worldwide for their culinary innovation. Because Catalonia is the birthplace of people of the stature of the Roca brothers, Albert and Ferran Adrià and Carme Ruscalleda,



Carme Ruscalleda



Roca brothers

whose names are etched in fire in the world of haute cuisine.

Wines deserve a chapter of their own, since Catalonia has a long tradition of winemaking which began in Roman times as an international wine supplier. Today, Catalan producers of this pioneering wine-growing area are committed to the quality and distribution of their produce, an operation which continues to grow

exponentially. This is why Catalan wines are served in the best glasses on the planet.

In short, Catalonia is a small region, well connected by land, sea and air, which offers a real culinary and cultural mosaic, where you can enjoy a huge range of wines and culinary delights. All you have to do is make up your mind and embark on an exciting journey of the senses through Catalonia.





# LANDSCAPES to be tasted

Catalonia is a perfect region for exploring the geography of taste. Its range of recipes and dishes help us understand the region through the smells, flavours and textures of its products.

Hazelnuts, prawns, potatoes, rice, peas, apples, pears, nougats, cheeses, beans, oils, mushrooms, wines, snails, tomatoes, sausages, anchovies, chestnuts, etc. This endless succession of food products creates a culinary map of the Catalan land. This is our proposal: to get to know us via this geography of flavours.





# CATALONIA, LAND OF WINES



The vines proof of their resilience and capable of adapting to the harshest conditions.

Catalonia is a land of wines. The vines cover large areas of our region, from north to south and from east to west, proof of their resilience and capable of adapting to the harshest conditions.

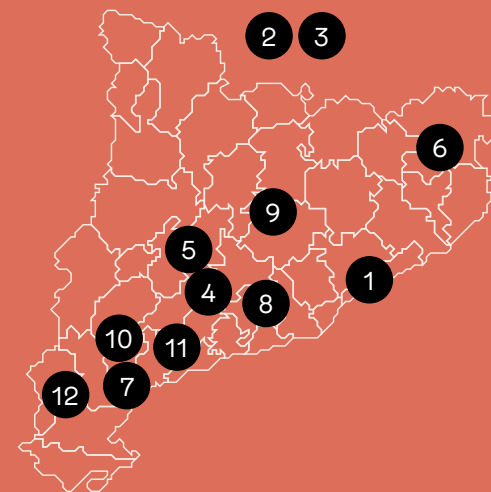
Beautiful vineyards by the sea, heroic even, sitting on the rugged slopes of the Costa Brava, and on the steep coasts of the Priorat region. Throughout the region, vineyards adapt to their land of adoption while keeping the features and personalities which permeate the various wines.

In a region as small as Catalonia, we are proud

to have 12 of the world's most prestigious Designations of Origin, which look after the quality of our wines and guarantee their origin.

Catalan wines are a way for visitors to absorb our landscape and culture, but they also help to strengthen the often despised relationship between the region and its peasants. As writer Josep Pla famously expressed, they are the real heroes, the true creators of Catalan landscapes.

## The 12 Designations of Origin of Catalan wine



Tourism companies and agricultural producers work together to create leisure and cultural activities around the concept of wine discovery. Visitors learn the intricacies of the various terroirs, and have access to experiences which combine the culinary, culture and landscape of Catalonia. In order to raise awareness around Catalonia's wines, the region has developed a whole offering of gastronomy and wine tourism experiences, with the 12 Designations of Origin (DO) at its centre.

- 1 DO ALELLA** - A stone's throw from Barcelona, an area bordered by 50 km of beaches, excellent white wines are made with Pansa Blanca as the main grape variety. Producers in DO Alella have recently recovered the Mataró (Monastrell) and Grenache varieties (reds), as well as Picapoll and Grenache (whites). The region's wine-making history is explained in the Cellar Vinaria archaeological park, which includes remains of a Roman cellar.
- 2 DO CATALUNYA** - All landscapes in a single DO. DO Catalunya, the youngest of all Catalan ODs, stretches from the Mediterranean to the Pyrenees, grouping together 41,000 hectares of vines and 200 wineries. The region's size and diversity of the region show a great variety of landscapes, very different wineries and traditional and innovative wines with a common theme: the search for excellence.
- 3 DO CAVA** - Cava is an internationally recognised sparkling wine, made mainly with the Macabeo, Xarel·lo and Parellada varieties, and following the Champenoise method. DO Cava includes both small, more craft wineries and world-renowned large wineries. More than 70% of production is sold abroad, making it the number one DO in Spain in terms of exports. Sant Sadurní d'Anoia is the capital of cava.
- 4 DO CONCA DE BARBERÀ** - A region with character combining heritage, culture and wine. Conca de Barberà belongs to the Modernist group of wineries, also known as the Cathedrals of Wine. Right in the middle of the Cistercian Route, with architectural gems such as Poblet monastery - a UNESCO World Heritage Site - and the medieval town of Montblanc. The native variety Trepat takes centre stage.
- 5 DO COSTERS DEL SEGRE** - The vineyards of this vast DO are spread over seven widely contrasting regions, from the plain of Lleida to the peaks of the Pyrenees: Pallars, Segrià, Urgell, Artesa de Segre, Raimat, Garrigues and Valls del Riu Corb. A wine-growing region that saw the birth of



so-called high-altitude wines, and which co-exists with attractions such as the Ruta de l'Oli (PDO les Garrigues) or the Ruta del Cister, with the monastery of Vallbona de les Monges as its main tourist attraction.

**6 DO EMPORDÀ** - This region's wines are those of the tramuntana (North wind). Born in an area of great beauty, touched by the Costa Brava's spectacular coastline, and the Pyrenees acting as its natural frontier. But above all, the region is whipped by the tramuntana, a north wind that imbues its people and its wines with the strongest of characters. Grenache and Carignan are the jewels of this DO, which brings together a wide range of red, white, rosé, sweet and sparkling wines.

**7 DO MONTSANT** - Montsant wines are the result of the history of agricultural cooperatives - many of them large cooperatives - that coexist with family wineries, in a landscape marked by the harshness of the Montsant mountain range. In this area, where the landscape and the wine have grown hand in hand over the centuries, where the contrasting climates, the rugged orography and the variability of the soils mark the wines, the Grenache and Carignan varieties are the main protagonists.

**8 DO PENEDEÈS** - The most productive DO is near Barcelona. It is a short stretch of the old Roman Via Augusta, which extends from the popular beaches of Sitges to the pre-coastal mountains. Various landscapes, micro-climates and soils, where Xarello, the emblematic variety of the DO, coexists with other white varieties, such as Macabeu or Chardonnay, and red varieties, such as Grenache. This region, which was once the frontier between Christians and Muslims, is a place to discover wines and cavas from large and small wineries, and to experience Catalan traditions as rooted as the castles.

**9 DO PLA DE BAGES** - Bages is a land of contrasts, with the undoubted prominence of the mountain of Montserrat. Worthy of mention are

the Tines de Pedra Seca Route, a legacy of the great wine-making past; the medieval castle of Cardona; and the Món Sant Benet complex, an oasis that unites the art of the monastery of Sant Benet, with tourist facilities and the research centre of the Alicia Foundation. But the main protagonists of one of the smallest DOs in Catalonia - it includes only 15 wineries - are the wines of the indigenous Picapoll variety, wines with high acidity and great aromatic intensity.

**10 DOQ PRIORAT** - The only qualified Catalan DO is born in a region full of unforgiving coastal areas, with licorice soils, demonstrating how "heroic" the vines are. The slate terroir produces wines full of spirituality, which enjoy great international prestige. In terms of heritage and culture, the Escaladei monastery stands out, the cradle of Priorat wines.

**11 DO TARRAGONA** - The thousand-year-old tradition of Roman wines is maintained in the DO Tarragona. Today it produces wines in an environment of great cultural, recreational (Port Aventura) and historical interest, with the Roman Tarraco, a UNESCO World Heritage Site, the Gaudí Centre in Reus and the beaches of the Costa Daurada as major tourist attractions. A DO that produces mainly Macabeu whites, Tempranillo and Grenache reds, and unique sweet and liqueur wines, called Tarragona Clàssics.

**12 DO TERRA ALTA** - The best place for white Grenache is without a doubt Terra Alta. With a history rooted in a thousand-year-old wine tradition, this area produces 90% of the region's white Grenache. The lands of this DO are surprising because of the low population density and the offering of practically unspoiled nature, with the imposing natural park of El Port. In terms of culture, the Cathedrals of Wine (large wine cooperatives) in Pinell de Brai and Gandesa, as well as the Picasso Centre in Horta de Sant Joan, stand out.

# MEATS, COLD CUTS AND MOUNTAIN CHEESES



Catalonia perfectly combines the wild nature and bucolic landscapes of the Pyrenees, with other inland mountain ranges rich in fauna, flora and fungi (wild mushrooms), such as Montseny and Ports de Beseit, in the Terres de l'Ebre. Places, often isolated, that have learned to be self-sufficient thanks to the wealth of lands that offer products of true gastronomic luxury.

Throughout history, farmers and artisans have been able to maintain and transform what were once subsistence foods into culinary products of exceptional quality. Among them, the meats - beef, pork and poultry -, sausages and cheeses stand out with their unique and recognizable qualities.

Among the meats, the veal from the Catalan Pyrenees, the cock from Penedès and the chicken and capon from El Prat, all with Protected Designation of Origin, deserve our attention. No disrespect to the pig, whose meat is used to make sausages such as llonganissa from Vic, fuet, bull (white or black) and butifarra (fresh, black, white and with egg). And the fact is that Catalonia is the land of sausages, and there are delicious ones made in every corner of the region.

