



**CATALONIA EUROPEAN REGION OF GASTRONOMY 2016**

**Press Kit**

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## **CATALONIA DESIGNATED EUROPEAN REGION OF GASTRONOMY 2016**

Catalonia has been designated **European Region of Gastronomy 2016**. This title proves the quality of its heritage in the fields of food and tourism, and symbolises the excellent quality of its products, gastronomy and traditions.

The Title “**European Region of Gastronomy**” places Catalonia as an avant-garde region concerning food and tourism. The excellent work of Catalan producers, restaurants, research centres, schools, the media, entities and chefs, including Carme Ruscalleda, ambassador of the title, have turned Catalan gastronomy and food products into an international reference.

### **History**

In Catalonia, gastronomy is a strategic sector accounting for 20% of the GDP, it generates 50.000 M Euros per year and employs more than 500,000 people. Catalonia, proud of its cultural heritage and **aiming at promoting its food products and gastronomy as relevant elements of the country’s identity, as well as key agents in tourism promotion**, has met the challenge of presenting a bid to the title of **European Region of Gastronomy**.

This is a pioneering project in Europe aiming to stimulate, collect and disseminate knowledge in order to contribute to a better quality of life in European regions by promoting food cultures and supporting innovation in gastronomy.

To be eligible for the title, Catalonia presented a bid based on 3 focus areas - **product, territory and gastronomy**, features that differentiate its identity and position its local food products as a unique exponent of the territory and the basis for a cuisine that brings a specific trait to Catalan culture. Thus, on July 2nd 2015, Catalonia was officially awarded the title of **European Region of Gastronomy**, sharing the title with Minho.

The major **promoters** of this plan are the Steering Committee, led by the Catalan Government (*Generalitat de Catalunya*), through the Ministry of Agriculture, Livestock, Fisheries and Food (DARP) and the Ministry of Business and Knowledge, through the Catalan Tourist Board (ACT); the General Committee composed of all stakeholders working in the area of gastronomy in Catalonia; and a Board of Experts, a consultancy and coaching entity composed of important figures of the different sectors of gastronomy, such as the industry, the university, the media or the business sector.

In this regard, on March 22<sup>nd</sup>, the Catalan Government agreed to give support to the promotion of Catalan gastronomy within the framework of the celebration of the year of Catalonia as the European Region of Gastronomy 2016, and urged the affected organizations and the Administration of the Catalan Government to carry out all the corresponding specific actions and to disseminate the project amongst the citizenship.

The International Trade show of Food and Beverages, **Alimentaria 2016**, has been the chosen scenario to present officially the actions of **Catalonia European Region of Gastronomy 2016**. The Minister of Agriculture, Livestock, Fisheries and Food and the Minister of Business and Knowledge attended the presentation event, as well as the ambassador and the commissioner to the project, who explained the actions that are taking place throughout this year.

## **EUROPEAN REGION OF GASTRONOMY**

The **European Region of Gastronomy** is an **initiative promoted by a platform of European regions and managed by the International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT)**. This award is delivered to two or three regions of the network every year, that, together or separately, develop a consistent program of events and partnerships which help the regions gain visibility, viability, social cohesion and sustainability.

The award aims to contribute to a better quality of life in the European regions, to highlight the various food cultures, to promote education to improve health and sustainability, and to stimulate gastronomic innovation. These aims and objectives are reached through a variety of activities and events and a platform for the exchange of knowledge with the support of the European institutions, coordinated by an independent entity that contributes to the collection and dissemination of the knowledge resulting from the participant regions' activities.

This entity of coordination and management is the IGCAT (Institute of International Gastronomy, Culture, Art and Tourism), an association of experts in the field of gastronomy, culture, art, tourism and other related sectors that works for a progressive and appropriate development of these domains.

**Catalonia European Region of Gastronomy** also keeps in mind the goal of sharing knowledge and exchanging experiences with the remaining participants of the platform **European Regions of Gastronomy**. Catalonia, as a pioneer awardee of the title, is a leader and has the mission to transmit all its knowledge to the future regions.

## **WE ARE EARTH, WE ARE SEA, WE ARE GASTRONOMY**

**Catalonia European Region of Gastronomy 2016** is a lively project aiming to be as inclusive as possible, with entities, stakeholders and people from the country that are working to promote Catalan gastronomy. The project is based on the triad of **product, territory and gastronomy**. This is the axis that differentiates the Catalan bid and that allowed Catalonia to win the title of European Region of Gastronomy. The aim is to make gastronomy an identity element allowing differentiation and specificity of the territory. That is how the slogan “**We are earth, we are sea, we are gastronomy**” came up, a summary of the real identity of this land.

