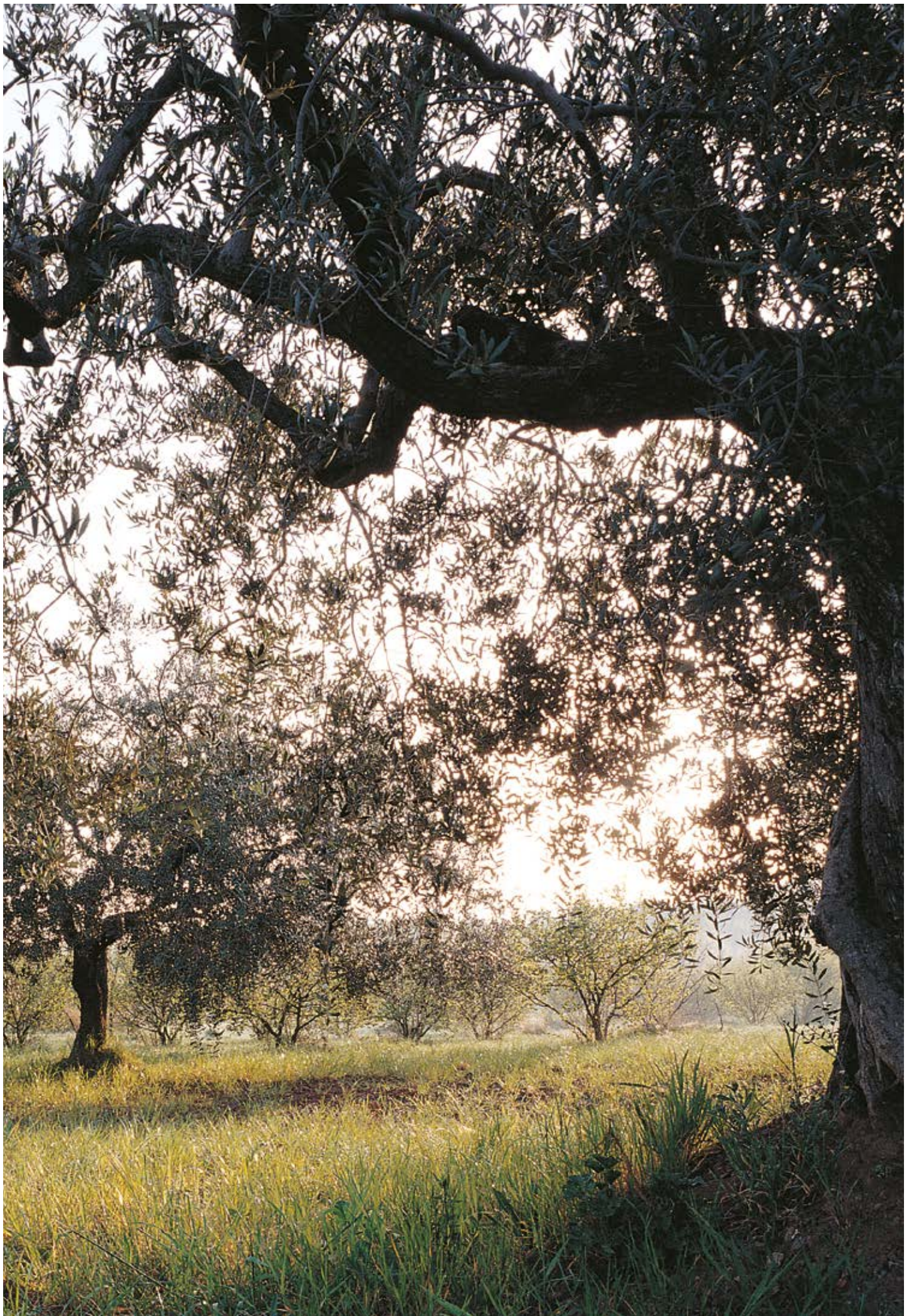




2016 Year of Gastronomy and Wine Tourism



‘Come with me on a journey of discovery, cultural enrichment and enjoyment. You will get to know new people and places, learn about history, customs and traditions that, at times, will bring tears of emotion to your eyes but, most of all, you will have a great time. A journey on which you will experience the profound pleasure of a fine meal. I invite you to get to know Catalonia through its wines, its produce and its cuisine. This is a dish with many ingredients, and you will love them all’.

**Xavier Espasa,
Director of the Catalan Tourist Board**

The Catalan Tourist Board has declared 2016 Year of Gastronomy and Wine Tourism. This is an opportunity to focus marketing efforts in Catalonia on specific and generic actions linked to food and wine tourism experiences.

It is also an invitation to participate in a journey of discovery that appeals to all the senses. Discovering the cuisine, the wines, the produce and the region. An opportunity to enjoy a transversal tourism experience that perfectly complements other forms of tourism.

Contents

Catalonia, European Region of Gastronomy (CREG'16)	7
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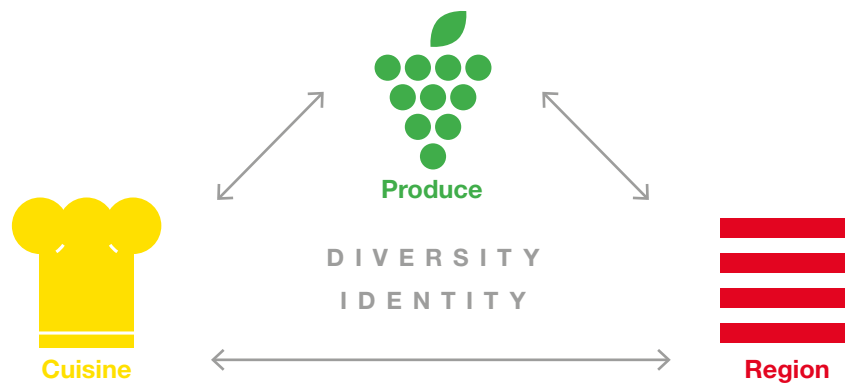
Food Tourism in Catalonia	8
The origins of Catalan cuisine	9
A region and landscape as diverse as its culinary traditions	10
A wealth of cuisines	10
A basketful of products	14
Products to savour in every season	14
The gastronomic landscape	16
Gastronomic experiences	18

Wine Tourism in Catalonia	20
The culture of wine	22
Wine and cava denominations of origin	22
Over 300 wineries to visit	26
The wine cathedrals	26

Showcasing Gastronomy and Wine Tourism	28
Calendar of food and wine fairs and festivals	29

Year of Gastronomy and Wine Tourism	30
Action plan and targets. Highlights	32
Participation of the Catalan tourism sector	34





Catalonia, European Region of Gastronomy (CREG'16)

Carme Ruscalleda,
CREG'16 Ambassador

The public face of this project is Carme Ruscalleda, an internationally renowned chef with three Michelin stars for her Sant Pau restaurant in Sant Pol de Mar, two more for the Moments restaurant in Barcelona's Mandarin Hotel, managed by her son Raül, and another two for Sant Pau Japan in Tokyo. She is the first chef in the world to accumulate so many Michelin stars and to remain at the helm of the restaurants.