Land of sausages and cheeses, and this latter sector was revived in the last decades of the 20th century, driven by small craft producers, some livestock farmers and others who emigrated from the big cities, entrepreneurs who have recovered old customs, old formulas and in fact the traditional method of preparation, at the same time as innovating in the search for more genuine and personal products. At present, more than 250 varieties of hand-made cheeses are being marketed. Among the most emblematic and historical are Brossat or Brullo (together with Xerigot), cream cheese, Montserrat cottage cheese, which already appeared in the "Book of Sent Sovi" (1324), serrat, and tupí cheese, which takes its name from the container in which it is made.





## THE AROMAS OF THE SEA

Catalonia has almost 600 km of coastline of fine sandy beaches and tiny rocky coves with crystal clear water. It is not surprising, therefore, that fishing and seafood cuisine have a long tradition in Catalonia.

In every port and every coastal town you can taste magnificent recipes of native fish dishes prepared in a thousand and one different ways. In the north, suquets and fish stews predominate; on the central coast and Barcelona province, sarsuela and rice; and from the Garraf further south, rossejats, asmarris and the fideuàs with noodles. Recipes which, while maintaining their roots, are able to evolve and, above all, to elevate the quality, flavour and textures of

unique products from the Catalan coast, such as prawns from Palamós, oysters from the Ebro Delta, crayfish, langoustine and blue fish from Tarragona.

To keep this tradition of seafood cuisine alive, numerous days and gastronomic campaigns are held throughout the region, inviting us to enjoy seafood products and recipes. Days devoted to the Palamós Prawn Menu; cooking the Ganxó Blue Fish in Sant Feliu de Guixols; Cim and Tomb cooking in Tossa de Mar; the Garoinada (sea urchins) in Palafrugell; the Begur Rock Fish Gastronomic Campaign; Mantis Shrimp Month in Cambrils; or the Ebro Delta Bluefin Tuna Gastronomic Days.

## FARMERS WHO LOVE THE LAND

Agriculture has always been an important activity in Catalonia, not so much because of the amount of land dedicated to it, but rather because of the roots and love of the farmers for the land, and the high quality of the products they grow.

The main crops of the region are olives, followed by the vine and fruit (both fresh and dried).

Once again, the excellence and high quality of the products of the land that Catalan farmers grow and produce is such that many of them have marks and certifications at community level. Calçots from Valls, Clementines from Terres de l'Ebre, Potatoes from Prades and Apples from Girona, with PGI (Protected

Geographical Indication); Ebro Delta Rice, Reus Hazelnuts, Santa Pau Beans, Ganxet Beans, Lleida Peas, with PDO (Protected Designation of Origin).

The cultivation of the olive and the production of extra virgin olive oil deserve separate mention. And the fact is that in Catalonia we have five olive oils with PDOs: Oli de Terra Alta, Oli del Baix Ebre-Montsià, Oli de Les Garrigues, Oli de Siurana, and Oli de l'Empordà. This diversity is due to the climate, soil type and olive varieties of each region. In addition to these PDOs, there are traditional production areas such as Noguera, Bages or Baix Llobregat, where excellent oils are also produced.



# DISTINGUISHED CATALAN PRODUCTS



Catalonia, in its diversity, presents a very rich agri-food heritage that should be protected and valued from their very beginnings. To this end, numerous products from the region accompany their name with initials and seals, which differentiate and distinguish them due to their exceptional quality, provenance or origin. These are governmental recognitions - some are regulated by the EU - which certify the quality and uniqueness of each agri-food speciality and its roots or provenance.

Achieving a high degree of quality involves the hard work of the producers. Therefore, it should be noted that the importance of these marks is in the work of farmers, livestock farmers, processors, cooperatives and companies, who are part of the regulatory committees who produce and process the protected products.

There are several quality seals. Those that certify the origin are the PDO (Protected Designation of Origin), the PGI (Protected Geographical Indication) and the TSG (Traditional Speciality Guaranteed), awarded by the European Union.

To these are added other distinctions that recognise, for example, food quality (the Q Mark), which can be found in some meats, in blue fish, in cheeses, biscuits, honey or praline nougat, among other products; or the “Productes de la Terra” seal, an inventory of more than 260 typical and traditional products from our region.

## PROTECTED DESIGNATION OF ORIGIN (PDO)

A distinctive of the European Union that identifies a product originating in a certain location, whose quality or characteristics are due fundamentally or exclusively to a specific geographic environment, and/or to the natural and human factors inherent in it.

In Catalonia we enjoy many products with a PDO, so many that we could make a meal from start to finish using them. For an aperitif, farmer’s bread and butter from Alt Urgell and Cerdanya, and hazelnuts from Reus, aromatic and soft. We continue with the emblematic ganxet white beans, or a good rice from the Ebro Delta, prepared with olive oil from Baix Ebre-Montsià. A meal without cheese is inconceivable, so we can finish with cheeses from the PDO Alt Urgell and Cerdanya. And for those who want a more refreshing dessert, there are PDO pears from Lleida. I bon profit!

## PROTECTED GEOGRAPHICAL INDICATION (PGI)

Products with this distinction have a quality, reputation or other characteristic attributable to their geographical origin, and of which at least one of its phases of production, transformation or elaboration takes place in this defined area.

The PGI llonganissa sausage from Vic, ideal for eating with decent PGI Catalan farmer’s bread, had triumphed in Paris already in 1857 at the Universal Exhibition. Prades potatoes compete with each other to see which is the softest. Special mention is due to veal from the Catalan Pyrenees, cock from the Penedès region and chicken and capon from el Prat, or “blue legged” chicken as everyone calls it, are the main protagonists of tables at Christmas. Calçots (a type of green onion) from Valls attract large crowds. And Clementines from the Terres de l’Ebre, Apples from Girona and rock solid Turró (nougat) from Agramunt, leave us with the sweetest taste in our mouths.





# Local markets, the birthplace of our culinary tradition

If cuisine is culture, local markets are the best place for discovering a town's gastronomic culture. Because the markets speak of the character of a region and its people. And in Catalonia we are proud to have markets - fixed and itinerant - where you can stroll between the stalls, discover seasonal products, compare, choose, buy and chat with the traders. It is a unique way to discover a little of Catalan culture and gastronomy.

Markets, whether urban or rural, are authentic forums of our food culture, focal points where agricultural and livestock production is exchanged with citizens, and above all, where gastronomic knowledge is transmitted.

Barcelona, for example, is one of a small number of cities in the world with a network of markets that gives life and service to all its neighbourhoods. There are 39 food markets bringing fresh, high quality local products to the public. Locations which, in addition, have been going through a stage of transformation and remodeling in recent years to highlight their architecture, in some cases, and their offering, especially of local products, but also of culture and knowledge.

In this sense, special mention should be made of the popular Mercat de la Boqueria (Barcelona), the oldest food market in Catalonia (dating from 1217). A neuralgic point in the city where the great

mosaic of products that make up the Catalan pantry is displayed, but also where flavours and products from all over the world come together. A market praised and recognized worldwide: the 1st World Congress of Markets distinguished it as the Best Market in the World in 2005, as did the American CNN television channel in 2017.

But it is not the only remarkable market. Throughout the region there are markets which have already become authentic cultural spaces, full of life, where in addition to selling fresh products, activities are held to promote cultural and gastronomic dissemination.

In Barcelona, in addition to the Boqueria, there is the central emblematic Mercat del Ninot; and the Mercat de Santa Caterina, remodelled in 2005 by architects Enric Miralles and Benedetta Tagliabue, with a wavy and colourful roof that is already an emblem of the Gothic quarter.

On the Barcelona coast, the Mercat del Centre (Vilanova and La Geltrú) is absolutely worth a visit, with an excellent offering of high-quality fish and seafood; as is the Mercat de Granollers, dating from the middle ages; and the Vilafranca del Penedès Market, with around 230 stalls.

The ones on the Costa Brava are also very popular. The one in Torroella de Montgrí, with a very wide offer especially in summer; or that of Sant Feliu de Guíxols, with more than a hundred vendors by the sea. The Girona Market, in Plaça Lleó, is also special, with more than 75 years of history.

Let's not forget, either, the Mercat de Bonavista, in Tarragona, the largest in the region; the Mercat de Vic, one of the most beautiful in Catalonia, open only on Tuesdays and Sundays in the same location since the 9th century; the Mercat de La Seu d'Urgell, which fills the streets of the town with stalls every Tuesday and Saturday; or the one in Tortosa, which is located in a building built by Joan Torras, the "Catalan Eiffel", and which dates from 1884.





# Fish markets, from the sea to the table



## The Mediterranean Diet

Catalonia has a considerable fishing fleet all the way down its coast. Our cuisine and culinary tradition cannot be understood without the seafood our fishermen bring in.

During the 1930s, fishermen began to sell their wares through auctions, with prices and offers “sung” in a large hall. The emblematic *llotja* (fish markets) are born.

Today, these “fresh fish markets” are the best place to find fresh or seasonal fish and seafood. In addition to being fresh, market fish from Catalan fisheries contributes to the sustainability of both the sea and its resources, as well as the economics of coastal fishing.

Market fish and market seafood should be fresh out of the sea, not re-sold, and available to consumers the same day. And so, the “Market Fish” badge ensures top quality produce Monday to Friday, reaching end consumer directly or via local restaurateurs who want to seasonal and local products on their menus.

Catalonia has 19 fish markets supplying fresh produce directly to consumers. To see a

fish auction in Barcelona province, head to well-known fish markets in Arenys de Mar auction (Monday to Friday) or Vilanova i la Geltrú. On the Costa Brava, we have even more options. The town of Palamós opens its auction (for consumers only), every afternoon from Monday to Friday. Roses does so on Friday afternoons, as does the fish market at Llançà.

In Terres de l’Ebre there are two fish shops to visit, one in Ametlla de Mar, which specialises in bluefin tuna, and one in La Ràpita. The boats arrive at the port and an hour or two later, the fish is already within reach of the consumer.

