

40 YEARS Alimentaria

The Alimentaria Experience
Live Gastronomy

VinorumTHiNK
by Intervin

Olive Oil Bar
BARRA DE ACEITES DE OLIVA GOURMET

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25 – 28 April 2016
www.alimentaria-bcn.com



Alimentaria Exhibitions

Featuring activities that epitomise the synergies between the food industry, tourism and culinary heritage

Alimentaria showcases food and gastronomy in support of the sector's growth

Food and gastronomy are the stars of an Alimentaria that features more flavour than ever, showcasing and promoting the sheer quality and diversity of the Spanish food and drink sector. The show – held at Fira de Barcelona's Gran Via Exhibition Centre on 25-28 April – intends to epitomise the synergies between the food industry, gastronomy and tourism to win international recognition and also grow in the domestic market, putting an emphasis on the talents of a new generation of chefs, and on Spanish wines, olive oils and cheeses as some of its most representative products.

One of the things that sets Alimentaria apart is its ambitious programme of activities and gastronomic spaces that are being presented today at Barcelona's Santa Caterina market at an event which brings together companies, chefs and sector professionals from the food, drink and catering sector.

As explained by the general manager of Alimentaria Exhibitions and chief executive of the trade fair, J. Antonio Valls: *'Our aim is to demonstrate how, through gastronomy, the food industry can explore efficient strategies to increase foreign sales and make a closer connection with the domestic market by using a more evolved form of gastro-tourism.'* In Valls' opinion, *'It's about uniting efforts so we can all work hand-in-hand to take advantage of the strength of the tourism sector, global recognition for Spanish cuisine and the quality of our agri-food products.'*

Along the same lines, the president of Alimentaria and Fira de Barcelona, Josep Lluís Bonet, underlines *'The economic potential behind this unbeatable alliance, given that the sectors of agri-food, hospitality, catering and tourism, taken as a whole, represent more than a quarter of Spain's GDP.'*

More experiences

This year, the most gourmet and experiential Alimentaria ever will be showcasing all the innovation and creativity of the catering world without losing sight of the traditions, authenticity and culinary diversity of Spain. To do so, *The Alimentaria Experience* is back: the ultimate gastronomic space at the fair which will be hosting Master Classes, workshops and numerous *show-cooking sessions*. Some 40 chefs will be taking part, including renowned names, young up-and-coming talents and the women who are succeeding in the haute cuisine world, demonstrating that the generational handover is in safe hands.

The programme features such well-known names as Joan Roca, Mario Sandoval, Ángel León, Ricard Camarena, Rubén Trincado, Eduard Xatruch,

Agri-food, tourism, hospitality and catering represent over 25% of the Spanish GDP

On its 40th anniversary, Alimentaria will be more food- and experience-driven than ever

With the presence of the top chefs of the moment, sommeliers, bartenders, experts and other culinary professionals

Oriol Castro and Diego Guerrero. Female chefs will be represented by Ana Merino, Beatriz Sotelo, Celia Jiménez and Yolanda León. Other great culinary cultures will also be on show, featuring Roberto Ruiz (Mexico); Andrea Tumbarello (Italy), Ricardo Sanz (Japan), Atul Kochhar (India), Mauro Colagreco (France) and Virgilio Martínez (Peru). This is the setting in which the final of the Chef of the Year will be held, in which eight promising young chefs currently working in the hospitality sector will compete. Restaurama, the show to which *The Alimentaria Experience* belongs and one of the cornerstones of the event, will provide the meeting point for the hospitality and catering sector and the best possible platform for showcasing the latest trends and innovations in the market.

Food- and wine-related tourism, cocktails and food trucks

As well as featuring more chefs than ever, *The Alimentaria Experience* is launching new spaces designed to showcase the latest trends in the restaurant sector. There will be an area on food- and wine-related tourism with suggestions for destinations that combine quality products, culinary heritage, culture and scenery, promoted by the ministries of the autonomous communities and provincial councils. Meanwhile, the finest liqueurs and spirits will be the stars of *Cocktail & Spirits*, with an exhibition of products and a bar for demos and pairing sessions featuring experts such as Matías Saril and Mario Ubieto, from 80-20ml, Iván García (Ice & Craft), Daniele dalla Pola, Javier Caballero (Liquid Experience) and Pepe Orts. The boom in urban eating and *Food Trucks* will also be echoed at the fair with tasting sessions given by Bicodexeadó, Fileteando, Savia Natural, Vins Padró, Wild Alaska Food Truck and Ceviche 103.