Carme Ruscalleda is an enthusiast for all three aspects of this initiative: Catalan produce, the region and its cuisine. She is a lover of everything her country has to offer and is convinced of its potential.

Catalonia has been named European Region of Gastronomy 2016, an honour that reflects the quality of its agricultural and culinary heritage and its tourism industry, and highlights the excellence of its produce, cuisine and traditions.

The title identifies Catalonia as one of Europe's leading regions for food and tourism. The great work done by Catalan producers, restaurateurs, research centres, schools, media, institutions and chefs has put Catalan cuisine and food products in the international spotlight.

On 2 July 2015 Catalonia was officially named as European Region of Gastronomy, together with Minho in Portugal.

To achieve this award, the Government of Catalonia presented a candidature based on the three distinguishing features of Catalan gastronomy: **the region, its cuisine and local produce**, focusing on the part played by local agriculture and food products in the unique character of the region and as the basis for a cuisine that contributes a special flavour to Catalan culture.

This pioneering European project is intended to generate, compile and publicise knowledge in order to contribute to a better quality of life in European regions, by highlighting distinctive food cultures and stimulating gastronomic innovation.

The European Region of Gastronomy is an initiative set up by a platform of European regions and overseen by the **International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT)**. The title is awarded to 2-3 European regions each year which, jointly or individually, organise a programme of events and partnerships to help them become more visible, socially cohesive and sustainable.

The aim of the award is to contribute to a better quality of life in European regions, by highlighting distinctive food cultures, educating for better health and sustainability and stimulating gastronomic innovation. This is achieved through a wide range of activities and events and through a knowledge-exchange platform supported by European regions and coordinated by an independent body which helps to gather and disseminate the knowledge generated through the activities of the participating regions.

'Catalonia is gastronomy'

Catalonia, European Region of Gastronomy is an active, inclusive project supported by a range of Catalan institutions, businesses and individuals working to promote Catalan gastronomy. The project's slogan is **'Catalonia is gastronomy'**.

This fundamental aim is reflected in all the **measures planned for 2016 as part of CREG'16**, each of which reflect 'the region, its cuisine and local produce'. Throughout 2016 it will therefore be possible to enjoy a wide range of activities in Catalonia, including the production and preparation of quality agri-food products, fairs and markets, tourist routes and experiences, gastronomic festivals and campaigns and tasting session of dishes prepared by cuisine groups.

The project will thus help strengthen Catalonia's identity as a region with a wealth of culinary traditions, landscapes and creative innovators, raising the region's profile in Europe and internationally.



Food Tourism in Catalonia

Gastronomy is a strategic sector for Catalonia. Gastronomy is, and always will be, one of the strongest identifying features of Catalan culture. It is also vital for ensuring the balanced development of the region, the countryside and the environment.

Catalonia is a country with a long history and its own language and culture. It has a mild, Mediterranean climate and unrivalled natural wealth, combining stunning mountain scenery with the intense light of the seashore.

Catalonia has a rich and vibrant culinary tradition which needs to be understood, appreciated and protected, and which has been influenced by many other cultures and civilisations.

The origins of Catalan cuisine

Catalonia's culinary traditions go back to ancient times. The first cookery books written in Catalan of which we have a record date from the middle ages. The oldest conserved document is the *Llibre de Sent Soví*, a 14th century manuscript by an unknown author. Three more recipe books appeared a short time later, the *Llibre d'aparellar de menjar*, the *Llibre de totes maneres de potatges* and the *Llibre de totes maneres de confits*. Another mediaeval text is the *Llibre del coc*, signed by Robert de Nola, chef to King Ferdinand I of Naples, of the Aragonese crown. While another book from the same era, *Lo crestià*, by the cleric Francesc Eiximenis, describes the correct way to serve food and wines. These books reflect the eating habits of the nobility, the classes who had access to books in those days, and they give us a great deal of information on how people ate, even though the food eaten on a daily basis by the less fortunate classes would have been quite different.

Just like Catalonia's rich architectural and artistic heritage, Catalan cuisine is a tribute to the cultures that preceded us, showing great creativity in adapting to their surroundings.

Oil, wheat and wine are the Mediterranean triumvirate that shapes our countryside and they have formed part of our diet since ancient times. They were first cultivated, and, above all, traded by the Greeks and Romans. Later on the Moors, who occupied the area known as New Catalonia (broadly, the triangular area stretching from the north west to the south), brought previously unknown ingredients, such as rice, sugar, aubergines and saffron, cooking methods and customs which are also reflected in our cuisine. The discovery of America brought abundant new foodstuffs which were gradually incorporated in our diet from the 15th and 16th centuries onward. We made these products our own, even coming to regard them as native to our shores. We cannot now imagine cooking without tomatoes, potatoes, peppers and beans. Or chocolate, which we do not cultivate here but which we have used in our cuisine for centuries.

Escalivada, one of our most popular dishes, contains the aubergine we got from the Arabs and the red pepper that came from America.



What is *pa amb tomàquet*? A true icon of Catalan cuisine, easy to prepare, cheap and nutritionally balanced, the addition of tomato and oil turns a simple slice of bread into a real treat. The concept of culinary fusion is nothing new to the Catalans. We have always incorporated anything new and good that comes our way.



Cannelloni, a dish brought by the Italian chefs who settled in Barcelona in the 19th century, can be found today on every family table at Christmas, and in restaurants all over the country.



‘Cuisine is landscape in a pot’

(quote attributed to Josep Pla, writer)

A region and landscape as diverse as its culinary traditions

Catalonia is a region of around 32,000 km², approximately the size of Belgium. Located in the north east of the Iberian peninsula, its landscape is highly varied thanks to a wide range of geological factors. The north of the region is dominated by the imposing Pyrenees, with peaks of up to 3,000 metres, and with one valley, the Val d’Aran, whose rivers flow to the Atlantic and which has its own culture, language (Aranese) and political institutions.

We are bordered to the east by the Mediterranean, which has brought us into contact with many other cultures over the years, contributing to the development of our own. We are a Mediterranean nation. Each of our coastal regions, the Costa Brava, the Costa de Barcelona (from El Maresme in the north to El Garraf, south of the capital), the Costa Daurada and, further south, the Ebro delta, has its own strong personality reflected in its food.

Catalonia’s geography also influences its culinary culture: traditional and innovative, rich in quality local products from the sea and the land.

The landscape is the raw material of the tourism industry. From the Pyrenees to the coast, from north to south, from dry to irrigated crops, from the high mountains to the sea, we have a unique range of possibilities.

We have a common culinary identity, but each area has its own defining features, determined by its climate, geography, history, local products and economic activities.

