



## New Bite and Mos Prizes established to recognise food and wine digital content creators

- **The Bite category is aimed at international digital creators, while the Mos category acknowledges those in the national sphere**
- **Nominations can be submitted from today until June 12**
- **These awards seek to highlight Catalonia as a leading food and wine destination at a global level**

*Tuesday, 30 May 2023.*— The Catalan Department of Business and Labour, through the Directorate General of Tourism, wants to recognise the key role played by the creators of digital content about food and wine in promoting related tourism. As such, in June the inaugural [Bite and Mos Prizes](#) will be awarded as part of the National Gala of Wine Tourism and Gastronomy.

These prizes have been established with the aim of honouring the ability of these digital content creators to spread the word about and highlight the value of food and wine. They include all those content creators who promote their own work, such as restaurants, chefs and wine-makers, along with photographers, journalists, gastro tourists and foodies who make their passion for food and wine their way of life or profession.

From now until June 12, nominations can be submitted in the "[Tràmits](#)" ("Processes") section of the website of the Generalitat of Catalonia government.

According to the director general of Tourism, Marta Domènech i Tomàs, these Prizes **"want to highlight Catalonia as a leading international food and wine destination. These awards should help us gain greater visibility, and they should become an important instrument for raising awareness about our potential in this area"**.

The Bite and Mos Prizes are structured into two categories. The Bite category covers the promotion of food and wine at a global level. It includes the following subcategories:

- **BITE honorary award:** recognises a professional career that is highly relevant to the field of food and wine, and that has contributed to promoting Catalan culinary culture through the creation of digital content.
- **Best foodie:** awarded to the person who develops the best international content related to food and wine.
- **Best winefluencer:** recognises the person considered the most influential at a global level in the creation of wine-related content.
- **Best food traveller:** recognises a digital creator dedicated to gastronomic content that is related to trips and travelling.



In contrast, the Mos category focuses on the national arena and includes the following subcategories:

- **Best promoter of Catalan cuisine:** rewards the public personality who achieves the greatest promotion of Catalan gastronomy on digital media.
- **Best ambassador:** acknowledges the best creator of content related to Catalan cuisine.
- **Best wine promoter:** a prize for the best creator of content regarding Catalan wine.
- **Best collective:** an award for the best online presence of a collective connected to Catalan food and wine.

The Bite and Mos Prizes are part of the Catalonia Wine and Gastronomy Tourism Strategy 2022-2027. The aim of this plan, which has received €7 million from the Next Generation European funds and 32 projects, is to convert Catalonia into a key leader in food and wine tourism.

For more information: <https://act.gencat.cat/premios-bite-y-mos/?lang=en>

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