VINORUM Think: taking a fresh look at wine

As part of Intervin, the International Wine & Spirits Fair at Alimentaria, VINORUM *Think* provides a place for reflection, dissemination, gastronomic synergies and business, all revolving around Spanish wine. There will be a dozen master tasting sessions to reveal the wines that are setting the trends; round tables and conferences, as well as *show-cooking and wine pairing* sessions. Around 40 national and international experts will be taking part, including renowned wine critics, oenologists, entrepreneurs, Masters of *Wine*, journalists, sommeliers and chefs. Notable speakers include the world's most renowned sparkling wine critic, Tom Stevenson; the American Master of Wine and creator of the benchmark Asian wine competition, Debra Meiburg; and the founder of Balzac Communications & Marketing and creator of the Academy of Wine Communications, Paul Wagner, amongst others.

The elite of extra-virgin olive oils

The Gourmet Olive Oil Bar brings together more than 100 top brands, with or without a designation of origin, produced in Spain. This tasting zone, located in the *Mediterranean Foods* section, reflects the excellent health of the Spanish olive oil sector, including a growing range in the Premium segment which is seeking to increase exports and establish greater synergies with haute cuisine. The space will also feature more than 20 oils that won awards at the prestigious event *The World's Best Olive Oils 2015* in New York and the eight winners of the Jaen Selection competition. Visitors can also discover signature and organic olive oils as well as the results of experiments such as early olive harvesting and integrated production systems.

Cheeses from small artisan producers

Meanwhile, the space devoted to 'Spain, Land of 100 Cheeses', part of the Interlact trade fair, will present products from around one hundred micro-producers, which form the majority of this sector's industrial fabric. This promises to be a sensorial gourmet experience to discover and savour up to 200 different cheeses and corroborate the huge biodiversity of traditional and artisan cheeses made in different parts of Spain. As well as these dedicated areas, Alimentaria also proposes a journey through the most representative foods and flavours of the different regions of Spain (*Lands of Spain* in Hall 2) and other countries around the world (*International Pavilions* in Hall 1).

About Alimentaria 2016

With the participation of some 4,000 companies from over 70 different countries, Alimentaria is the leading international showcase for Spanish gastronomy, food and drink. The trade fair, which celebrates its 40 anniversary this year, attracts 140,000 trade professionals, 35% from abroad. At this year's edition, Alimentaria will be structured into five trade fairs: Intervin (wines and spirits), Intercarn (meat and meat products), Restaurama (restaurants), Interlact (milk and dairy products) and Multiple Foods (all kinds of confectionery, preserves, oils and premium products). The aim of this segmentation is to reflect market trends, strengthen the show's position in the restaurant and gourmet sector, and make life easier for the trade professionals from the sectors of food and drink distribution, retail and imports who visit the show in search of new suppliers and products.



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Former sommelier at El Bulli, Ferran Centelles, suggests two very different pairing ideas

Mario Sandoval creates the Alimentaria 2016 tapa to celebrate the event's 40th anniversary

The most gastronomic and experience-driven Alimentaria ever is today taking over the Santa Catalina Market in Barcelona, where acclaimed chef Mario Sandoval (two Michelin stars) is dedicating an exclusive tapa to the emblematic Barcelona event which this year – on 25-28 April at Fira de Barcelona – celebrates its 40th anniversary. At the suggestion of El Bulli's former sommelier, Ferran Centelles, this original culinary creation could either be paired with a sparkling wine, making a refreshing combination, or with a bolder choice to produce a more pronounced sweet-and-sour effect, such as a vermouth.