A wealth of cuisines

Chefs from all over Catalonia invite you to enjoy a great meal in establishments of every style.

The creativity of our best-known chefs, sometimes pushing the boundaries of the avant-garde, have put Catalonia and its cuisine at the forefront of the international scene, attracting visitors from around the world with the sole purpose of getting to know it.

Our restaurants have headed the *Restaurant Magazine* list of the world’s best restaurants in more years than any other country’s: El Bulli for five years and El Celler de Can Roca for two years. Our great chefs, led by Ferran Adrià, are the stars of a revolution that changed culinary ideas around the world in the last years of the 20th century, with hitherto unthought of concepts and techniques.

Today we have a whole series of ‘food ambassadors’.

In addition to Ferran Adrià, the Catalan chefs acclaimed by international critics and food guides include Carme Ruscalleda, Joan Roca, Albert Adrià, Paco Pérez, Oriol Castro, Eduard Xatruch, Nandu Jubany, Carles Gaig, Ramon Freixa, Jordi Cruz, and Sergio and Javier Torres.

**In Catalonia there are 50 restaurants
with 60 Michelin stars between them**





The promoters of the Cuina Catalana Brand have launched a campaign to have Catalan cuisine included on UNESCO's Intangible Cultural Heritage of Humanity list.

In Catalonia we have worked for years to develop a tight-knit network of partnerships between farmers, fishermen, wine-growers, markets and shops, artisans and food manufacturers and finally, restaurants, bars, cafés and eating establishments.

There are **cuisine groups** throughout Catalonia. These are groups of chefs dedicated to promoting a particular region and its cuisine. Each of these regions has one or more flagship products and dishes which frequently feature them. Chefs may highlight a dish from the traditional repertoire or give a demonstration of developments in culinary techniques. Fairs, campaigns, festivals and markets are held in Catalonia throughout the year where these groups showcase their strengths, allowing visitors to learn and enjoy themselves.

Meanwhile, the Institut Català de la Cuina has awarded its **Cuina Catalana** seal to around 170 restaurants whose menus feature traditional dishes listed in the Corpus of Catalan Culinary Heritage. This exhaustive work, with over 1,200 entries, is the fruit of years of fieldwork throughout Catalonia by researchers, chefs and anonymous contributors. The use of local products is also taken into account when the Cuina Catalana seal is awarded, with the aim of ensuring this heritage is preserved for the future.

Good, healthy and fair. The Catalan restaurants that subscribe to the slow food philosophy believe in combining the enjoyment of food with responsibility, sustainability and being in tune with the environment. The **slow food** movement gives the '**km 0**' seal of approval to establishments that use fine, local sustainable products. But their commitment goes beyond obtaining this

seal. Every day more restaurateurs choose to use ingredients produced locally and in optimum conditions.

For visitors who want to combine the pleasures of the table with relaxation, there are over 40 hotels throughout Catalonia specialising in Catalan cuisine and local produce which bear the Catalan **Gourmet Hotels** seal. Tasting these ingredients in the place they come from allows us to discover our roots through our food. In these hotels, relaxation is as important as the desire to produce excellent food, with traditional dishes updated to reflect each chef's own style.

This seal of approval is awarded to family-run hotels with a warm personal style, ranging from five-star hotels to charming guest houses (with a maximum of 60 rooms and 120 beds).

Finally, there are the inns known as *cases fonda*, which provide accommodation and food throughout Catalonia's tourist areas, offering meals with a more traditional flavour and close links with the local natural environment and culture.

We must also recognise the efforts of the restaurateurs guilds to improve the quality of Catalonia's restaurants and inns.

It would not be possible to promote our quality products without the efforts of all our Michelin-starred restaurateurs, cuisine groups, slow food establishments and those awarded the Cuina Catalana and Gourmet Hotel seals of approval, and those of all the professionals who strive daily to ensure our ever-more demanding visitors are not disappointed.

There are over 25 **cuisine groups** throughout Catalonia, groups of chefs or restaurateurs and, in some cases, agri-food producers, whose cuisine is based on local produce and customs.

Live and eat without rushing. The **slow food** movement, founded by Carlo Petrini to counter the fast food trend, is a worldwide initiative aimed at protecting diversity in products and flavours, encouraging respect for the rhythm of the seasons and caring for the environment.

Food prepared with quality local ingredients, typical of the region, with **protected designation of origin (PDO)** or **protected geographical indication (PGI)**.

Don't forget the bars and restaurants that offer snacks and tapas, a fun, informal and original way to dine. And don't miss an opportunity to sample the widespread custom of sipping an aperitif on a bar terrace, or to try a traditional vermouth, usually taken before lunch.



Protected designation of origin (PDO)

Ebro delta rice
Oil from El Baix Ebre-Montsià
Oil from La Terra Alta
Oil from Siurana
Reus hazelnuts
Oil from Les Garrigues
Lleida pears
Butter from L'Alt Urgell and La Cerdanya
Cheese from L'Alt Urgell and La Cerdanya
Ganxet beans
Oil from L'Empordà
Santa Pau beans

Protected geographical indication (PGI)

Clementines from Les Terres de l'Ebre
Potatoes from Prades
Valls calçots (variety of spring onion)
Agramunt nougat (traditional Christmas sweet)
Veal from the Catalan Pyrenees
Catalan rustic bread (*Pa de pagès*)
Llonganissa (cured sausage) from Vic
Chicken and capon from El Prat
Girona apples



A basketful of products

A pantry that varies with the seasons. The countryside is an ever changing calendar. Visitors can see this for themselves in any of the permanent or weekly markets held in towns and villages throughout Catalonia.

We have many products whose quality and unique personality have been recognised with the official European protected designation of origin (PDO) or protected geographical indication (PGI) certifications. Both certifications are given to typical products originating in a region which gives them a specific character and unmistakeable flavour.

The wetlands at the mouth of the great southern river, the Ebro, are the source of the top-quality Ebro delta rice. In this uniquely beautiful natural environment you can enjoy rice dishes such as *paella*, *rossejat* and *arròs a banda*, dishes which can be prepared in a thousand different ways.

The Camp de Tarragona region is home to the **Valls calçot**, a barbecued onion eaten with great gusto by all who try it. **Potatoes from Prades** and the beans known as **mongetes (or fesol) del ganxet** are a meal in themselves or a delicious side-dish. Fruit orchards also play an important role in Catalan cuisine, both in desserts and as an accompaniment to traditional tasty roast meats. **Pears from Lleida**, **apples from Girona** and the sweet, vitamin-rich **clementines of Les Terres de l'Ebre** that fill the countryside of the south with aroma and colour; **hazelnuts from Reus** are ideal for making the paste known as *picada*, for delicate desserts or as the main ingredient, together with almonds, of **Agramunt nougat**.