Therefore, this essential objective will be present in all the activities developed throughout the year 2016, within the framework of the project. It will try to reflect the **triad of product, territory and gastronomy** with a large and diverse fabric of initiatives, quality productions and elaborations, fairs and markets, routes and tourism experiences, gastronomic feasts and campaigns, cuisine groups, guilds, etc., as well as centres of research and education, equipments, cooks, guilds, research and training centers, equipments, professional organizations and other associations.

Thus, it will reinforce Catalan identity as territory with rich gastronomy, landscape and creative innovation and, moreover, it will give it greater visibility of Catalonia, in Europe and all over the world.

## **Envisaged actions**

In order to achieve the previously highlighted goals, **Catalonia European Region of Gastronomy 2016** is materialized in a series of actions that will take place during the current year, divided in two sectors: agri-food and tourism.

Regarding the agri-food sector, the following activities, organized by the Department of Agriculture, Farming, Fishing and Food (DARP), are highlighted:

### **Catalan Gastronomy Plan**

The organization of a symposium, divided into different sessions, will result in the analysis and planning of gastronomy in our land. In order to elaborate the Catalan Gastronomy Plan, the following working areas have been established:

The gastronomy, a snapshot of a strategic economic sector in Catalonia; Gastronomy and heritage (identity) in Catalonia; Gastronomy as a backbone of our land and as an element of sustainable development linked to the touristic sector; Gastronomy and health: how to ensure that everybody eats better; Gastronomy, training and innovation; The projection of Gastronomy; and Strategic alliances of international scope.

This plan will be carried out by experts in each area; they will establish the state of the art and the goals that can be achieved, as well as the roadmap to achieve the results that, later, will be gathered in a document that will be made public within the framework of the Barcelona Gastronomic Forum 2016

The first two sessions of the symposium, Gastronomy, training and innovation and Gastronomy, snapshot of a economic strategic sector in Catalonia have taken place within the framework of the trade show Alimentaria 2016, with experts from the University of Lleida (UdL) and from the Higher School of Business Administration and Management (ESADE):

### **Networking seminars**

The **networking seminars** will foster knowledge and will allow Catalan food producers (with differentiated quality and proximity insignias, etc.) to establish commercial relations with members of the hotel and restaurant industries and distributors.

Different business meetings will be organized, where the wealth of the Catalan gastronomic heritage and local products will be highlighted, so that they are incorporated in the menus of the different venues. A meeting of reference is foreseen for the products with a proximity seal; and for the remaining products there will be at least one meeting for each territorial demarcation.

### **Local and International Fairs**

Participation at various **agri-food local and international fairs** will be fostered with the aim of promoting knowledge, consumption and marketing of quality and proximity Catalan agri-food products.

### **Alimentaria 2016**

During the Food and Beverages International trade show, Alimentaria 2016, the DARP has coordinated several actions and cooking demonstrations organized by entities or organizations related to quality Catalan products in a stand located in the area The Alimentaria Experience. It is worth highlighting the showcooking Catalonia European Region of Gastronomy 2016 ‘Palamos shrimp, a taste of sustainability’, celebrated on April 26.

In the stand, there is also a space for the European Regions that are part of the platform, and information has been provided on such regions and videos of their areas and products have been shown.

### **ÀPAT Fair**

From October 8<sup>th</sup> to October 10<sup>th</sup>, the Recinte Cúpula Events of the Barcelona Shopping Center Arenas will hold the ÀPAT Fair, the Professional Fair of Catalan



Food, where the Catalan producers will present their products to grocery stores, restaurants, hotels, wineries, distributors and end consumers.

Likewise, the DARP will participate in the edition of the biannual magazine 'Food products in Catalonia', aimed at restaurants and grocery stores, as well as in the edition of the electronic recipe book 'Cuina' un ÀPAT!' (cook a meal) where the participants to the ÀPAT Fair can include their product references.