The Mediterranean Diet is a valuable cultural heritage that we have inherited from the peoples of the Mediterranean basin, such as Catalonia. But it represents much more than a simple nutritional guideline, delicious and healthy. It is a lifestyle innate in our essence and our culture. Our recipes, our ways of cooking, our celebrations, our customs, our products and, ultimately, our way of life, is defined both by the Mediterranean and by the so-called Mediterranean Diet, accepted in 2013 by UNESCO as part of the world’s Intangible Cultural Heritage.

In fact, the triad of wheat, vines, and olive trees is the foundation of both Catalonia’s culinary culture and the Mediterranean Diet itself. These basic ingredients combine to create a rich diversity of products and ways of preparing them, which allows us to combine the pleasure of eating with nutritional and cultural balance.

Extra virgin olive oil sits at the heart of the nutritional pyramid, and is the element common to most Catalan dishes. Bread, pasta, rice and other cereals dominate our regular menus.

Also of great importance are our blue fish varieties, as well as both sweet and dried fruits grown throughout the region.

Because Catalonia cultivates, fishes and produces all basic ingredients of the Mediterranean Diet. Local food and drink that fills the pantries of our homes and restaurants. All these ingredients are cultivated in Catalonia. Every year we eat and drink more of them, as schools chefs and organisations of all sorts strive to educate us in the benefits they add to our lives.

The Mediterranean Diet Foundation promotes the values of the Mediterranean Diet, as well as collaboration with other entities, institutions, research centres, universities, companies, producers and citizens. As an example, we find many culinary establishments showing off the fact that they promote Mediterranean cuisine and the Mediterranean lifestyle.



# Typical Catalan dishes

We are intensely proud of our Catalan culinary tradition, handed down from grandmothers to mothers, from fathers to children. Homemade recipes that have adapted to the times and been masterfully reinterpreted by our region's great chefs.

The Catalan recipe book is heterogeneous, nourished by the mosaic of towns, traditions, climates, lands and customs that make up our land. The various dishes help us understand our origins, and reflect the bond we have with our land and with our seasonal and local products.

In fact, a good way to get to know Catalonia through the senses is by tasting its seasonal products transformed into traditional recipes. All through the year, summer heat or winter cold, there will always be a suitable Catalan dish to cool us down or warm us up. Recipes that have become part of our varied culinary tradition. Dishes to keep us company in celebrations and festivities.

In the winter, Catalans need their *escudella* and *carn d'olla*, a delicious stew made with vegetables, chicken, pork sausage, potato and chickpeas. A boiled beefball is traditionally added to the mix. The Christmas version of *escudella* is accompanied by the typical *galets* (large pieces of pasta cooked in broth).

The region of Tarragona gives us *calçots* de Valls, spring onions roasted over a live fire, then peeled and soaked in *romesco*, an almond- and tomato-based sauce. From the region of Lleida come the *coques de recapte* (the Catalan version of pizza), and *cargols a la llauna* (literally "snails in a tin"), essential recipes for winter and spring. From the mountainous Cerdanya



region we get the famous *trinxat*, a delightful concoction of boiled cabbage, potato and black sausage. Not to be overlooked is *fricandó* (beef stew) with mushrooms, or *faves a la catalana* (Catalan-style broad beans), a delicious stew combining beans, bacon and mint, and a must during the cold month of January.

With the arrival of summer, the recipe book offers more refreshing options, such as *empeprat* (white beans) with cod, dried beans, olives, tomato and onion; or *escalivada*, which includes roasted aubergine, peppers and onions. To celebrate the summer solstice, Catalans celebrate Saint John's eve (midsummer night) with a delicious *brioche coca*, decorated with pine nuts and candied fruit.

Spring brings us delicious peas with cuttlefish, Catalan-style cod, and the typical *bunyols de Quaresma* (Lent fritters).

Regardless of the season, the dish most identified with Catalonia is *pa amb tomàquet*, (bread with tomato) combining perfectly with local sausages (bull, fuet, egg sausage) or sausages from Vic.

And finally, a sweet spot, because the typical Catalan recipe book is full of sweet dishes. From the aforementioned midsummer cake, to the *Castanyada panellets*, not forgetting the *crema catalana* (*crème brûlée*) typical of the Sant Josep festival; the wafers and nougats that fill the tables at Christmas; or the chocolate figures at Easter.





# 02 The revolution continues. Our culinary tradition as a regional strategy





Catalonia is a region with a thousand-year history, with its own culture and language, a mild Mediterranean climate, and incomparable natural wealth, which combines the beauty of the mountain landscapes with the intense light of the beach. A region with a living and rich culinary heritage that is worth getting to know, loved and preserved, the result of the contributions of various cultures and civilisations.

In fact, gastronomy is a strategic sector in Catalonia, because it has always been, is today and will always be one of the most defining elements of Catalan culture, as well as one of the engines that helps maintain territorial balance, the landscape and the environment.

In 1990, two restaurants changed the course of Catalan restaurants by winning their second Michelin star: Can Fabes and elBulli. The former, with Santi Santamaría at the helm, and the latter, with a young Ferran Adrià as its chef. Both were the spearhead of a revolutionary generation that firmly believed in the value of quality product and freedom of creativity, innovation and research. The Cala Montjoi restaurant, however, stands out with a cuisine that becomes technical-conceptual, the space is an R&D workshop, its brigade is semantically redefined as a creative team and the crockery is actual origami.

They were not alone in this revolution. They were accompanied by other chefs such as Carme Rusalleda (the cook who won the most Michelin stars with her restaurants), Fermí Puig, Jean Luc Figueres, Carles Gaig, Mey Hofmann, etc. And many, many others who, from their kitchens or their tables, raised Catalan cuisine to the point of placing

it at the highest possible level. Starting from these revolutionaries, Catalonia became a generator of talent, a melting pot of ideas, culinary creations, gastronomic movements, etc.

In 2011, the sudden death of master cook Santi Santamaría left an emotional and professional void in the sector that is still felt today. Months later, elBulli danced its “last waltz”, to become an even more paradigmatic project: a knowledge and creativity platform, the Bullipèdia.

But the relay was ready. In 2013, the Roca brothers took first place in the 50 Best, while other chefs, many of them “cooked” on the stoves of the great masters, have kept and continue to keep the flame alive. Paco Pérez, Jordi Cruz, Jordi Vilà, Carles Abellan, Oriol Ivern, Fina Puigdevall, Rafa Peña, Ada Parellada, Artur Martínez, Romain Fornell, Iolanda Bustos, Jordi Herrera, the Torres brothers, etc. The list goes on and on, showing that Catalan cuisine, where respect for tradition is balanced with creative freedom, where once the technique has been assimilated, gives way to responsibility, which goes hand in hand with flavour. Michelin star cuisine looks to the land and to local products, and continues to reap success. The revolution goes on.





# A History of Catalunya's culinary tradition

## FROM SENT SOVÍ TO THE NEW CATALAN CUISINE

Ever since the time of modernism, we are aware in Catalonia that our culinary tradition is not a mere appendix of Spanish cooking, but that it has its own personality, products and recipes, going back all the way to our ancestors.

In fact, as is the case with practically all cuisines in the world, Catalan cooking is the result of the mixture of civilisations that have passed through our region throughout our history, of foreign fusions and local adaptations.

We may say that the traditional classic Catalan cuisine was established in the Middle Ages, a time when other cultural aspects were also being developed, including our own language, Catalan. At that time, Catalonia was already, a benchmark culinary region, admired for its cuisine in Italy and elsewhere. Platina (15th century humanist), Martino de Como (15th century cook) and Cardinal Francesco Gonzaga referred to it in his writings, praising the "Catalan-style place settings".

But if there is a culinary work par excellence that brings together the history and tradition of our cuisine, it is the "Book of Sent Soví", originally titled "Book of all kinds of stews", an anonymous manuscript from the year 1324, considered to be the first recipe book of Catalan cuisine, and which includes more than 200 medieval recipes.

A little later, at the end of the 15th century, another book of Catalan recipes and gastronomic advice, the "Llibre del coch" (The cook's book), by master Robert de Nola, was also a benchmark for a long time, running to 12 editions, some of which were translated into Castillian Spanish at the express wish of King

Charles V. This book presents, with respect to Sent Soví, the evolution of Catalan cuisine in the Middle Ages, which was not especially important yet extremely significant, since the new foods that would arrive from America had not yet been introduced.

Other volumes were a compilation of the history of medieval Catalan cuisine, and include the "Book of matching food", or "Lo crestià" (The Christian), by the priest Francesc Eiximenis, in which he talks about the proper way to serve food and wine.

Works that show the importance of Catalan gastronomy, of our cuisine, of our wines and of our eating habits at that time.

In 19th century modern traditional Catalan cuisine went through a bleaker stage, being ignored or despised abroad. It was at that stage that Catalan chefs looked beyond our culture for ingredients and techniques that might make their dishes equal to the most famous, especially French ones. In recipe books such as "La cuynera catalana", considered to be a "key" book of the Catalan gastronomic renaissance, we begin to see these foreign touches in Catalan recipes, used to improve them according to the taste and fashion of the time.

It took a century for our cuisine to shine and reassert itself again. A path of renewal was opened by Josep Mercader (1926-1979), who from the Empordà motel in Figueres (opened in 1961) was the first to adapt the techniques he had learned in France to local products and traditions, with personal creativity. He was laying the foundations of a new cycle, a stage that years later would explode into a true gastronomic revolution.



# Michelin stars. The revolution of Ferran Adrià

Since ancient times, Catalonia has been the object of the attention of travellers and gourmets who have been able to discover, see, value and leave in writing, the extraordinary gastronomic offering of this small region on the Iberian Peninsula. Since the appearance of gastronomic guides, especially the renowned Guide Michelin (with more than 100 years of history), Catalonia has always starred in some of its episodes. But it is recent years and decades that Catalan chefs and restaurants have dazzled the most.