The excellent **cheeses from the Pyrenees, L'Alt Urgell and La Cerdanya**, reflect this traditional method for conserving milk, conjuring up the scent of the mountain pastures where the Friesian cows graze. Our livestock farmers give us chicken and the **capon of El Prat**, **llonganissa cured sausage from Vic** and **veal from the Pyrenees**, top-quality meat that can be accompanied by the region's many varieties of mushroom, or by snails, two exquisite-tasting traditional products.

For our liquid gold, **extra virgin olive oil**, we have five regions with protected designation of origin (PDO) certification, each with a different climate. Although the arbequina olive, mainly grown in the Siurana and Les Garrigues areas, is the most famous, all are equally fine.

Products to savour in every season

Our basket is full to overflowing all year round. Apart from products with the EU DOP and IGP certifications, we have many others that are both unique and delicious. In spring the pantry bursts with the colour of peas and strawberries. When the cold passes, snails appear, which we stew or roast, and mussels. Sardines and other oily fish fatten in this season: it is the time to eat them grilled. The summer sun brings sweet fruit and the finest market garden produce, with tomatoes, peppers, aubergines and green beans. Autumn is the time of olives and oil, chestnuts and many varieties of mushroom. Winter means calçots and curly endive, the base for *xató*, a winter salad found in the regions south of Barcelona.



The gastronomic landscape

The range of fish dishes found in Catalonia is extraordinary: visitors to any quayside along the coast will be able to see the wealth of our seas. Restaurants on the Costa Brava serve *suquets*, casseroles of the finest rock fish, and renowned surf 'n' turf dishes combining fish and seafood with all types of meat in a stew containing the Catalan staples of *sofregit* and *picada*. These dishes vary widely according to the fish selected by the chef and the complexity of the other ingredients. They are cooked, as they have always been, in an earthenware or cast iron dish, or in accordance with the canons of nouvelle cuisine. They may include exotic ingredients, such as sweet sausages or chocolate in the *picada*, but they form part of our oldest and most established traditions.

Further south, in El Maresme region, we find stuffed fruit, such as peaches and apples, and cuttlefish with peas, to name just two of the area's traditional dishes. Superb fish are landed in the towns and villages of this coast, which combine sublimely with the fruit and vegetables from the fertile fields nearby, such as the exquisite Maresme peas.

The areas south of Barcelona, El Garraf coast and, especially, the Costa Daurada, are famous for their distinctive *romesco* sauces. Fish (and meat) casseroles, are cooked with *romesco* to thicken them, or it can be served as a sauce to accompany *calçots* or curly endive in a *xató* salad. There are also many variants of *romesco* sauce depending on how it is used and who makes it. But the secret is always to make it with the finest local ingredients: the best hazelnuts (or sometimes al-

monds), arbequina olive oil (DOP Siurana), romesco peppers, tomatoes, garlic and, if the sauce is for dipping, vinegar.

The **traditional pastries** of Les Terres de l'Ebre retain a Moorish character which has been little influenced by modern culinary trends. A wide range of pastries, unique to this region, can be found in its cake shops, bakeries and homes.

Inland we find market gardens, dry farming areas, mountainous and volcanic regions, high plains and sierras, such as that of El Port, in the south, or Montseny, with the highest peaks of the coastal sierras, and the magical, majestic Montserrat, our most spiritual mountain. Catalonia is a country of forests, and that means mushrooms. Mushroom collecting is a national hobby.

At all times of year, but most especially autumn, we can find delicious mushroom dishes throughout Catalonia, particularly in inland regions. The range of mushroom recipes is extensive, they are stewed, served with eggs, or simply grilled, and are an excellent accompaniment for all kinds of meat and, in autumn and winter, game. They are unbeatable paired with *botifarra*, our fine pork sausages.

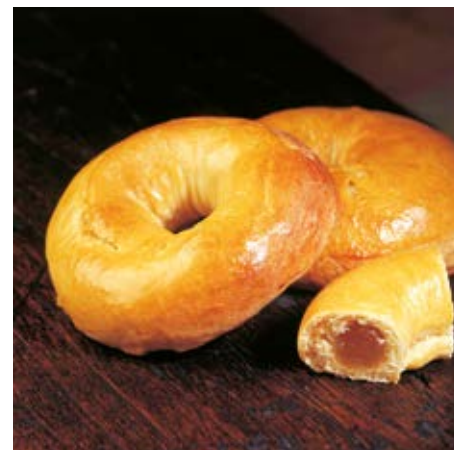
Deep inland, the *cassola de tros* (a pork casserole) and *coca de recapte* (flatbread with various toppings) of the Ponent region are delicious dishes typically made with the ingredients at hand.

Products from two inland mountain regions are especially noteworthy: black peas (stewed or fried) and *escudella de blat de moro escairat* (a meat and corn casserole) from El Berguedà in the pre-Pyrenees, and a range of distinctive crops from the volcanic Garrotxa region, such as the potatoes of La Vall d'En Bas, beans from Santa Pau (DOP), buckwheat and corn.

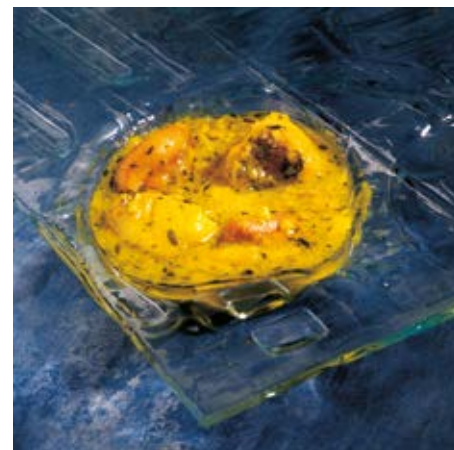
A plate of *xató*



Pastries from Les Terres de l'Ebre.



Fish *suquet*.



We Catalans are creative. With just a humble mortar and wooden pestle we grind and combine the ingredients that give our traditional dishes their flavour and texture. The mortar is also used to combine oil and garlic to make one of our staple condiments, *alloli*.



Gastronomic experiences

Catalan gastronomy can be enjoyed in many ways, delighting the senses before and after a good meal. Take a look at the stalls in one of our markets; enjoy a day's fishing with the professionals; learn to cook traditional dishes; visit artisan makers of cheeses and cured meats or oil mills; get to know wine cellars from inside, visit museums, or specialised exhibition and research centres – all of these options are available to those who wish to enjoy gastronomic tourism in Catalonia.

Markets

Markets tell us about the character of a place and its people. Take a stroll round the stalls, buy a few items and chat to the stallholders to learn about Catalan gastronomy from the experts.

In Catalonia there is an important network of municipal markets offering fresh locally produced foodstuffs and many towns and villages hold weekly or monthly markets for farmers and artisan producers to sell their wares.

Fishing tourism

Fishing tourism allows you to spend a day with professional fishermen, enjoy a fish meal with the crew and experience the whole fishing process: from sailing, casting the net and bringing it in to sorting the catch and unloading it.