'Preserved herring with pickles.' This is the name of the Alimentaria tapa proposed by Sandoval from his Coque Restaurant in Madrid, with which he wanted to express the combination of flavours, top quality ingredients and gastronomic cultures that is such a feature of the event, while at the same time championing the origins of cooking with fermented, salted and pickled foods.

Indeed, Sandoval will be one of the stars of the ultimate gourmet space at the event: *The Alimentaria Experience*, featuring a range of master workshops and *show-cooking sessions*. Some 40 chefs will be taking part to set the gastronomic *momentum* along with up-and-coming exponents of top-level cooking among whom there are more and more women. The programme also features other big names such as Joan Roca, Ángel León, Ricard Camarena, Rubén Trincado, Eduard Xatruch, Oriol Castro and Diego Guerrero, as well as female chefs such as Ana Merino, Beatriz Sotelo, Celia Jiménez and Yolanda León.

When it comes to wine, gastronomy is one of its best forms of expression and promotion, which is why Alimentaria is presenting a brand-new *VINORUM Think* to examine the potential of Spanish wine with an agenda that includes a dozen master tasting sessions, round tables and conferences, plus *show-cooking events* including wine pairing. The almost 40 experts taking part in this area include the world's most respected sparkling wine critic, Tom Stevenson, and the US *Master of Wine* and creator of Asia's benchmark wine competition, Debra Meiburg.

Other activities that will use gastronomy to showcase and promote the quality, diversity and wealth of other foods will be the Gourmet Olive Oil Bar, which brings together the elite of extra-virgin olive oils for tasting sessions, and the stand entitled 'Spain: Land of 100 Cheeses', which this year is dedicated to small-scale producers, where you can sample some of the huge diversity of traditional, artisan cheeses made in Spain. Alimentaria will also be shining a spotlight on wine- and food-related tourism, cocktails and spirits, and the *food trucks* phenomenon.

Along with Sandoval and Centelles, the presentation of the gastronomy-based programme was attended by the president of Alimentaria and Fira de Barcelona, Josep Lluís Bonet; the general manager of Alimentaria Exhibitions, J. Antonio Valls; the president of the Restaurama show at Alimentaria, Antoni Llorens; food consultants Marta Angulo and Enric Canut, and the Minister of Agriculture, Livestock, Fisheries and Food of the Government of Catalonia, Meritxell Serret.

Barcelona, 10 March 2016

Alimentaria Tapa 2016, by Mario Sandoval

Preserved herring with pickles

Main ingredient:

- Sprats (3 per person)

For the endive kimchi

- Belgian endive
- 1 litre water
- Sweet chilli sauce
- Jang soy
- Black garlic
- Tarragon
- Sage
- Goji berries
- Mugi miso
- Fermented prunes
- Chia
- Paprika
- Cayenne pepper
- Rice flour
- Soy paste
- Ginger
- White sugar
- Oyster sauce
- Soy sauce
- Bean paste



Preparation

Dice the Chinese cabbage and soak in salted water for 12 hours. Drain, rinse and dress with the other ingredients. Leave in the fridge for 1 week. Drain and spin in the centrifuge.

For the pickles

- Cucumber (500 g)
- White wine vinegar (750 g)
- Water (1.5 l)
- Salt (20 g)
- 2 garlic cloves
- Bunch of fresh mint

Preparation

Blanch the cucumber and pickle with the other ingredients for 10 days.



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Alimentaria Exhibitions

Young talents and female chefs are the stars of this great gastronomic space at Alimentaria

***The Alimentaria Experience* showcases the generational handover in haute cuisine**

With an average age of 38, their own restaurant in most cases – some already with a Michelin star – and a long and distinguished track-record in the catering world. This describes the new talents setting the trends in haute cuisine who will be taking part in the workshops and *show-cooking sessions* in the gourmet space of *The Alimentaria Experience*. A total of around 40 chefs, including famous names, up-and-coming talents and several female chefs making a name for themselves will show how the generational handover is guaranteeing the promotion and appreciation of the finest Spanish cuisine in the future.

