



Catalonia's Generalitat government recognises Ferran Adrià's contribution to raising the profile of Catalan culinary culture with the Bite honorary award

- Its Best foodies prize went to Peter Atzen, Tom Matthews won the Best winefluencer award, and Rafael Tonon was named Best food traveller prize
- In the national sphere, Nandu Jubany won the prize for Best ambassador, the work of Ada Parellada was recognised with the prize for Best promoter of Catalan cuisine, Ruth Troyano was given the award for Best wine promoter, and the Dones del Mar (Women of the Sea) association was honoured as the Best collective
- The winners were announced at the National Gala for Wine Tourism and Gastronomy

Thursday, 29 June 2023.— The Catalan Generalitat government, through the Directorate General of Tourism from the Department of Business and Labour, has recognised the contribution made by chef Ferran Adrià to raising the profile of Catalan culinary culture with its Bite honorary award.

The prize was announced this evening during the National Gala of Wine Tourism and Gastronomy, which was held at the Catalonia National Theatre. The event was presided over by the president of the Catalan Generalitat government, Pere Aragonès i Garcia, and was also attended by the Minister for Business and Labour, Roger Torrent i Ramió, and the director general of Tourism, Marta Domènech i Tomàs.

The Bite and Mos Prizes, which celebrated their inaugural edition this year, aim to recognise the key role played by the creators of digital content about food and wine in promoting related tourism, and, at the same time, highlight Catalonia as a leading food and wine destination at a global level.

The other awards in the Bite category, which focuses on international food and wine content, saw Danish creator Peter Atzen honoured with the prize for Best foodie, which recognises the person who develops the best global content related to food and drink. The Best winefluencer award was given to American Tom Matthews, considered the most influential person internationally in the creation of wine content. Lastly, Brazilian Rafael Tonon was presented with the Best food traveller prize for the creation of gastronomic content related to trips and travelling.

In the Mos category, which is aimed at the national sphere, chef Nandu Jubany was awarded the prize for Best ambassador for being the best creator of content related to Catalan gastronomy. The prize for Best promoter of Catalan cuisine was given to chef Ada Parellada, for her promotion of Catalan food online. Ruth Troyano received the prize



for Best wine promoter, and the Dones del Mar (Women of the Sea) association was honoured with the prize for Best collective as the group with the best digital presence related to Catalan food and drink.

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 has 32 projects, is to convert Catalonia into a key leader in food and wine tourism.

Bite and Mos Prizes 2023

Bite Category

Bite honorary award: Ferran Adrià, for his brilliant and extensive career as the leader of the culinary revolution that put Catalonia at the forefront of world gastronomy, and as the person who came up with the concept for content such as the Bullipedia.

Best foodie: Peter Atzen, for his promotional and publishing work, both of restaurants recognised by *50 Best Restaurants* and *Michelin*, and of street food. He's generally regarded as an inveterate foodie. Specialised in Denmark and the Scandinavian countries, he's also an ambassador for Catalan cuisine when he visits us. In addition, he works with *Word of Mouth*, the prestigious culinary app.

Best winefluencer: Tom Matthews, in recognition of his professional career and his special connection to Catalan wines. He started to write for the *Wine Spectator* magazine in 1987, and later became its executive editor. For a long time, he was the chief wine taster for the whole of Spain.

Best food traveller: Rafael Tonon, for being a non-stop traveller and prestigious food journalist who feeds social media with everything that he discovers and eats around the world. He works with media such as *Fine Dining Lovers* and *Eater*, and was recently recognised as the best food journalist by *Identità Golose*.

Mos Category

Best ambassador: Michelin-starred chef Nandu Jubany, for his tireless work in promoting and supporting Catalan cuisine, and his use of social media for sharing Catalan food and recipes with the world.

Best promoter of Catalan cuisine: Ada Parellada, chef, writer and broadcaster, for the decades she has spent promoting Catalan cooking, her commitment to sustainable food, and her use of social media to inspire us all to cook

Best wine promoter: Ruth Troyano, journalist and sommelier, for her commitment to Catalan wine, since, thanks to the depth of her writing and her sensitivity, she manages to transmit that behind each glass there is a culture and a land.

Best collective: The Dones de la Mar association, a not-for-profit organisation created in 2018 thanks to the collaboration between two local fishing action groups from different parts of Catalonia, the Ebre Sea and the Costa Brava. Its goal is to provide visibility to the role played by women in the maritime sector, by highlighting their participation in the



development of this primary sector, fishing and aquaculture, and sharing their activity on social media.

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