Learn to cook

Many restaurants and cookery schools in Catalonia offer courses and workshops at different levels to teach you how to prepare typical dishes. They also organise visits to markets to buy ingredients and offer cookery demonstrations and pairing sessions with Catalan wines.

Olive oil tourism

In Catalonia, more and more people are attracted to **oil tourism**, a way to immerse yourself in Catalan culture via one of the key elements in the Mediterranean diet.

There are about a hundred producers around the country, many of whom open the doors of their production facilities so that you can learn the secrets of this liquid

gold. They also organise all kinds of activities for visitors to learn to smell oil, taste it and differentiate all its nuances.

Production techniques have evolved over the years, but in Catalonia you can travel back in time to find out how oil was produced centuries ago. There are more than 40 oil mills you can visit, where you can learn about early techniques for producing oil. And if you want to know what the landscape of olive trees looked like centuries ago, you'll find a gem in Ulldecona: the largest concentration of thousand-year-old olive trees in the world.

Museums

Museums are a showcase for our culture, and our gastronomy. You can learn more about the history, traditions and customs related to wine and food by visiting cultural facilities such as the Vinseum wine museum in Vilafranca del Penedès, the Fishing Museum in Palamós, and the Chocolate Museum in Barcelona. Other centres include the Museum of Rural Life in L'Espluga de Francolí, on the Cistercian route, which takes in the wineries known as 'wine cathedrals'.

The Alícia Foundation is a centre focusing on research applied to the gastronomy of excellence. This leading institution works to raise awareness of the cultural and educational importance of food, providing workshops, organising regional development projects and carrying out studies of ways to make people eat better. The Foundation is located in the Món Sant Benet tourist centre and has the support of top international chef Ferran Adrià.





Wine Tourism in Catalonia

‘Follow us to grottos where barrels and bottles lie sleeping: we call them *cellers* or *caves*. Learn how grape juice is turned into wine. How it matures. Then taste it and you be the judge. As you learn how important the land and the vagaries of the climate are for the wine, you will understand better the person who makes it, who may even be the same person who shows you round’.

Xavier Espasa,
Director of the Catalan Tourist Board

Vineyards cover extensive areas of our land, from north to south. Grapes are adaptable and can be grown on the harshest terrain. In Catalonia there are beautiful vineyards by the sea, on the steepest slopes of the Costa Brava, and on the hillsides of El Priorat, inaccessible to machines and where harvesting is still done by hand. From the Pyrenees to the ports of Tortosa and Beseit, vines thrive on an enormous range of different terrains. We can also be proud of our wine. Wines from our 12 denominations of origin are recognised as being among the best in the world, as is our cava.

Over the years, people in the world of wine have overcome many difficulties. In the late 19th century, viticulture suffered the worst crisis imaginable, the phylloxera plague.

Wine producers had to reinvent themselves: cava was born.



The culture of wine

Remains found at the Font de la Canya prehistoric site in Avinyonet del Penedès include grape seeds, showing that wine was already being produced at this Iberian settlement in the 7th century BC as a result of contact with the Phoenicians.

Wine and cava denominations of origin

Tourism companies and agri-food producers work together to offer activities related to the world of wine to show how each terroir expresses itself and provide a complete experience in terms of gastronomy, culture and landscape.

Catalonia certifies the quality of its wines and organises its offer according to twelve denominations of origin:

DO Alella

The DO closest to Barcelona

Just outside Barcelona, between the coast, with its 50 km of beach, and the coastal hills, excellent white wines are made with the Xarel·lo variety. The area's wine-making history is explained in Cella Vinaria Archaeological Park, with the remains of a Roman winery.

DO Alella wine tourism

DO Alella covers seven municipalities in El Vallès Oriental, eight municipalities in El Maresme and the DO Alella regulatory council.

www.doalella.cat

www.doalella.org

DO Catalunya

All kinds of landscape in one DO

The DO stretches from the Mediterranean to the Pyrenees, with 50,000 hectares of vineyards and about 200 wineries. This extensive area includes a great variety of landscapes and wineries, portraying the culture of wine in Catalonia.

www.do-catalunya.com

DO Cava

Festive bubbles

Cava is a sparkling wine made mainly from Macabeo, Xarel·lo and Parellada grapes, following the *méthode champenoise*. The DO Cava area is home to small artisan wineries and leading international producers. Sant Sadurní d'Anoia is the capital of cava.

www.crcava.es

DO Conca de Barberà

Art nouveau wineries

A region with personality that combines heritage, culture and wine. This DO is on the Cistercian route, with the monastery of Poblet, a UNESCO world heritage site, art nouveau wine cellars and the medieval town of Montblanc. The best known wines are those made from the local *trepat* variety.

www.doconcadebarbera.com

DO Costers del Segre

From the plain of Lleida to the Pyrenees

The vineyards in this extensive DO stretch from the plain of Lleida to the vineyards in the Pallars mountains. The wine route, the DOP Les Garrigues oil route, and the Cistercian route with Vallbona de les Monges monastery are of special interest.

Lleida wine route

www.rutadelvidelleida.com

www.costersdelsegre.es

DO Empordà

Tramuntana wines

An area of great beauty, with the spectacular coastline of the Costa Brava, often battered by the tramuntana winds, which mark both the people and the local wines. It has a great medieval heritage, with old fishing villages like Cadaqués and Calella de Palafrugell, and is home to the Salvador Dalí Museum and his houses.

The DO Empordà wine route

www.rutadelvidoemporda.org

www.doemporda.cat





DO Montsant

The wines of the Montsant mountains

Agricultural cooperatives live side by side with family-run wineries in the harsh Serra del Montsant landscape. This area of contrasting climates is best known for red wines made from Grenache and Carignan grapes. Highlights include the magnificent panoramic view from Siurana.

www.turismepriorat.org
www.prioratenoturisme.com
www.domontsant.com

DO Penedès

Our largest wine producing area

Our most productive DO is located near Barcelona, an area through which the Via Augusta passed, stretching from the beaches of Sitges to the pre-coastal mountains, across a sea of vineyards. Varied landscapes, microclimates and soil, where we find Xarel·lo, the DO's iconic variety, together with other white grapes, such as Macabeo and Chardonnay, and black varieties, like Grenache. Formerly on the boundary between Christian and Muslim territory, this is the place to discover wine and cava from large and small wineries, and enjoy Catalan traditions such as our human towers.