In fact, the Catalan gastronomic firmament had never shone so brightly. In addition to the famous red Michelin list, other guides such as The World's 50 Best Restaurants also endorse this creativity and quality of our gastronomic offering, made famous in culinary establishments by real artists of the stove.

This is why Catalonia can be considered a gastronomic powerhouse. It is the Spanish region with the largest number of restaurants in the red Michelin Guide, and Barcelona is the Spanish city with the most restaurants in the top category (four stars). A road embarked on by chefs such as Santi Santamaria, with the first three-star Michelin restaurant in Catalonia; or Carme Rusalleda, the female chef with the most Michelin stars in the world (she won

seven), among others. But which definitively catapulted the figure of Ferran Adrià, "the chef of the century", up into the sky.

Adrià, like other great Catalan chefs of recent decades, has inspired many other cooks working in Catalonia. Because in Catalonia we have products, and talent and creativity are in our DNA. The great chefs who have had a long career and are known worldwide, such as the Roca brothers, are being joined by a new generation of chefs, making their mark, open to influences from all over the world, with a lot of technique behind them and with restaurants that flee from classical rigidity. Both generations enjoy the privileges of having at their disposal the great wealth of the Catalan culinary tradition, products from the land and the sea which, with their originality and mastery, make us travel with our senses.

In the latest edition of what are considered to be "the Oscars of the restaurant industry", the red guide has awarded 69 Michelin stars to 53 Catalan restaurants, led by four with three stars: Cocina Hermanos Torres (Barcelona), El Celler de Can Roca (Girona), ABaC (Barcelona), and Lasarte (Barcelona). Distinctions that support the way our chefs work and who, with passion and dedication, offer us authentic sensory experiences.





# Culinary associations, the Cuina Catalana brand and Slow Food



In Catalonia, farmers, livestock farmers, fishermen, winegrowers, artisans, shopkeepers, cooks and hoteliers work to weave a compact network of cooperation, and many of them, to keep the region's culinary traditions alive. Because in every spoonful of a recipe or in every sip of a Catalan wine, a whole historical universe unfolds, a mosaic formed by the legacy of past civilisations, the influence of the climate on the ingredients, the preparation techniques that have passed from parents to children, etc.

To preserve this legacy, the Culinary Associations of Catalonia were born. They are restaurants and chefs who base their offering on regional cuisine, with local, high-quality cuisine. There are more than twenty in Catalonia. Cooks united by a region and committed to promoting it by cooking with products from their surroundings.

But they are not the only ones working to praise and promote Catalan gastronomy and cuisine. The Catalan Cuisine Institute is the creator of the Catalan Cuisine Brand Project, founded in 2001. During these years they have promoted,

among other projects, the Cuina Catalana label, which endorses nearly 200 restaurants from all over the region that opt for traditional dishes on their menu. Many of them are brought together in the "Corpus del Patrimoni Culinari Català", a magnum opus, the most exhaustive, with more than 1,200 recipes, the product of years of field-work throughout Catalonia by researchers, cooks and anonymous people.

More recently implemented is the Km0 mark for those restaurants that prioritise local and organic farming, and use seasonal foods, avoiding the use of GMOs, and retrieving products from the Ark of Taste and the Slow Food Bastions. Under the slogan "good, healthy and fair", they follow the philosophy of eco-gastronomy, combining the pleasure of eating with responsibility, sustainability and harmony with the environment.



# INNOVATION

## Alicia Foundation, elBullifoundation and IRTA

For more than a decade, several public and private entities and bodies have been collaborating and working together in culinary and gastronomic investigation and research in Catalonia. Innovation, the optimisation of culinary processes, food safety, the development or improvement of new equipment, the transfer of scientific advances in the fields of agri-food production, culinary techniques and food and beverages, are some of the areas in which institutions such as the Alicia Foundation, the IRTA Institute and the elBullifoundation work.

All of them, in collaboration also with private companies, universities, provincial councils and research centres, organise conferences and courses, publish reports, projects and scientific articles, in order to give visibility and disseminate the progress they make or discover. And the fact is that the transfer of knowledge is one of the main objectives of these organisations.

Created in 2003, the Alicia Food and Science Foundation is a research centre dedicated to technological innovation in cooking and the dissemination of agri-food and gastronomic heritage, with a social vocation and open to the public in order to promote good nutrition. It researches culinary products and processes; innovates and works to improve people's nutrition, with special attention to food restrictions and other health problems; promotes the improvement of eating habits, and enhances the food and gastronomic heritage of the regions. Its board of trustees is formed by the Catalunya-La Pedrera Foundation,

the Generalitat de Catalunya and people of recognised prestige. It counts on the cooperation and collaboration of prominent scientists and the best chefs.

elBullifoundation continued the legacy of innovation from elBulli restaurant, with Ferran Adrià at the helm. Disruptive innovation made the difference. elBulli demonstrated a very high level of efficiency and creative longevity, thanks to which it changed the paradigm of the gastronomic restaurant scene. The elBullifoundation has continued to promote creativity and innovation by sharing it with all those people who have the will and spirit to improve, evolve and innovate, making them part of past, present and future experience, researching and experimenting to drive talent and for everyone to seek their own limits.

The IRTA is a research centre dedicated to R+D+i in the agri-food sector and is attached to the Department of Agriculture, Livestock, Fisheries and Food (DARP) of the Generalitat de Catalunya. Its goals are to modernise, improve and promote the competitiveness and sustainable development of the agricultural, food, agro-forestry, aquaculture and fishing sectors, as well as provide consumers with healthy and quality food and improve the well-being of the population. As a result of collaboration with other public institutions, Catalonia today has a network of consortium centres (including IRTA, Universities, CSIC, Provincial Councils, etc.) that can be defined as a cooperative R&D system.



# EVENT CALENDAR



Catalonia is a region to be savoured from top to bottom, and a good way to do so is by enjoying the numerous fairs, festivals and food and wine days that fill the calendar 365 days a year. The products of the land and the sea, recipes, dishes and preparations of Catalan cuisine are the perfect excuse for popular gatherings, or to offer special menus in culinary or gastronomic establishments. Meetings and fairs that may include different events such as talks, lectures, workshops, show cooking, tastings of quality products and cooking demonstrations. In addition, they allow us to learn the news about food innovations and trends. Here are a few examples.

In **January**, the year opens with the Gran Festa de la Calçotada in Valls (Tarragona), a meeting filled with traditional acts centred on the calçot, a type of green onion. Also in January, extra virgin olive oil is the star at the Les Garrigues Oil Fair, in Les Borges Blanques (Lleida), an event with more than 50 years of history.

In **February**, the popular Mantis Shrimp dish in Port de Cambrils (Tarragona) kicks off with

some gastronomic days that include guided visits to the Fishermen's Guild, culinary workshops, demonstrations, and much more. Also in this month, Shrove Thursday (Dijous Gras or Dijous Llarder), the day associated with the most caloric and fattiest meals of the year, precedes the arrival of the Carnival King, and is synonymous with pork-based, especially botifarra d'ou (sausage with egg) and llardons (pork rind). In the districts of Penedès and Garraf, the meal of the day is xatonades, which consists of xató sauce, all kinds of omelette and a pork rind cake for dessert.

In **March**, Trumfo i la Tòfona Fair in Solsona (Lleida) reminds us of the quality of the local potatoes and truffles; while in Ribera de l'Ebre (Tarragona), the popular Clotxa festival is celebrated, a traditional herring-based dish par excellence of the area.

In **April**, the days of dried cod cooking in Sant Feliu de Guíxols (Girona) fill the restaurants of the area with succulent seafood menus. The Falset Wine Fair is also a must, perfect

for getting to know the craftsmanship that goes into each bottle of wine and, at the same time, to let yourself be seduced by the surroundings and the landscapes where they are made.

And with the arrival of **May**, La Primavera del Cava (sparkling wine) begins, a spring festival celebrated in numerous wineries in Penedès (Barcelona). It is also the month of the Aplec del Caragol (Snail Festival) in Lleida, one of the best attended festivals in the region.

In **June**, prawns from Palamós are the star of the Costa Brava (Girona). Meanwhile, the Rice Planting Festival, with its staging of the planting of rice in the 19th century, brings back some manifestations of the culture and gastronomy of the Ebro Delta (Tarragona). A festivity which is continued in September, with the Festa de la Segà, which brings back rice harvesting as it used to be done.

Also in **September**, the harvest festivals travel throughout the Catalan wine-growing region and fill wine cellars and towns rooted in wine culture with life and food and wine activities.

In **October** we celebrate one of the oldest traditional fairs in Catalonia, the Sant Ermengol Fair in la Seu d'Urgell (Lleida), with craft cheeses from the Pyrenees as the main protagonists. And in Sant Sadurní d'Anoia (Barcelona), it's time for the cava tasting, to discover the best cavas of the year.

In **November**, gatherings based on liquid gold are back, such as the PDO Siurana Oil Fair in Reus and the New Oil Festival. The Ruta del Xató also begins, providing more than 200 activities related to this essential dish from our cuisine.

And in **the last month of the year**, in addition to the festivals and markets dedicated to traditional Christmas products, numerous fairs devoted to new olive oil are also held; the popular Clementine Gastronomic Days in Alcanar (Tarragona); and the Poultry Fair in Prat and "blue legged" capon in Prat de Llobregat (Barcelona), with more than 50 years of tradition.