The Alimentaria Experience is a space designed to give visitors to Alimentaria the chance to directly experience the preparation, plating and tasting of some of the specialities served in restaurants across the whole of Spain that are featured in the top gastronomic guides. The different activities planned for this event promote and highlight the quality, flavour and variety of the ingredients and products used in every dish while helping to create and disseminate a more widespread gastronomic culture.

The Alimentaria Experience will include workshops that allow the chefs to interact with the audience. A *special presentation area* with a capacity of just 22 attendees will host appearances by world-renowned chefs such as Joan Roca (El Celler de Can Roca). One day will be set aside exclusively for female chefs with Michelin stars such as Galician chef Beatriz Sotelo (Restaurante A Estación); Celia Jiménez from Cordoba (Restaurante Celia Jiménez) and Yolanda León from Leon (Restaurante Cocinandos). Alejandra Rivas, wife of Joan Roca who is working with him in the Rocambolesc Ice Cream Shop Project will also participate. The final day of these exclusive workshops will be given over to young chefs with Michelin stars such as Valencian Ricard Camarena (Ricard Camarena Restaurant) and Barcelona chefs Eduard Xatruch and Oriol Castro (Disfrutar).

The workshop programme also includes some interesting ideas from abroad, such as the French restaurant Mirazur headed by Argentinian chef Mauro Colagreco and the Peruvian Central restaurant run by Virgilio Martínez.

Show-cooking sessions

The Alimentaria Experience offers visitors a series of cooking demonstrations by prestigious chefs such as Paolo Casagrande (Lasarte Restaurant – Barcelona); Fernando Pérez Arellano (Restaurante Zaranda – Madrid); Mario Sandoval (Restaurante Coque – Madrid) and Ángel León (Restaurante Aponiente – Puerto de Santa María).

Along the same lines as the workshops, on the second day of Alimentaria the female chefs will be taking over the kitchen for the show-cooking

Mario Sandoval, Ángel León, Ricard Camarena and Diego Guerrero are just some of the 40 chefs taking part

Ana Merino, Beatriz Sotelo, Celia Jiménez and Yolanda León represent female chefs, who are carving out their own niche on the fine dining scene

There will be international representation too with chefs from France, Peru, Italy, Mexico and India, revealing other culinary cultures

sessions. Confirmed names include Macarena de Castro (Restaurante Jardín – Port Alcudia); Ana Merino (Mont Bar – Barcelona); Teresa Gutiérrez (Restaurante Azafrán – Villarrobledo); Ana Acín (Restaurante Venta Sotón – Huesca); María Solivellas (Restaurante Ca na Toneta – Mallorca) and Aizpea Oihander (Restaurante Xarma – San Sebastián). On the final day it's the turn of the young chefs who are making a name for themselves on the Spanish culinary scene: Sergio Bastard (Restaurante Casona del Judío – Santander); Rafa Soler (Restaurante Audrey's – Calpe); Iván Domínguez (Restaurante Alborada – La Coruña); Rubén Trincado (Restaurante Mirador de Ulía – San Sebastián) and Diego Guerrero (Restaurante DSTAgE – Madrid).

The Alimentaria Experience will also include four simultaneous *show-cooking sessions* to showcase the wealth of other gastronomic cultures. Thus Roberto Ruiz (Restaurante Punto MX – Madrid) will be presenting his personal interpretation of Mexican flavours; Andrea Tumbarello (Restaurante Don Giovanni – Madrid) brings us the finest rendering of Italian cuisine; Ricardo Sanz (Restaurante Kabuki – Madrid) creates a fusion of Japanese and Mediterranean cooking, while Atul Kochhar (Restaurante Benares – Madrid) proposes some innovative creations based on Indian cuisine.

Additionally, the *show-cooking* programme will include sessions by 'competition chefs' - the winners and finalists of the second and third seasons of Masterchef and Cocineros al Volante - successful TV programmes that have awakened the general public's interest in gastronomy. Victoria Pulgadin, Mateo Sierra, Carlos Maldonado, Sally Caballero and Javier Brichetto will be presenting their signature creations. Plus: The Alimentaria Experience will also host the final of the 'Chef of the Year' competition, contested by eight promising young Spanish culinary talents working in the catering sector.