Enoturisme Penedès

Enoturisme Penedès brings together public and private initiatives for the promotion of wine culture and wine tourism in the DO Penedès area. Currently 176 establishments belong to the scheme: 75 wineries, 30 restaurants and 46 places providing accommodation, museums, wine bars, shops, service companies and tourist information offices.

www.enoturismepenedes.cat
www.dopenedes.cat

DO Pla de Bages

Dry stone vats in the Montserrat area

A land of contrasts overshadowed by the mountain of Montserrat. The dry stone vat route, a legacy of the area's wine-making past, the medieval castle of Cardona, and the Món Sant Benet complex, an oasis of peace combining art with the monastery, tourist facilities and the Alícia Foundation research centre, are of special interest. The best-known wines are those made from the local Picapoll variety.

www.dopladebages.com

DOQ Priorat

The international prestige of Catalan wines

The only Catalan DOQ (Qualified Designation of Origin) region is full of steep slopes with slate in the soil, which shows how tenacious the vines are. The slate soil produces internationally renowned wines with deep spiritual associations. The Charterhouse of Escaladei, birthplace of Priorat wines, is an outstanding example.

www.turismepriorat.org
www.prioratenoturisme.com
www.doqpriorat.org

DO Tarragona

The ancient tradition of Roman wines

Wine was already being produced here in Roman times thanks to the mild climate and the proximity of the sea. Wines are still produced today in an area of great interest for culture, entertainment (Port Aventura) and history, with Roman Tarraco, a UNESCO World Heritage site, the Centre Gaudí in Reus and the beaches on the Costa Daurada.

www.dotarragona.cat

DO Terra Alta

The land of the white Grenache

With a history rooted in an ancient wine-making tradition, this land produces 90% of the country's white Grenache. The lands of this DO have a surprisingly low population density and virtually unspoilt countryside, including the impressive Els Ports Natural Park. Culturally, the art nouveau wineries of Pinell de Brai and Gandesa, the Picasso Centre in Horta de Sant Joan and the Green Way cycle route are of special interest.

www.doterraalta.com

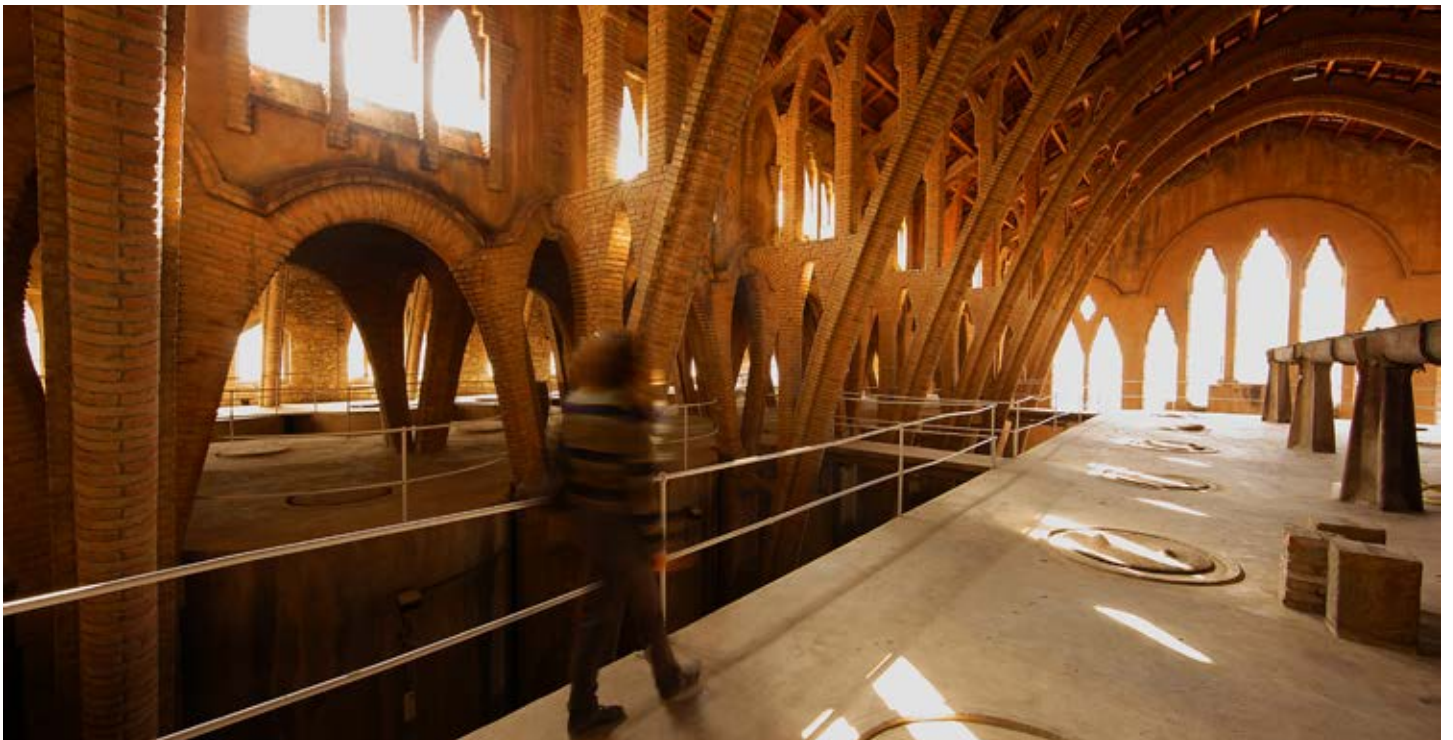
Over 300 wineries to visit

Great wineries known around the world, small family-run wineries, 100-year old farmhouses, art nouveau wine cathedrals, stone huts and vats in the middle of vineyards, the most modern architecture...

Catalonia has over 700 wineries, over 300 of them offering organised tours.

The wine cathedrals

Founded as cooperatives to make wine and oil production more viable, the 'wine cathedrals' are majestic buildings designed by art nouveau architects such as Cèsar Martinell (responsible for the majority), Puig i Cadafalch (architect of Barcelona's Casa Amatller and the Casa de les Punxes) and Pere Domènech, son of Lluís Domènech i Montaner, the creator of the Palau de la Música in Barcelona. These 'temples' form part of our unique heritage.





Showcasing Food and Wine Tourism

Calendar of food and wine fairs and festivals

Barcelona

1. Barcelona Beer Festival

Craft beers (Barcelona)

— March

2. Mostra de Vins i Caves

Catalan wines and cavas (Barcelona)

— September

3. Mercat de Mercats

Wines, cavas and other products

(Barcelona)

— October

Costa Barcelona

4. Temps de Vi

DO Catalunya and DO Penedès wines

(Vilanova i la Geltrú)

— June

5. Vijazz

DO Penedès wines (Vilafranca del Penedès)

— July

6. Alella Harvest Festival

DO Alella wines (Alella)

— September

7. Cavatast

DO Cava (Sant Sadurní d'Anoia)

— October

Costa Brava

8. VÍVID Wine Festival

DO Empordà (Costa Brava)

— April

9. Mostra del Vi de l'Empordà

DO Empordà wines (Figueres)

— September

10. Orígens Fair

Quality produce (Olot)

— November

Costa Daurada

11. Gran Festa de la Calçotada

Valls calçots (PGI) (Valls)

— January

12. Galerada Popular at the Port of Cambrils

Galeres (mantis shrimp)