### **Other International Fairs**

- Fruit Logistica. Berlin (Germany) 3<sup>rd</sup> - 5<sup>th</sup> February
- Biofach. Nuremberg (Germany) 10<sup>th</sup> -13<sup>th</sup> February
- Gulfood. Dubai (Arab Emirates) 21<sup>st</sup> – 25<sup>th</sup> February
- Foodex. Tokyo (Japan) 8<sup>th</sup> -11<sup>th</sup> March
- Prowein. Düsseldorf (Germany) 13<sup>th</sup> -16<sup>th</sup> March
- ProWine Asia. Singapore 12<sup>th</sup> -15<sup>th</sup> April
- Seafood. Brussels (Belgium) 19<sup>th</sup> - 21<sup>st</sup> April
- Alimentaria Barcelona 25<sup>th</sup> -28<sup>th</sup> April
- Sial China. Shanghai (China) 4<sup>th</sup> - 6<sup>th</sup> May
- Sial Paris. (France) 16<sup>th</sup> – 20<sup>th</sup> October
- Fruit Attraction. (Madrid) 26<sup>th</sup> – 28<sup>th</sup> October

### **B2B actions**

- New York wine and gourmet industry, Washington DC (USA). First week of February
- Seoul (Korea). May
- Fruit Business Forum – Fruit and vegetable garden B2B with importers of third markets in Barcelona.
- Central America – from March 7<sup>th</sup> to March 11<sup>th</sup>, Multiproduct B2B with importers from Costa Rica, Guatemala, Panama and Dominican Republic.
- Meat Business Forum
- Econetworking

### **Food Public Procurement Plan**

Another foreseen action is the establishment of a **Food public procurement plan** that, according to last June's government agreement, urges to incorporate specific clauses in the agri-food procurement of the Catalan Government Administration and its public sector in order to favor quality and proximity products.

Specifically, these clauses are meant to promote a healthy and good quality nutrition, obtained through processes that are environmentally friendly, which will favor territorial balance and will foster cuisine as a cultural identity landmark.

The strategic relevance of this industry in our land will be stressed by its economic role, by its contribution to the territory balance and by the preservation of the landscape and the environment. The agreement gives effect to the Catalonia Parliament mandate and to the Catalan Government commitment to preserve the key role of public procurement to favor general interest social goals.

In year 2016 the public presentation of the Plan will be made to all the Departments and related players to promote its development and implementation.

### **I International Contest of Young Chefs: European Young Chef Award 2016**

An activity that will count on the participation of the platform's partner regions, 'European Regions of Gastronomy', will be the First Young Chefs international contest: 'European Young Chef Award 2016'. The event will coincide with the 50<sup>th</sup> anniversary of the Tourism University College of Sant Pol de Mar and with the 30 uninterrupted years of the 'Catalonia contest of young cuisine'.

### **Emerging technologies and gastronomy workshops**

At the territory level, **Workshops on new technologies and gastronomy** will be organized, which will consist on theoretical and practical seminars about how to disseminate the food and gastronomic heritage in order to invigorate the local economy by means of the new technologies. The aim of this action is to inform end consumers about certain tools such as the Wikipedia, social networks and/or the different mobile applications.

### **EUREGa! Project**

In order to introduce young people to cuisine, Catalonia, together with the regions Midtjylland (Denmark), Hertogenbosch (The Netherlands), Riga (Latvia), Sibiu (Rumania), Bergamo-Lombardy (Italy) and Alto Minho (Portugal), has processed the application to the Interregional European Program for the 'EUREGa!' project.

The purpose of EUREGa! (European Regions of Gastronomy) is to promote the wealth and diversity of European gastronomy as a unique heritage that, at the same time, generates wealth for these regions and for the European Union as a whole. The project proposes to implement actions to improve this sector in the 7 participant regions, and to establish synergies among them in order to generate a medium and long term positive impact directed to preserve and promote the gastronomic heritage as an element of wealth and quality for the citizenship as a whole.

The foreseen action for Catalonia within the EUREGa! framework is to communicate to young people the benefits of the habit of cooking, and to empower them to incorporate it as part of their lifestyle. The project will be carried out with the participation of different experts on food and nutrition aspects, such as university professors, nutritionists and producers, applying research and innovation to this field.

### **Young artisan Award, food technologic innovation and RuralApps Awards**

In addition, several awards will be organized. First of all, the Young food artisan innovator award, that will reward the effort of young food artisans in the recuperation, innovation, diversification and design of artisan products. The aim of this award is to foster actions such as research and development of new food artisan products, the incorporation of new techniques in the elaboration of food artisan products, the improvement of the products' image, and the implementation of new marketing ways for elaborated artisan products.