# An attractive food and wine tourism offering

Retrace the wine routes, enter the caves where shepherd's cheese is cured, walk through vineyards on impossible terraces, taste the origin of the creative cuisine that has dazzled the world, soak bread in the popular root cuisine in food houses that are living history, immerse yourself in the clamour of a farmer's market, meander by bike through lonely lanes, rest in dream hotels, lose sight of a blue sea and dive in postcard coves, travel trails of calm, learn the secrets of centuries-old liquors, hunt for wild mushrooms and smell out truffles, pick herbs and flowers, sail in sailing boats and taste sea urchins, admire thousand-year-old olive trees, graze in the high mountains, watch the cooking stoves smoke, taste unique and inimitable products, meet artisans and producers and step into their lives for a moment, walk through centuries-old farmhouses, go down to the storage cellars, feel the calm of the cellars, give names and surnames to the local wines, taste all the nuances, feel its beating heart, etc.

The diversity of landscapes, an unattainable pantry, craftsmen's wisdom, the tradition and the determination of an entire town make our gastronomy beat in every corner of Catalonia. To savour it is to enter a Catalonia of unparalleled flavours.



## WINE TOURISM

300 wineries devoted to wine tourism  
800 wine tourism activities  
9 structured wine routes  
700,000 wine tourists in Catalonia



## RESTAURANTS

Catalonia is home to 53 restaurants with at least one Michelin star. Four Catalan restaurants boast the maximum excellence of three stars. The Spanish region with the most Michelin stars.



## PRODUCERS

375 farms open to the public  
More than 600 activities offered by producers  
181 farms taking part in the BaP festival all year round  
32,000 participants in the BaP festival



## LOCAL PRODUCT

12 Designations of Protected Origin (PDO)  
10 Protected Geographical Indications (PGI)  
11 wine PDOs and 1 Qualified PDO



## FACILITIES

19 Museums linked to food and wine  
46 Gastronomic hotels  
65 Initiatives and food and wine routes in Catalonia





In addition, the region of Catalonia has extensive tourist experience, receiving around 30 million tourists annually, more than half of whom are foreigners (63%). A food and wine tourist is a visitor who generates greater expenditure, 20% above average, and who contributes the most to deseasonalisation (autumn and late spring).

The wineries of the nine Catalan wine routes recorded nearly 700,000 visitors in 2019. 41% of winery visitors are European, 38% Catalan, 14% North American and 8% from the rest of the world. The majority of wine tourists are men (56%), with an average age of 49, with higher or university degrees (47%) and in active employment (80%). They travel with friends (32%), as a couple (29%) and in organised groups (65%). 31% have visited a Catalan winery before.

In terms of visits to agricultural holdings, Catalonia has solid experience based on the organisation for years of the Benvinguts a Pagès (Welcome to the Farm) open-doors weekend, which in 2022 was extended to become implemented throughout the year. In the open-doors weekend Benvinguts a Pagès La Festa 2021 alone, the participating farms received 32,000 visitors. More than 50% between 36-45 years old and accompanied by family and friends. 32% had already taken part previously and for 67% it was the first time.

For visitors who enjoy the pleasures of the table and a good rest, the distinctive **Gastronomic Hotels of Catalonia** was created, boasting more than 40 hotel establishments throughout the country, specialising in Catalan cuisine and the products of the land. Tasting these ingredients in their places of origin allows us to discover who we are through what we eat. In these hotels, rest is as important as the will to excel in the kitchen, with traditional dishes which are more or less modified according to the imprint of each chef. Family management and personal treatment are two of the axes on which this brand revolves, which go from five-star hotels to charming hostels and boarding houses (with up to 60 rooms and 120 beds).

The map is completed with inns, situated throughout the Catalan tourist regions and which offer accommodation and catering services, with gastronomic proposals typical of “home-made” cuisine and always in contact with an environment as rich in nature as in culture.

Worth a mention is the important work of the catering guilds, which strive to improve the quality of the region’s restaurants and inns.

The promotion of quality products cannot be understood without the work of all these restaurateurs, the culinary associations, the slow food movement, the Cuina Catalana and Gastronomic Hotels marks, among others. And of so many specialists who strive in their day-to-day lives not to disappoint increasingly demanding visitors.



# WELCOME TO THE FARM, A CONSOLIDATED PROJECT



**Benvinguts a Pagès (BaP)** was born in 2016 as one of the great projects that developed during the year Catalonia was European Region of Gastronomy, with the aim of making known all the producers of Catalonia who open the doors to their homes to share their work in the field, the pasture, the farm or the workshop. This is the way to show people where everything we eat comes from and who is behind the food and drinks that are on our tables. An opportunity to get closer to farms and fill the pantry by buying directly from the producer.

The offering of agri-food producers is complemented by other tourist agents (res-



taurateurs, hoteliers and promoters of complementary activities) who contribute to the promotion of local and local products.

All of them can be visited, with prior reservation, during La Festa, the open-doors weekend at farms in Catalonia. As a novelty in 2021, BaP All Year was promoted, a continuous offering of visits to farms with various activities and for different audiences 365 days of the year.

This Generalitat initiative has become an action to promote the marketing of products and to support the participating agro-food and fishing farms aimed at the public in general, but especially at the family, senior, foodie and young audiences.





# The Food and Wine Tourism Plan 2022-27 and Strategic Food Plan of Catalonia (PEAC) 2021-26



# STRATEGY FOR GASTRONOMIC TOURISM IN CATALONIA FOR THE PERIOD 2022-2027

Catalonia wishes to become an essential benchmark for food and wine tourism in Europe, and for this reason the Department of Business and Employment recently presented the Strategy for Food and Wine Tourism in Catalonia 2022-2027.

The plan aims to define a model of Regenerative, Slow and Innovative Gastronomic Tourism that allows the promotion of Catalonia as a destination with an identity, structuring an offering with value, segmented by visitor, that is attractive and competitive, based on the 4D model (deseasonalisation, spending, diversification and decongestion) and 4S model (safe, healthy, unique and sustainable), which favours work aligned with the needs of the private sector, the creation of new infrastructures and tourist products, positioning in the markets and the orientation of promotion and marketing strategies to demand.

The new strategy for food and wine tourism consists of **6 areas** that include several actions:

- 1. Infrastructures and equipment in the wine and food region.** The aim is to promote new equipment, signage and infrastructure for the tasting and purchase of local products, which will attract new audiences and generate economic impact. New immersive spaces related to food and wine will be created.
- 2. Digital transition and smart destination:** The aim is to promote the digitisation of the food and wine offering, to move towards an intelligent wine and food destination and to improve the professional education and training of companies and destinations. Furthermore, we wish to have an intelligence system that provides knowledge for taking strategic decisions.
- 3. Tourist product attractiveness and competitiveness:** The aim here is to promote innovation, specialisation and segmentation in the creation of combined products (cycling tourism, nature, premium, family, etc.) in order to attract new audiences.
- 4. Identity and food and wine culture:** We wish to have an emotional food and wine story that gives value to the offering and diversity of Catalonia (producers, landscape, etc.) and improves the attractiveness of the local markets. Catalan cuisine and its distinctive features will also be promoted.
- 5. Tactical product marketing:** The aim is for actions to be carried out to drive the promotion and marketing of the offering.
- 6. Network of destinations and companies:** A governance system will be defined for the competitiveness of the offering and the joint work of the Catalan Tourism Agency (ACT) and the various food and wine areas through training activities and networking.







# FOOD STRATEGY IN CATALONIA (PEAC) 2021-26

Food is the link between agriculture, health, the environment and consumers. The way their agents relate and link to each other is the way we approach our future.

It is in this framework that the need to have a unique and shared regional food policy is highlighted, built with all agents, from food production to consumers, including companies involved in processing, transformation and distribution, as well as sales and catering.

To face the challenge, the Strategic Food Plan of Catalonia (PEAC) has been developed, an interdepartmental and inter-sectoral instrument to build a sustainable, safe, resilient, healthy and universally accessible food system, which consolidates the foundations of the National Pact for the Food of Catalonia.

**MISSION.** To articulate a competitive, sustainable system, territorially rooted in the region and based on its diversity, and which produces healthy, accessible and quality food, recognised by consumers.

**VISION.** To turn Catalonia into a benchmark regions in terms of food excellence, recognised and valued as part of all agents of the food chain, both locally and internationally. The Plan comprises four dimensions, which will be implemented through 294 actions:

- 1. Sustainable, transformative and based on the circular bioeconomy.** Catalonia's food strategy aims to articulate a production model which is socially responsible, environmentally sustainable and economically viable, and which ensures balanced and regenerative growth in these three areas: social, environmental and economic.
- 2. Local and rooted in the region.** Food is an area which has a direct impact on the structuring and territorial cohesion and shapes a shared identity around native products and its own, differentiated gastronomic culture.
- 3. Fair, equitable and cohesive.** A fair, equitable and cohesive food system is the most important challenge to be met in the third dimension of the Plan, which must be approached from three different perspectives: accessibility, inter-sectoral balance and collaboration of the agents.
- 4. Healthy and trustworthy.** A healthy diet (sufficient, balanced, varied, safe and sustainable) is the basis for promoting people's health. From this perspective, and pointing to the relationship between food, health and sustainability, the fourth dimension addresses the development and promotion of healthy eating habits, as well as the achievement of a safe, quality food system capable of generating trust in consumers and markets.





# 03 World Region of Gastronomy 2025 The candidacy





# The candidacy

Catalonia has a powerful culinary culture associated with the Mediterranean diet, classified by UNESCO as an Intangible Cultural Heritage of Humanity. A cuisine based on quality products with European PDO and IPG marks, which generates one of the largest agricultural mosaics in Europe. In addition, the synergies between the export capacity of wine and agri-food products with the internationalisation of tourist activity (we receive more than 19 million tourists), have allowed us to improve the positioning of the Catalonia brand in the world.

On the other hand, Catalonia is currently the region of Spain with the largest number of Michelin stars: Between them, 53 Catalan restaurants have 69 stars. There is a great duality between culinary tradition and innovation driven by chefs of international renown and prestige, such as Ferran Adrià, Carme Ruscalleda and the Roca brothers, who have positioned Catalan cuisine in the field of excellence worldwide.