Green chefs

Vegetarians, vegans, flexitarians... haute cuisine joins this current trend and includes healthy suggestions tailored to these diners. The Alimentaria Experience is holding a seminar to share the latest trends and introduce the methods of several leading restaurants, which are producing menus specifically directed at this audience, using vegetables as the main ingredient. Taking part will be Sebastian Frank from Berlin's Restaurant Horvath (2 Michelin stars); Fabio Winkelhofer from the Plefferschiff Restaurant in Salzburg; Miguel Ángel de la Cruz from La Botica de Mazapozuelos (1 Michelin star) in Valladolid; Teresa Carles and Jordi Barri from the Teresa Carles Healthy Foods group; and Nacho Rojo (Restaurante La Galería – Burgos).

But there won't just be haute cuisine show-cooking sessions; The Alimentaria Experience will showcase unique projects in the field of group catering. Chef and consultant from Eurest Catalunya, Ada Parellada, will be presenting some fresh and exciting ideas for school meals; Marc Puig-Pey, chef at Fundació Alicia, will concentrate on social healthcare catering for the elderly; while the Deputy Director of Management and General Services at the Heath Centre Complex of the University of Leon, Soledad Parrado, along with a chef from the centre, will describe the successful introduction of paediatric menus at this hospital.

New spaces for the latest trends

Apart from expanding its range of chefs, the second edition of *The Alimentaria Experience* will be launching new spaces designed to accommodate the latest trends in the catering sector.

Gastronomy and tourism will be the two key themes of Food & Wine Tourism, for which four areas will be made available for provincial and regional authorities to showcase the emblematic products of their cuisine as well as the unique culture and culinary craftsmanship of each region.

Leading cocktail experts will be on hand in the *Cocktail and Spirits* area where they will be presenting the best and most in-demand spirits and liqueurs. Apart from the exhibition, there will be a shared bar for demonstrations, featuring mixes of gins, rums and whiskies with coffee, chocolate, juices, etc.

Bakery and confectionery products will also be present in *The Alimentaria Experience*. *Bakery, Pastry & Coffee* shops will be the area set aside reserved for the participation of companies that supply raw materials, ingredients and products for bakery and pastry making.

Finally, the increasingly popular street food will be the central feature in the Food Trucks area. These vintage vans are experiencing a boom in popularity and show how the concepts of 'fast food' and quality can go hand in hand.

CHECK OUT THE ALIMENTARIA EXPERIENCE programme [here](#)



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An area for discussion, dissemination and business based around wine rounds off the offer at Intervin

40 experts will be showcasing the best in Spanish wine at the new VINORUM *Think* at Alimentaria

This year, Intervin, the International Wine and Spirits Show of Alimentaria, is introducing VINORUM *Think*, a revamped area for discussion, dissemination, gastronomic synergies and business based around Spanish wine. The programme includes master tasting sessions, round tables, conferences, show cooking sessions and wine pairings led by some 40 national and international experts, including well-known wine critics, oenologists, businesspeople, Masters of Wine, journalists, sommeliers and chefs. Notable speakers include the world's most renowned sparkling wine critic, Tom Stevenson; the American Master of Wine and creator of the benchmark Asian wine competition, Debra Meiburg; and the founder of Balzac Communications & Marketing and creator of the Academy of Wine Communications, Paul Wagner, amongst others.

From 25 to 28 April, VINORUM *Think* will be the nerve centre of the trade fair; the place to analyse, visualize and understand all the potential of Spanish wine, as well as getting to know the latest new products in the sector, the wines that are setting the trends, the cutting-edge names in the different designations of origins, and the secrets to conquering consumers within and outside Spain, as well as highlighting the intimate relationship between wine and gastronomy. This activity area – in Hall 3 of Fira de Barcelona's Gran Via exhibition centre – will be an outstanding complement to the trade fair section of Intervin, where more than 700 wine companies will be represented.