Secondly, the Food technologic innovation award aims at rewarding agricultural companies of the agro-industry sector and acknowledging young entrepreneurs with an innovation spirit who have incorporated new technologies, processes that achieve relevant improvements in competitiveness, in the preservation of the environment and in good practices that guarantee the quality and safety of the productions.

The last award, the RuralApps, consists on rewarding the companies that contribute to the improvement of the agricultural, food or rural industries, with the development of mobile applications. This award contemplates the modalities Ruralapps-citizenship and Ruralapps-professional.

### **Technologic Transfer Yearly Plan**

The Technologic transfer Yearly Plan, PATT 2016, is a tool coordinated by DARP (Department of Agriculture, Farming and Fishing of the Catalan Government), participated by a great number of territorial and sector players, with the aim of offering to the Catalan agricultural, farmer, agro-industrial, forest and rural world a unique offer when it comes to transferring knowledge actions. The strategic lines of work (which are materialized in more than 1,000 actions distributed throughout the Catalan territory) for 2016 include: Common agricultural policy, Efficient management of water-energy, Management and sustainable use of natural resources and forests, Agri-food innovation, Quality and safety in the food chain, Treatment of farms waste, and Valuing local food products as exponents of the territory and as a basis for gastronomy.

### **Festival of Nutrition and Gastronomy**

The 20<sup>th</sup> of March, the Festa&Teca was organized, a Festival of nutrition and gastronomy within the framework of the exhibit 'Nutrition, a vital impulse', shown at Barcelona's Museum of Natural Sciences during the month of May, 2016. It is a popular celebration with the aim of communicating to the citizenship the values of the Catalan gastronomic culture, highlighting the importance of nutrition, food and healthy lifestyles with the aim of improving people's quality of life.

### **Plan of fruit consumption at schools**

It consists on contributing to promoting healthy nutrition habits among children, associating such habits to the Mediterranean diet, and reducing the levels of child obesity. The plan of fruit and vegetable consumption at schools is part of the European Union's strategy to reverse the trend of decreasing consumption of fruits and vegetables and to educate children, so that they will acquire new and healthy nutritional habits. The initiative consists on distributing for free fresh fruits and vegetables to school children. Each month, during a week, three pieces of fruit and fresh vegetables will be distributed during 6 months, from January to June. The fruit given away will depend on the season of the year, the proximity of the school to the production centre, and the quality. It needs to be consumed during breakfast and/or mid-afternoon snack. More than 1,200 schools will participate, and it will reach more than 290,000 children.

This distribution of fruit is accompanied by educational and leisure activities carried out at the educational centers participating in the plan with the aim of supporting and strengthening the knowledge the children have on the benefits of fruit consumption and their characteristics, production and seasonality.

### **Boosting proximity sales in restaurants**

It consists on promoting the Catalan restaurants and gastronomic establishments that have achieved the seal Sale of Proximity as an acknowledgement of their commitment to offering proximity products in their menus. Pull down leaflets will be published containing information of the restaurants and producers that are suppliers, in the different regions, and will be sent to the restaurants, tourism offices, territorial delegations, and DARP territorial offices.

### **Bio Week**

The Bio Week for organic food nutrition is an initiative that groups several actions with the common goal of promoting and fostering the organic food production and nutrition. The actions include gastronomic menus, seminars, markets, training, articles, etc. that will be held throughout Catalonia from the 20th of May to the 29th of May.

### **Campaign to promote the products with DOP (Protected Designation of Origin) / IGP (Protected Geographical Indications)**

Continuity to the campaign initiated by DARP will be given to promote the consumption of products with a quality distinctive during the Christmas holidays of 2015. The 20-second TV advertisement of the DOP/IGP seal and the 3,14-minute video for digital supports recorded at Món San Benet, with the participation of the music band Blaumut, promoting the seal of the Catalan DOP/IGPs will be broadcasted during 2016.

On the other hand, the Department of Business and knowledge, through the Catalan Tourism Board (ACT) participates in the organization of other activities, among which we can highlight the designation of 2016 as the ‘Gastronomy and wine tourism year’ in Catalonia. This designation was announced on October 1<sup>st</sup>, 2015, during the Tourism Night, and it shows that gastronomy is the cultural inheritance of Catalonia and, therefore, one of its main goals is to promote it through several initiatives:

### **IWINETC Wine Tourism Conference. International Wine Tourism Conference.**

This conference was held on April 5<sup>th</sup>-April 6<sup>th</sup>, 2016, at the Hotel Barcelona Golf. The Catalan Tourist Board will be the Premier Sponsor together with de Barcelona Provincial Council, and will also participate in organizing the familiarization trips. It is estimated that about 60 tourism operators participated, together with 20 representatives of the press.