— February

13. Priorat Wine Fair

DOQ Priorat and DO Montsant wines

(Falset)

— May

14. DO Tarragona Wine Fair

DO Tarragona wine (Tarragona)

— June

15. Harvest Festival

DO Conca de Barberà wines

(l'Espluga de Francolí)

— September

16. DOP Siurana Oil - New Oil Festival

DOP Siurana oils (Reus)

— November

Paisatges de Barcelona

17. Mercat del Ram i Lactium (Cheese Fair)

Agricultural products and cheese (Vic)

— March or April

18. Bages Harvest Festival

DO Pla del Bages wines (Artés)

— October

Pirineus

19. Sant Ermengol Fair in Seu d'Urgell

Craft cheeses

— October

20. Jornades Gastronòmiques del Bolet (Gastronomic workshops)

Mushrooms (Alta Ribagorça)

— October

Terres de l'Ebre

21. Rice Planting Festival

Rice (Amposta, Deltebre, l'Ampolla and Sant

Jaume d'Enveja)

— June

22. Harvest Festival

Rice (Amposta, Deltebre, l'Ampolla and Sant

Jaume d'Enveja)

— September

23. Gandesa Wine Festival

DO Terra Alta wines

— October or November

Terres de Lleida

24. Les Garrigues Extra Virgin Olive Oil Fair

DO Les Garrigues oils (Les Borges Blanques)

— January

25. Snail festival

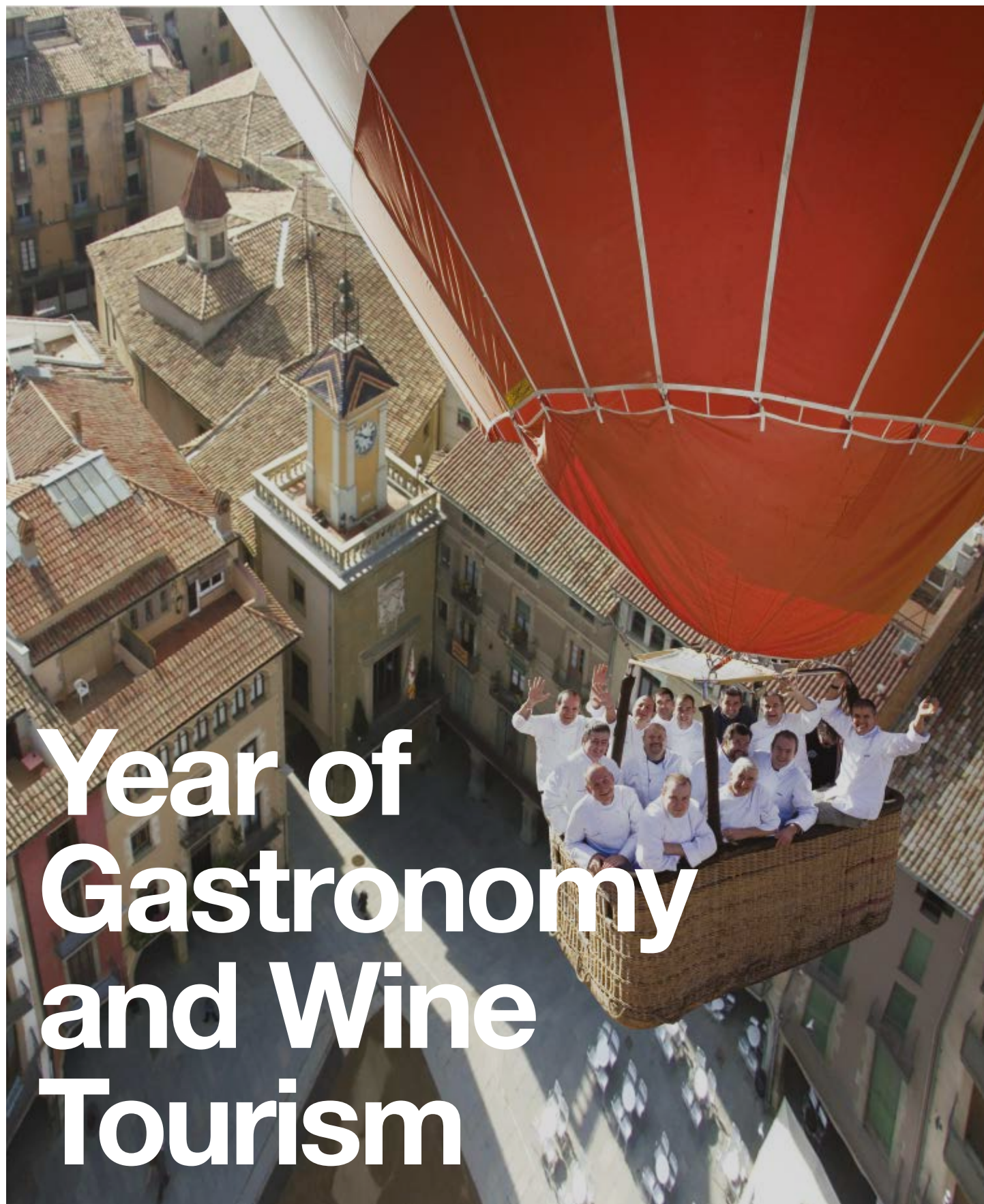
Snails (Lleida)

— May

26. Lleida Wine Fair

DO Costers del Segre wines (Lleida)

— October



Year of Gastronomy and Wine Tourism

To unlock the potential of gastronomy and wine tourism, the Catalan Tourist Board (ACT) will organise a series of promotional activities as part of the Year of Gastronomy and Wine Tourism, as it did in 2015 with the Year of Inland and Mountain Tourism and in 2014 with Family Holidays Year. This year, the ACT will focus its advertising efforts on gastronomy and wine tourism with the following aims:

- To reinforce the part played by gastronomy in Catalan identity.**
- To position Catalonia as a leading wine and gastronomy destination in the international market.**
- To inform the Catalan public about the wide variety and quality of wine and food tourism in Catalonia.**

The ACT will be organising over 150 activities with a budget of over 2 million euros, the largest yet for a tourism-themed year.

The priority markets will be: France, the United Kingdom, Germany and Spain, followed by Benelux, Scandinavia, Italy and the USA, and finally Southeast Asia, South America, China and Russia.

Action plan and targets

— Highlights

Catalan Wines USA in Washington DC and Denver

— February and May 2016

Two presentations on Catalonia as a food and wine tourism destination given in Washington DC and Denver in partnership with ACCIÓ and its programme to promote Catalan wines.

International Wine Tourism Conference

— April 2016

Two days of discussion and reflection on wine tourism around the world and how to adapt supply to meet changing demands. The event includes a conference and a trade exhibition. Around 60 tourism operators and some 20 representatives of the press are expected to attend. The ACT will organise familiarisation trips to give the participants the opportunity to learn about wine tourism opportunities in Catalonia.