In terms of tourism, Catalonia has made – and is still making – a big commitment to the promotion of food and wine tourism. It is a strategic point for the development of the region, for the economic impact it generates, because

it is a type of tourism that contributes to de-seasonalisation and, in addition, because it generates 20% more spending per person at the destination than conventional tourism.

There is a rich and varied tourist offering linked to food and wine and local products. In recent years, nine Wine Routes have been created in Catalonia, with nearly 300 wineries offering more than 800 wine tourism proposals for different audiences and motivations. Added to this is the fact that farmers and producers have also made a strategic commitment to open their farms to the public, with 600 activities currently being provided by 375 producers.

In addition, Catalonia is committed to innovation through research and investigation centres devoted to technological innovation in cooking, improving eating habits and valuing the agri-food heritage.

Catalonia wishes to become a World Region of Gastronomy, just as it was a European Gastronomy Region in 2016, to continue with the gastronomic revolution that took place a few years ago. But now it does so by focusing on innovation, tourism and regenerative agriculture, circular economy, landscape and agri-food



heritage with a project governance model that will involve all actors in the value chain of gastronomy.

### Background - Catalonia as the European Region of Gastronomy 2016

In 2016, Catalonia was distinguished as a European Region of Gastronomy and developed a programme of actions that helped initiate the transformation of the agri-food sector and food and wine tourism, which we will promote definitively with the 2025 brand.

The candidacy had two main goals:

1. To foster a strategy of cooperation across the entire sector under a common aim: to join forces to promote Catalan gastronomy with all its richness, local ingredients and particularities.
2. To promote an exchange of experiences and knowledge with other European regions on the importance of culinary tradition in the broadest sense including health, identity, sustainability, regional development, etc.

The 2016 distinction was a lively project with an inclusive vocation, which had the participation of more than 500 entities, agents and people from the region who work to promote Catalan culinary tradition. Based on the three-part backbone and differentiator of “product, region and cuisine”, its main objective was for culinary tradition to become an identity element that enabled the differentiation and singularity of the region. Thus, the slogan “We are Land. We are Sea. We are Culinary Tradition” was born, a summary of our identity. This essential objective was reflected in all the actions that were organised during 2016, leaving the mark of “product, region and cuisine” on each of them. The vitality of the three-part name was reflected in a very wide and diverse fabric of initiatives, such as quality agri-food productions and elaborations, fairs and markets, tourist routes and experiences, culinary festivals and campaigns, profiles on the main social networks, culinary



associations, guilds, research and training centres, equipment, professional organisations, and others. In this way, it was possible to strengthen Catalan identity as a region rich in culinary tradition, landscape and creative innovation, consequently favouring a greater visibility for Catalonia in Europe and the world. The distinction also made it possible to strengthen the coming together of the rural world and the urban world.

Under the umbrella of CREG'16, nearly 500 activities related to products, the cuisine and the region, in various dimensions and of different characters, were held. Each and every one of these events, no matter how small they were, had their importance, because they contributed in their way to spreading and making the Catalan heritage of culinary tradition greater.



# WHAT WILL THE CANDIDACY ENTAIL?



1

Promoting a better positioning of the Cuina Catalana brand, which contributes to a unified promotion at the national and international level, and which allows the region's culinary identity to grow beyond chefs with an international reputation.

2

Promoting a great culinary story of Catalonia that appeals to the emotions, that highlights its variety: wines, local produce, farming, landscapes, chefs of international recognition, culinary associations, etc. Giving value to the offerings and improving its level of attractiveness on the market.

3

Valuing the cultural heritage linked to culinary tradition and agri-food landscapes through the creation of great routes throughout the region that contribute to regional cohesion and improving the attractiveness of the destination.

4

Promoting new equipment, infrastructure and spaces for tasting, information and purchase of local products, which attract new audiences and generate economic impact in the region.

5

A greater professionalisation of the singular proposals by agri-food farms and activity companies and by the customer service staff of the restaurant offering.

6

Defining a system of coordination and communication between the different public bodies and actors in the culinary value chain for joint work towards the competitiveness of the product.

7

Continuing with the gastronomic revolution started at the time by Ferran Adrià and the Michelin starred chefs, with new innovative forms of culinary tourism.



# PRINCIPLES OF THE STRATEGY

Catalonia is the great agricultural mosaic of Europe and wishes to be the World Region of Gastronomy in 2025.

In Catalonia, we focus on culinary tradition as the backbone of the region. A strategic productive sector that is the basis for strengthening the commitment to a regenerative food and wine tourism model, which brings value to the community, connects with the countryside, contributes to the recovery of the environment, which encourages the consumption of local products, improves shorter sales routes, acts ecologically and contributes to curbing climate change.

An innovative model that, now and in the future, will bet on new forms of tourism highlighting the agri-food landscape and local produce, that will contribute to the internationalisation of Catalan cuisine and that will allow the culinary revolution that began a few years ago by great chefs of our cuisine to continue.

All actors in Catalan culinary tradition share this challenge, which Ferran Agulló also explained in the preface to his book of Catalan cuisine: "Catalonia, as it has a language, a law, customs, its own history and a political ideal, has a culinary tradition. There are regions, nationalities, towns that have a special characteristic dish, but not a cuisine. Catalonia does have one".

Catalonia's strategy as a World Region of Gastronomy is based on 10 principles:

## PRINCIPLE 1: REGENERATIVE food and wine tourism model

- Regenerative food and wine tourism, which brings value to the community, connects with the countryside, contributes to the recovery of the environment, promotes the consumption of local products, improves short sales routes, which acts in an ecological way and which contributes to curbing climate change.

## PRINCIPLE 2: The SLOW model of culinary tourism

- Slow food and wine tourism, respectful towards nature, culture and its community, which eschews Fordist models and seeks personalised proposals. A tourism for the slow discovery of the region with sustainable mobility practices, that approaches regions based on sustainable development models, that consumes local products, that participates in local customs and festivals and that has ecological awareness.

## PRINCIPLE 3: INNOVATION HUB

- Innovation Hub with new forms of food and wine tourism for emerging and attractive audiences for the destination: mindfood travel, vegan, women only, inclusive tourism, pet friendly, etc.
- Promotion of innovation through strategic alliances with universities, ACCIÓ, interdepartmental work with the Generalitat, the creation of a network of innovative restaurants, etc.

- Over the last few years, the Alicia Foundation has worked in the field of health in the creation of culinary solutions for diseases or dietary restrictions, and through research in collaboration with hospitals, research centres, patients associations, health professionals and pharmacists. Alicia has carried out more than 50 projects related to different diseases, finding solutions and adaptations to all kinds of singularities.
- Smart digital tagging. One of the transformative actions is the implementation of intelligent labeling as a tool to make it easier for consumers to have information on the environmental, economic, social and nutritional impact of products, and in this way, they can make conscious consumption decisions.

## PRINCIPLE 4: Integration of different VALUE CHAIN ACTORS

- Integration of the different actors of the value chain: primary, secondary and tertiary sectors.

## PRINCIPLE 5: Appreciating the LANDSCAPE and the food and wine CULTURAL HERITAGE

- Claiming the value of the landscape and the cultural and food and wine heritage to explain the origin of where what we eat comes from.

## PRINCIPLE 6: Proposals that allow you to EXPERIENCE, TASTE AND BUY the local product

- Planning proposals that allow you to experience, taste and buy the agri-food product. This rule will be the basis of the product strategy.

## PRINCIPLE 7: Project with a destination TRANSFORMER component

- The deployment of the project should generate a positive impact on society and contribute to a transformation of the destination, achieving the established qualitative and quantitative objectives and generating a new development scenario that improves the attractiveness, competitiveness and future sustainability of the destination.
- Develop perma-culinary tradition.
- Impulse of transformative projects. Of particular note is the Centre for Gastronomic, Agricultural and Cultural Development, Coma de Meià Foundation.

## PRINCIPLE 8: Promotion of the CIRCULAR ECONOMY

- Promoting a production and consumption model that involves sharing, renting, reusing, repairing, renovating and recycling restaurant materials and products whenever possible to create added value. Thus, the life cycle of the products is extended. Bet on sustainability and the circular economy.

## PRINCIPLE 9: Increased FOOD SELF-ESTEEM

- Promoting the network of innovative restaurants for the promotion of lesser-known or undervalued products.
- Promoting the updating of the inventory method of Catalan products and the healthiest Catalan dishes.

## PRINCIPI 10: Promote the CULINARY CORPUS and CUINA CATALANA BRAND

- The Corpus as a reference guide in order to evaluate in a neutral and scientific way the dishes and the preparation of Catalan cuisine.
- The Cuina Catalana brand as a guarantee of best practices that respect seasonal and local produce.
- In the area of school canteens and collectives, guarantee healthy food that respects the environment and the season.



# STRATEGIC LINES AND ACTIONS

We support the principles and values of the awarding body IGCAT (International Institute of Gastronomy Culture, Arts and Tourism) that aims to protect and promote cultural and food diversity across the globe. IGCAT's focus areas will underpin our strategic lines in the following way:

1. Feeding the Planet
2. Innovation, creativity & job opportunities
3. Education for the future
4. Balanced & sustainable tourism
5. Linking urban and rura
6. Wellbeing & healthier living



## 1. FEEDING THE PLANET

### Promoting the circular economy in culinary establishments

The circular economy will be promoted in restaurants as a production and consumption model, which involves sharing, renting, reusing, repairing, renovating and recycling existing materials and products whenever possible to create added value. In short, betting on sustainability and the circular economy.