### **“Catalonia We are Gastronomy” Tour 2016**

Action to promote wine and gastronomic tourism at the following priority markets: France (Bordeaux), United Kingdom (London), Spain (Madrid), Germany (Frankfurt), Sweden (Stockholm) and Italy (Milan).

The action will consist on an immersion on the recreation of the stands of a market, where the participants can ‘buy’ products that they will later learn to elaborate. A Showcooking will be included, directed by a Catalan chef from a Cousine Group. The participants will be the leaders of each market (travel agents, press). The destinations and the dates are as follows:

**Stockholm:** April 11<sup>th</sup>

Costa Daurada, with the collaboration of Tarragona’s Tourism Patronage

Cuisine group: Terra i Taula

**Milan:** May 17<sup>th</sup>

Costa Brava, with the collaboration of Girona’s Tourism Patronage – Costa Brava

Cuisine group: Cuina de l’Empordanet

**Madrid:** June 1<sup>st</sup>

Barcelona province, with the collaboration of the Barcelona's provincial Council  
Tourism Patronage  
Cuisine group: Osona Cuina

**Berlin:** June 7<sup>th</sup>

City of Barcelona, with the collaboration of Barcelona Tourism  
Cuisine group: Barceloneta Cuina

**London** (dinner at the fair WTM): November 7<sup>th</sup>**Bordeaux:** November 28<sup>th</sup>

Province of Lleida, with the collaboration of the Lleida's provincial Council  
Tourism  
Patronage  
Cuisine group: Noguera Cuina

**Worlds of Flavors**

Conference organized by the Culinary Institute of America, in Napa Valley, from April 20<sup>th</sup> to April 23<sup>rd</sup>, with the participation of the **Departament d'ACCIO** and presentation of the Catalan gastronomy by the Catalan Agency of destination advisors. Together with ACCIO, Catalan food companies attended the conference to present their products, as well as 16 Catalan wineries, who conducted a wine tasting seminar.

**Catalan Wines USA**

It is the platform, promoted from ACCIÓ, which supports the entry of wineries to the United States. Support is provided on the preparation aspects –policy of prices, promotion materials, products selection–; labeling procedure and sending the products to the United States. It also supports the marketing aspects –organization of



three yearly events where professionals from the wine sector are invited for a seminar on Catalan wines and a wine tasting of the products of the participant wineries.

The events scheduled for this year will take place in Denver (Colorado) in May 17<sup>th</sup>, and in Charlotte (North Carolina) in October.

### **Weine aus Katalonien (Germany)**

The ACCIO program allows to present wines to professionals through a digital strategy (web page, social networks, blog, newsletter, digital promotion campaigns) and through two or three wine tasting events for professionals at different metropolitan areas in Germany, divided in a seminar and a fair with winewalks.

The event scheduled for the current year took place in Frankfurt on April 18<sup>th</sup>.

### **Getaway market**

May 7<sup>th</sup> to May 8<sup>th</sup>. The Catalan Tourism Board, in collaboration with the local tourism boards, organizes an action in the street –at the Lluís Companys Street in Barcelona– directed to the public with the aim of selling touristic interior and mountain getaways in Catalonia, incorporating as well wine and gastronomic tourism. There will also be workshops, experiences and product tasting.

### **Welcome to ‘farmer’**

From June 17<sup>th</sup> to June 19<sup>th</sup>, with the support of the Alicia Foundation and the Tourism Patronages of the provincial councils an open doors weekend will take place at ‘farmer’, where the Catalan public will be able to visit the agricultural holdings, know the production methods, and buy products directly from the producer. Special promotions will also be offered to spend the weekend at rural houses and gastronomic hotels, among others, and to taste the local cuisine with special menus at restaurants offering proximity cuisine.

### **Souvenir Food**

Coinciding with the program Welcome to ‘farmer’, the commercialization of quality Catalan food products will take place at the Tourism Offices of the Catalan Government at Barcelona, Girona, Lleida and Tortosa. The food products considered

are those that speak of the gastronomic culture of the area and/or are related with some touristic experience. This action will be carried out by the DGT, the DGI and the ACT.

### **Masterchef: showcooking**

Different stakeholders related with Catalonia European Region of Gastronomy 2016, among them the ambassador of the project, Carme Rusalleda, participated in the shoot of the gastronomic TV program with more audience in Spanish television. This allowed promoting Catalan gastronomy to proximity markets. The broadcast of the program took place on April 13<sup>th</sup>.