Presentation of Catalan gastronomy to the Culinary Institute of America

— April 2016

Presentation in Napa Valley within the framework of the 'Worlds of Flavor' conference organised by the Culinary Institute of America. In partnership with ACCIÓ.

Wine & Business Club in Paris

— April 2016

With the support of the Paris ACCIÓ office. The Wine & Business Club is Europe's leading network for company directors and professionals from a range of sectors involved in three areas: economy, gastronomy and wine. The



network of 14 clubs has 2,500 members. The ACT will give a presentation on food and wine in Catalonia assisted by a Catalan chef. After the presentation attendees will taste Catalan wines which will be presented by their producers. The target audience is members of the Club and journalists.

Campaign for the Som Gastronomia (We are Gastronomy) menu

— April 2016 - April 2017

A campaign directed at Catalan restaurants and hotels motivating them to offer a menu option that meets the challenge set by the European Region of Gastronomy (local produce with a seasonally adapted menu based on regional cuisine).

Mercat d'Escapades

— May 2016

A market showcasing getaways to Catalonia's inland and natural beauty spots, with the focus on wine and food tourism. The market, located in Barcelona's Passeig de Lluís Companys, gives the tourism sector an opportunity to sell gastronomy and wine experiences direct to the public. There will also be promotional activities such as workshops, experiences and tasting sessions.

Article in Traveler

— May 2016 (Spain), October 2016 (London and Netherlands)

Article entitled 'Catalonia for foodies' in *Traveler Pocket* magazine on Catalonia as a food tourism destination, based on a selection of gastronomic routes around the region.



Welcome to the Countryside

— June 2016

A weekend of open-farm events organised by the Government of Catalonia in partnership with the Alicia Foundation. An opportunity for the public to meet farmers, who will show them round their farms, offer tastings and sell their produce. Local hotels and restaurants will also be offering special deals and menus for the event.

Wine Tourism Awards

— June 2016

Second year of the Wine Tourism Awards. These awards are presented for the best wine tourism initiatives launched in Catalonia and are intended to encourage businesses to focus on the quality, sustainability and specialist nature of their products and motivate them to continually improve and innovate.

Dinner with the Stars

— September 2016

To mark World Tourism Day in Catalonia, the Catalan Tourist Board will organise an event which gathers together over 600 professionals from the Catalan tourist industry and key international figures invited to the workshop Buy Catalunya. The event will pay tribute to the chefs who are the stars of Catalan gastronomy, and will be widely attended by professional members of cookery collectives, Cuina Catalana and from the Slow Food movement. Also attending will be a large number of well-known, two and three Michelin-starred, chefs who will be preparing a cocktail for those attending. Candidates for the Tourism Awards of Catalonia 2016 will also be present. The aim of this event is to put a spotlight on gastronomy and tourism, one of our economy's most important industries.



Wine and Cava Show

— September 2016

The Catalan Tourist Board will have a stand to promote wine and food tourism.

De la terra a la lluna (From Earth to the Moon). Exhibition on the restaurant El Celler de Can Roca at the Palau Robert in Barcelona

— September 2016 - April 2017

The Sub-directorate General for Communication of the Ministry of the Presidency will organise the exhibition *De la terra a la lluna*, bringing together the 30 years of history of *El Celler de Can Roca* which can be seen from 26 September 2016 to 30 April 2017 at the Palau Robert in Barcelona. The show will be curated by Toni Massanés, Director of the Alícia Foundation, and is intended to tour internationally after its run in Barcelona. The show is organised in partnership with ACT, the Catalan Tourist Board.

Buy Catalunya 2016

— October 2016

The year's biggest promotional event, with gastronomy and wine tourism playing a major role this year. The event will bring together Catalan tourism businesses and international tour operators who specialise in this field. Over 2,000 sales meetings are expected to take place.



Intersector workshop at the forthcoming Gastronomy Forum

— October 2016

Workshop for the wine and food tourism industry in Catalonia (restaurants, hotels, travel agents, tourism promotion bodies, wineries, etc.) to encourage the development of new products.

MasterChef

— 2016 Season

Our participation in the most-watched culinary programme on Spanish television is an opportunity to promote Catalan gastronomy to our nearest market.

Benchmarking trip to Lombardy

— April 2017

Knowledge transfer exchange between Catalonia and Lombardy, 2017 European Region of Gastronomy, with the aim of learning about best practice in other destinations.

Catalunya #SomGastronomia Tour 2016

Trade tour to promote wine and food tourism in these priority markets: France, United Kingdom, Spain, Germany, Sweden and Italy. The tour includes an interactive presentation on wine and gastronomy tourism in Catalonia followed by a showcooking demonstration and concluding with a tasting session of Catalan produce and wines. The attendees will be key players in each of these markets (travel agents, opinion leaders and the press).



'Catalonia is your pantry'

The Catalan Tourist Board will have a stand dedicated to wine and food tourism at the Mercat de Mercats, Tasta la Rambla, FITUR, WTM, ITB and B-Travel trade fairs.

Gastronomy Plan

The aims of the Gastronomy Plan are to set out a global, transversal vision, define the strategic lines and actions needed to consolidate and strengthen the sector over the coming years and establish a framework of measurable indicators on and for the sector. This Plan will be drawn up with the help of experts on the sector and will be discussed at working sessions attended by industry professionals throughout the year, looking at gastronomy from the following points of view: the economy, heritage, tourism, sustainability, health, training, innovation, communication and internationalisation. The conclusions will be presented in October at the Gastronomic Forum in Barcelona.

Thematic publicity campaign in France, the United Kingdom and Spain

Familiarisation and press trips to Singapore, Australia, Korea, China and the Far East

Participation of the Catalan tourism sector

— **Members of the ACT
(tourist boards)**

— **More than 350 businesses
and bodies are affiliated to
Catalonia, European Region
of Gastronomy, including:**

- Cuisine groups
- Gourmet hotels
- Cookery schools
- 'km 0' slow food
- Michelin-starred restaurants
- The Institut Català de
la Cuina and the Cuina
Catalana Brand
- Wineries and the wine
tourism round table
- Activity brokerage agencies
- Producers
- Universities and research
centres

All of them are committed to promoting this Year of Gastronomy and Wine Tourism, sharing the conviction expressed by Ferran Agulló in the preface to his book on Catalan cuisine:

‘Just as Catalonia
has a language,
laws, customs,
its own history
and political ideals,
it also has its own cuisine.

There are regions,
nations and peoples
that have a special,
characteristic dish,
but not their own cuisine.

Catalonia does.’

**We invite you all to join us
on the great adventure
of Gastronomy and Wine
Tourism Year 2016.**





www.somgastronomia.cat
www.catalunya.com/wearegastronomy



#SomGastronomia



**Generalitat
de Catalunya**

 **CATALUNYA 2016**
REGIÓ EUROPEA DE LA GASTRONOMIA