### Calendar of tourist experiences by season

Developing a calendar of experiences by season that allows you to carry out specific marketing campaigns: flowering, garden produce, harvest, autumn colors, garden fruit season, new oils, etc.

## 2. INNOVATION, CREATIVITY AND JOB OPPORTUNITIES

### Recycling of the DO Pla de Bages vineyard vats and stone huts

A renovation of the vats at the foot of the vineyard will be considered using the traditional construction method in order to achieve a faithful reproduction of the dry stone constructions where the wine was once made.

### Emphasis on the female figure in the world of wine, cooking and agriculture

Promotion of the women who are at the head of projects linked to culinary tradition, wine, local products, etc. With the aim of promoting their empowerment and fostering an active role in the new food and wine history of Catalonia.

### Intelligent data collection system for food and wine tourism

Big data will be used to generate a data collection system that will allow for the definition of objectives, a system of indicators and a scoreboard to assess whether the established objectives have been achieved.

### In 2025, Catalonia will host one of the main culinary galas

In such a special year in which Catalonia will be a World Region of Gastronomy, for the purposes of notoriety for the title and the destination, efforts will be made to host an event that gives voice to high Catalan culinary tradition, where prestigious chefs will be protagonists. Likewise, it will be an event to strengthen the fame of the region's agri-food and gastronomic quality.



## 3. EDUCATION FOR THE FUTURE

### Training (digitalisation, health, etc.)

Work will be done to hold courses and training sessions on sustainable food and wine, digitisation, creation of tourist products, regenerative tourism, etc.

### Aula Blava: Interpretive ship of fishing culture

A ship will be built that will have the functions of a classroom, prototype of innovation and sustainability. This is the result of a construction process in which the universities and the main actors of the designated economia blava ("blue economy") will be involved, which is consistent with a zero emissions message, aligned with the objectives and SDGs of the UN and the trends on a global scale to make possible the protection and use of the sea, for the benefit of coastal communities.





**Can Comas. Implementation of an innovative agritourism project in the Baix Llobregat agricultural park**

The Can Comas farmhouse, in El Prat de Llobregat (Barcelona), will become a Brand Centre of the Baix Llobregat Agrarian Park. The building and its entire grounds will represent a new agritourism offering, a small complex made up of different proposals and equipment for the tourists' interpretation of the area.

**Espai vi (“Wine space”) Launching of a Food & Wine Inspiration Centre in Falset**

The old Falbar factory in Falset (Priorat) will be refurbished with criteria of architectural sustainability and energy efficiency, to turn it into a food and wine Inspiration Centre where you can taste the local products, buy and learn about their story and how it's linked to the land.

**Food & wine centre Espai Cuina de la Mar (“Seaside Cuisine Space”), in l’Ametlla de Mar**

A food and wine centre will be launched in Ametlla de Mar (Tarragona), for training, information and dissemination of fish and seafood cuisine. This Espai Cuina de la Mar will bet on the sustainability of the fishing and aquaculture sector, accompanied by km0 products, and other valuable products from the area, such as amphora wine. The aim is to attract food and wine tourism to the municipality and its surroundings.

**Catalonia World Region of Gastronomy International Week**

The International Week of Culinary Tradition and Catalan Products will be celebrated. The fact that Catalonia is the World Region of Gastronomy for 2025 will be the main message of the International Week, which will take place in the main cities and countries where there are Delegations of the Government of Catalonia, and which will include various events such as promotions at points of sale, wine tasting, cultural evenings, talks, food and wine experiences, chef exchanges, etc.

**Presence at the main international and national fairs in the agri-food sector**

Catalonia as 2025 World Region of Gastronomy will participate actively in more than 20 international and local fairs relevant to the agri-food and tourism sector. The promotion of Catalan companies, their products and the Cuina Catalana brand, as well as Catalonia as an agri-food, culinary and tourist powerhouse, will be guaranteed. At these fairs, presentations, cooking demonstrations will be given and graphic and audiovisual images associated with the values that the candidacy will promote and disseminate will also be shown. All these actions will be aimed at the eventual and professional audience.

**Catalan Chefs International Contests**

Together with the Academy of Catalan Gastronomy, the representation of a group of young Catalan chefs and pastry chefs who will compete internationally for prestigious awards will be promoted and coordinated.

**#CatalanFood Ambassadors**

Internationally recognised chefs, journalists, restaurateurs and producers who do an extraordinary job of promoting Catalan culinary tradition and products to the world will be identified, to be considered as ambassadors. In coordination with the Department of Foreign Affairs through the Government Delegations, different actions will be carried out with the prescribers who contribute remarkably to disseminating and acting as international ambassadors for our products and culinary tradition. Gastroteca.cat, the benchmark portal for Catalan producers in Catalonia and worldwide, will bring together maps and agents which may be located via a search engine available in Catalan, Spanish, English, French and German.

**9th WTO World Wine Tourism Conference**

Work is underway for the 9th World Wine Tourism Conference of the UNWTO (World Tourism Organisation) to be held in Catalonia.



**4. BALANCED AND SUSTAINABLE TOURISM**

**Welcome to the Farm, La Festa all year round**

Development of a new edition of Welcome to Pagès (BaP), a project that was born in 2016 in order to disseminate knowledge of all the producers in Catalonia who open the doors of their homes to share their work in the field, the pasture, the farm or the workshop. This is the way to show people where everything we eat comes from and who is behind the food and drinks that are on our tables. An opportunity to get closer to farms and fill the pantry by buying directly from the producer.

All participants (agricultural and livestock holdings) can be visited, upon reservation, during La Festa, the free open-doors weekend, and also throughout the year, since starting in 2021 there is a continuous offering of paid visits to farms which include complementary activities.

**The Gourmands Routes**

Launching of experiential and sensorial roads and routes around the countryside with Gust de Catalunya (Taste of Catalonia), with interactive and gamified stations to highlight the landscape and the story of the agri-food product.

**Structuring the Routes of Catalonia for Food Lovers**

Structuring the great Routes of Catalonia for Food Lovers. A commitment to regional cohesion and routes for the discovery of Catalonia's “landscapes with flavour”. These are routes for getting to know where the food we eat comes from. Possible themes of the routes: The Golden Elixir, Cheese from the Pyrenees, Garden Produce, Michelin Star Restaurants, Rice from the Delta, etc.

**Gastro Map with the top experiences for food lovers and wine lovers**

Structuring the food and wine offering of Catalonia via a Gastro Map with the main highlights of the destination linked to the DOs and PGI of



Catalonia. A Gastro Map to articulate the offering and contribute to the positioning of Catalonia as a destination with a food and wine identity.

### **The Colours of Wine Festival - Wine Routes of Catalonia**

During the month of September, several unique activities will be held in the cellars of the wine routes of Catalonia: tastings, pairings with restaurants, activities in the vineyards, bicycles and wine, etc. This activity would generate notoriety and positioning, contribute to the promotion of winery experiences and favour the marketing of wine.

### **#CatalanFoodFest**

The month of June in Catalonia concentrates more than a dozen unique gastronomic activities with great appeal to the public, mostly international and young, and which would allow them to get closer to and enjoy good food from the most diverse points of view: outdoor markets and concerts, street restaurants, tastings in hotels, visits to producers and gastronomic experiences at some of the most prestigious musical-artistic festivals in the world. Actions will be organised in a coordinated way to promote Catalan gastronomy, its main dishes and products, aimed at consolidating the foodie character and the sustainable, healthy and local food offered by Catalonia, an international benchmark for the Mediterranean diet and quality of life, and will help in their joint promotion internationally.

### **Gastronomy Tour 2025**

A series of presentations in the main markets that produce food and wine tourism in Catalonia, aimed at operators, the press and prescribers, with a technological and innovative component.



## **5. LINKING URBAN AND RURAL**

### **Networking between producers, restaurateurs, the tourism sector, etc.**

Networking sessions are planned for the various parts of the region, to connect the producers to the centres that receive visitors (hotels, restaurants, rural and coastal destinations, etc.)

### **Fruiturisme. Open air centre and experiential space**

Fruit tourism is a new tourist concept that has as its protagonist fresh fruit and the whole world that surrounds it. A route linking the Lleida towns of Aitona and Granja d'Escarp, via Seròs, is planned. A cycling and walking route between the 11 kilometers and passing through the fruit orchards.

### **BaP all year - mentoring open-doors farms to the public**

Training for the opening of farms to BaP visitors all year round. Mentoring is planned for 90 farms, to improve the competitiveness of the visit.

### **Àpat Catalunya – Catalan Gastronomic Festival**

On the occasion of the distinction of Catalonia World Region of Gastronomy, we propose to reconnect the community around the table, through the celebration of a multitudinous meal in one of Barcelona's emblematic streets or public spaces. It will be a fiesta-style dinner, featuring the most iconic dishes and recipes of Catalan gastronomy, with special visibility and highlighting of producers, farmers and fishermen. We will be inspired by the 2025 Festa Major de la Mercè (local feast days) dinner at Passeig de Gràcia, under the slogan Catalonia, where Food is Culture and music and the arts will not be missing.



## **6. WELLBEING & HEALTHIER LIVING**

### **Promotion of Catalan cuisine and its distinctive features through the Gastroteca portal**

A benchmark marketing portal for Catalonia's agri-food products. A support tool aimed at improving the competitiveness of companies in the sector and favouring their access to markets, while interacting with other initiatives in the commercial, culinary and tourist fields. An interactive channel at the service of consumers and professionals in the sector (producers, processors, artisans, shopkeepers, distributors, restaurateurs, cooks, gourmets, promoters of gastronomic tourism, etc.) and entities that work in the area of Catalan food.

### **Mediterranean Summit Barcelona – Catalonia World Region of Gastronomy 2025**

The Mediterranean Diet, defined as the best food system in terms of health and sustainability, will be particularly valued in the framework of Catalonia World Region of Gastronomy, for its attributes of tasty, healthy and sustainable food and in synergy with the various regions of the Mediterranean basin and the uniqueness and diversity of their landscapes. Sharing, preserving and promoting it will be the axis and driving force of the Barcelona Mediterranean Summit.