### **‘From earth to the moon’. Exhibit about the Can Roca winery**

The General Sub-directorate of Communication from the Presidency Department will organize the exhibit ‘From earth to the moon’. It is a summary of 30 years of history of the Can Roca winery that can be seen from September 26<sup>th</sup> to April 30<sup>th</sup>, 2017, at Barcelona’s Palau Robert.

The curator of the exhibit will be Toni Massanés, General Director of the Alicia Foundation. The Catalan Tourist Board (ACT) will collaborate. The exhibit will later travel internationally.

### **Dinner of the stars**

On the occasion of the celebration of the World Day of Tourism in Catalonia, the Catalan Tourist Board will organize, on September 27<sup>th</sup>, at the Oval Room of the Catalonia Museum of National Art, an event that will gather more than 600 professionals from the Catalan touristic industry and international opinion leaders invited to the workshop ‘Buy Catalonia’.

The event will be a tribute to the cooks, stars of Catalan gastronomy, and there will be a broad representation of professionals members of Cooking Associations, Catalan Cuisine and the Slow Food network. A large number of renowned chefs with two and three Michelin stars will be at the event who, directed by the cook Nandu Jubany (1 Michelin star), will cook the cocktail that will be offered to the participants. The 2016 Catalan Tourism awardees will also be present.

The aim of this event is to showcase tourism and gastronomy, one of the most important industries in our economy.

### **The workshop “Buy Catalonia”**

From September 27<sup>th</sup> to October 1<sup>st</sup>, the Catalan Tourist Board will organize Buy Catalonia, a multi-market and multi-product workshop that will focus on gastronomic and wine tourism. Tour-operators from several markets will participate in this action: Germany, Austria, Switzerland, Benelux, Slovakia, Spain, the United States, France, Israel, Italy, Nordic countries, Eastern European countries, the United Kingdom, and Southeast Asia. Several farm-trips in the territory will be part of the workshop.

### **Campaign of the Menu ‘We are gastronomy’**

Campaign aimed at Catalan restaurants, so that they elaborate a menu that answers to the challenge of the European Region of Gastronomy (proximity product with a season’s menu adapted to the different seasons, based on the territory’s cuisine).

## **WILLINGNESS OF ADHESION AND DISSEMINATION OF ACTIVITIES**

The inclusive willingness of Catalonia European Region of Gastronomy 2016 is reflected by the spirit of having the support of specific entities and players in the territory and making them feel also as owners of the title since, without them, it would not have been possible.

More than 500 entities have signed the adhesion document, which shows big support and recognition of the award.

The entities include, among others, the General Council of Val d'Aran, the Catalan Academy of Gastronomy, the Campus of Nutrition of University of Barcelona, the University of Girona, the Observatory of Nutrition of the University of Barcelona, Barcelona Tourism, Slow Food Barcelona, Girona Tourist Board, the School of Hotel Management and Tourism of Cambrils, the School of Hotel Management and Tourism of Lleida.

The list of entities increases at a good pace thanks, in part, to the promotion carried out in the social networks (SomGastronomia at Facebook, Twitter and Instagram). The number of entities is periodically updated at the web site [www.somgastronomia.cat](http://www.somgastronomia.cat), created for this project.

## **CARME RUSCALLEDA, AMBASSADOR OF THE PROJECT**

Ambassador of Catalonia European Region of Gastronomy 2016, the chef Carme Ruscalleda is an enthusiast of the triad of product, territory and Catalan cuisine.

Convinced of the potential of a region that is loyal to everything that is local, she accepted to be the ambassador of the project and to be a leader of gastronomy.

**Carme Ruscalleda** was born in the Maresme (Sant Pol de Mar, Barcelona, 1952), she has 7 Michelin stars: three at the restaurant of Sant Pau, in Sant Pol de Mar, two at the restaurant in Tokio, and two more at the restaurant Moments located at the hotel Mandarin Oriental Barcelona, which she manages with her son Raül Balam Ruscadella.

Carme Ruscadella was the first Spanish cook to receive this acknowledgment and she is one of the only four women who have this title in the entire world.

Deeply rooted in Catalonia, her source of inspiration has always been the Mediterranean environment, a privileged area thanks to the variety of products from the vegetable gardens of the Maresme region, but she is in love with all the regions, products and cuisines of Catalonia.