### **The pa amb tomàquet week**

Together with Barcelona Comerç Opent, other city bodies and agents of the sector that help to convene a wide range of restaurants and bars, a week will be promoted to pay tribute to one of the most emblematic dishes of our cuisine, bread with tomato, in all its applications and combinations. Bread with tomato is the most iconic and internationally recognised dish of our gastronomy and is the ideal complement to highlight the products in our pantry. Work will be done to generate alliances with recognised personalities in the world of arts, culture, sports, etc., who will promote bread with tomato in Catalonia and throughout the world.





## MARKETING AND COMMUNICATION

The marketing action is focused on the production of a large 360° digital communication campaign for the positioning and promotion of Catalonia as a World Region of Gastronomy 2025 at the local and international level. It will include the creation of advertising and communication content to meet the needs of food and wine promotion according to various market and audience profiles.

The branded content of the multichannel campaign will be adapted to different formats and languages and will be defined based on different supports and with different formats, such as advertising spots on television and digital platforms, online content in specialised and generic publications, ads in social networks, advertising in audiovisual spaces of corporate channels (metro and bus screens, company audiovisual channels), etc.

The campaign will deploy a unified message based on storytelling about gastronomy, wine and cava and the rich cultural heritage linked to Catalan food and wine, highlighting the unique and singular products and resources that are part of the region's identity. This will be associated with values such as the Mediterranean lifestyle, landscape diversity, product quality and culinary excellence. One of the main messages will be stressed: Catalonia, we are gastronomy, a mosaic to be tasted 365 days a year.

The story and images will present a highly experiential and sensorial component, appealing to the emotions and evoking sensations to generate the need to visit Catalonia. The communicative pieces will be designed according to the various types of audience to which they will be directed (wine lovers, families, gourmets, etc.).

For the main communicative element of the campaign, a video (approximately 2 minutes) will be produced to position and generate an image of the food and wine destination. In parallel, short-term micro-capsules will be developed under the same communicative and visual code for promotion on digital channels and platforms. In the same vein, creatives adapted to various formats and dimensions will be designed as tools for dissemination in online channels (banners, creatives for posting on social networks, carousel, etc.). The communication material can also be applied to other promotional actions such as landing pages with multimedia content, micro-segmented campaigns in international markets, fairs and gastronomic events, etc.

A specific strategy will be developed for Som Gastronomia's social networks (channels already in operation since 2016 and with consolidated audiences), to develop a content marketing strategy, which will basically consist of the creation of constant content, but strategically on the basis of a Content Plan of interest to a particular audience. In this way it will be the actual users who feel attracted to and interested in the destination, thanks to the value information it provides them with.

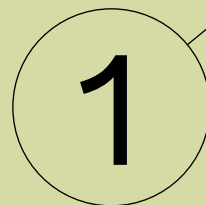
A story will be created to define the essence of the Cuina Catalana brand. A text that highlights the differential values of the brand in a way that allows it to be understood as a joint project of the region and to promote it under common communication lines. A story that creates an emotional bond with the visitor and explains the region's gastronomic history and promotes quality local products, its landscapes and structured routes.

A specific web page will be designed and created, optimised, inclusive and adaptable to any mobile device, including information about the destination, local products, chefs, recipes, routes that can be followed and activities offered by the companies operating in the region during the year of its declaration as World Region of Gastronomy.



# International collaboration

Catalonia is one of the founding members of the European Sustainable and Competitive Tourism Network, NECSTouR, founded in 2007. In 2015, Catalonia held the presidency of the network for six years (two terms) and since 2021 Catalonia has held one of the vice-presidencies.



PROMOTION AND POSITIONING

This membership can be of great added value for the deployment of Catalonia's candidacy as a World Region of Gastronomy, as well as for the World Region of Gastronomy Awards, through three specific areas:

**NECSTouR has 41 members (regional authorities competent in tourism / regional DMOs), who could be potential members and candidates of the ERG. In addition, the regions of Flanders (presidency) and the Basque Country (member) have hosted regions of the World Food Tourism Forum of the UNWTO.**



EXCHANGE AND LEARNING

NECSTouR features a Knowledge Hub Stream that allows members to exchange knowledge, best practices, experiences on topics of interest and gastronomy as part of the sustainable development of a destination that could be proposed and will undoubtedly attract a large number of members.



INFLUENCE AND FUNDING

The Permanent Secretariat of NECSTouR acts as an antenna of the EU, ensuring good and permanent relations with the European institutions. The network also includes a project concentration stream aimed at helping members find financial opportunities.

Catalonia is also an affiliated member of the WTO and represents the NECSTouR Board member of the affiliated members. In addition, Catalonia maintains an excellent relationship with the UNWTO since it organised the UNWTO World Sports Tourism Congress in 2021, in Lloret de Mar. This experience allowed both organisations to strengthen their ties, which could be interesting for future opportunities for collaboration on the subject of gastronomic tourism.



# MONITORING AND SUSTAINABILITY

As an evaluation procedure linked to the expected results, a system of KPI (key performance indicators), also known as key indicators or exercise meters, will be developed. The main objectives of KPIs are to measure the level of service, make a diagnosis of the situation, communicate and report on the situation and objectives, motivate the project management teams to meet the objectives reflected in the KPIs and, in general, assess any progress on an ongoing basis.

Therefore, each of the proposed actions will have a KPI system in order to analyse the impact and the level of transformation of the action at the destination. The data will be collected for the periodic evaluation of results, both during the execution of the actions and afterwards, in order to continuously assess whether the objectives are being achieved or, on the contrary, whether improvements and adjustments should be implemented when required.

The results and induced effects will be evaluated according to quantitative and qualitative indicators.

## AT A QUANTITATIVE LEVEL:

- Increase in tourist spending on food and wine activities and purchase of local products.
- Improvement in the level of spending in wineries.
- Increase in international tourism to foster more meaningful relationships between visitors and locals.
- Increase in the duration of stay at the destination.
- Creation of new innovative food and wine products, specialised and segmented by target audiences.
- Generation of direct and indirect employment.
- Increased consumption of tourist activities that enhance the destination's emotional food and wine story.
- Promotion of accessibility to the offering.
- Duration of the tourist season.
- Number of circular economy measures applied.

## AT A QUALITATIVE LEVEL:

- Improving the image, positioning and attractiveness of the destination in the food and wine sector.
- Integration of cultural and heritage resources linked to food and wine and their values in the story of the destination.
- Improvement in tourist offerings and the structuring of the offering of agri-food farms.
- Improvement in the attractiveness, competitiveness and uniqueness of food and wine offerings.
- Enhancement of the cultural heritage linked to food and wine and the agri-food landscape based on major routes.
- Improvement of regional cohesion.
- Integration and involvement of companies in the management of the destination.
- Improvement in the mechanisms for interpreting the offering.
- Improving accessibility to food and wine heritage.
- Promotion of sustainable mobility.
- Improved professionalisation of the sector.
- Improving the sustainability of the destination.
- Comparison and exchange of tourist flows around the entire region.
- Conservation of the marine and terrestrial ecosystem, minimisation of the human impact of tourism on the environment.



# BUDGET

Catalonia's bid for World Region of Gastronomy includes 30 major strategic projects. The candidacy budget is 8,990,687 euros distributed as follows:

PROJECT ADMINISTRATION  
300,000 euros

PROJECT IMPLEMENTATION  
7,154,000 euros

MARKETING  
1,536,687 euros

# GOVERNANCE

In order to meet all the challenges of focussing gastronomy as a strategic axis of the region, we propose the creation of what we call "The Gastronomy Table".

The transversal nature of the world of wine and gastronomy, from the producer, the restaurateur, the chef, and the consumer, is also reflected in the various administrative powers that correspond to their care and promotion. All this leads us to suggest the creation of the aforementioned Table.

Its legal form will be that of a Public Private Consortium.

This Table's main function is to coordinate and optimise the various actions that civil society and the administration undertake around the food and wine sector. Among the objectives and tasks to be developed are: managing the Cuina Catalana brand, linked to the Culinary Corpus, and ensuring its good application, promotion and the actions that can be used for it.

This Table will be the core for coordination of the proposals we will make for the celebration of Catalonia World Region of Gastronomy 2025.

# AMBASSADORS

There are chefs, restaurants, journalists, and other internationally recognised personalities who are doing an extraordinary job of promoting Catalan gastronomy and products to the world. Within the framework of the distinction of Catalonia World Region of Gastronomy in 2025, in coordination with the Department of Foreign Affairs via the Government Delegations around the world, different actions will be carried out with these prescribers, who contribute in a remarkable way to spread the word and act as international ambassadors for our products and gastronomy.

We will therefore promote and propose the creation of an ambassador for Catalonia World Region of Gastronomy, as well as ambassadors for Catalan cuisine. And we will also do it through foreign students who have decided to do their cooking training in schools in the region.

Catalonia receives a multitude of foreign students who have decided to do their cooking training in our schools. They are students from all over the world with an entrepreneurial and research profile. The markets of origin, in order of importance, are North America, Central America, northern Europe and Asia.

A Catalan gastronomy training programme will be held, based on traditional and avant-garde cuisine. We will also train them in knowledge of Catalonia and its products and seasons.

The aim is that, once their professional paths are established, they will be able to generate actions in their places of origin aimed at promoting Catalan cuisine associated with their products. Together with the food exporting industry, we will consider accompanying these ambassadors in order to facilitate the introduction of our gastronomic culture in their countries of origin.





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WORLD REGION OF GASTRONOMY  
CATALONIA CANDIDATE 2025

JANUARY 2023