Master tasting sessions

Over the four days of VINORUM *Think* there will be around a dozen master tasting sessions. The Spanish critic for *Robert Parker's The Wine Advocate*, Luis Gutiérrez, will be sampling various names that represent the huge diversity of wines produced in Spain. Meanwhile, the founder and editor, respectively, of the *Peñín Guide to Spanish Wines*, José Peñín and Carlos González, will be giving their views on the best wines of the moment, while wine critics Juancho Asenjo and Víctor de la Serna will be focusing their tasting session on the evolution of Spanish wines.

British wine critic Tom Stevenson will be revealing the Spanish sparkling wines that have most impressed him, while the founder of the *Proensa Guide*, Andrés Proensa, will look back over the wines that have marked his career. The excellent Riojas from the 2001 vintage will be compared by Spain's top sommelier in 2014,

There will be a dozen master tasting sessions to reveal the wines that are setting the trends

Conferences and round tables will analyse niche markets and consumer behaviour

Chefs and sommeliers will star in four show cooking sessions including wine pairings

Guillermo Cruz, and wine writer Alberto Gil, while the expert in traditional Andalusian wines, Jesús Barquín, and the general manager of the Brandy de Jerez Regulatory Council, César Saldaña, will assess the "sacristy wines", the name given to the *crème de la crème* of wines aged for more than 20 or 30 years that are marketed by wineries under the designations of origin of Jerez-Xerès-Sherry and Manzanilla-Sanlúcar de Barrameda.

Journalist Ramón Francàs will lead a tasting session of the best Catalan wines currently on the market, while former elBulli sommelier, Ferran Centelles, will look back over some of his most significant tasting notes for JancisRobinson.com, and the editors of the wine guides of *El País* and *ABC*, Pilar Molestina and Juan Fernández Cuesta, will evaluate the different traits of great wines from a media perspective.

Round tables and conferences

At VINORUM *Think* there will also be time for sharing knowledge, opinions and experiences based around the wine market. In this respect, various round tables and conferences will be held to discuss the factors that affect the purchase of wine; what Spanish wineries are doing to win over new consumers; what international importers are looking for; an assessment of the grape-growing and oenological potential of Spain; and revealing the trends in wine-related tourism that are successful in other areas, a case in point being California. One of the stand-out conferences in this section will be the keynote address on how to sell wine in Asia, given by Master of Wine Debra Meiburg, given that, in view of the growth in demand from China, Japan and other countries in South-East Asia, these are becoming preferred markets for many Spanish wineries.

Other speakers include: the director of Lavinia, Juan Manuel Bellver; the head sommelier at Monvínic restaurant, Isabelle Brunet; the editor of *Outlook Wine*, David Molina; the marketing manager of Codorniu, Guillem Graell; the marketing manager of González Byass, Eugeni Brotons; the marketing manager of Bodegas Torres, Joaquim Tosas; the general manager of the Spanish Wine Market Observatory, Rafael Del Rey – who shares a session with three representatives of the biggest markets for Spanish wine exports – the Professor of Viticulture at the University of La Rioja, Fernando Martínez de Toda; the oenologist and manager of Laboratorios Excell Ibérica, Antonio Palacios; and the director of the advertising and marketing agency for Balzac wine, Paul Wagner.

Synergies between food and wine

VINORUM *Think* will also feature four show cooking and food and wine pairing sessions led by well-known Spanish chefs and sommeliers to demonstrate how gastronomy can become the main form of expression of wine and an effective ally in its promotion. The head chef and R&D manager from Guipuzcoan restaurant Mugaritz, Dani Lasa, and the head sommelier, Guillermo Cruz, will be presenting cooking as a natural science in which they investigate the techniques, ingredients and flavours that need to harmonize with the wine.

Partner and gastronomic consultant of the Barcelona-based Céleri Restaurant, Healthy Kitchen, and former right-hand man to Santi Santamaria, Xavier Pellicer, will focus his demonstration on healthy cuisine and wine. In this case the pairing will be done by sommelier Arnaud Echalié, with whom Pellicer worked at Can Fabes and who is now the director of the beverage team at the Sands Cotai Central hotel complex in Macao. Meanwhile, the sommelier at elBarri Adrià, Cristina Losada, and chef de cuisine of Enigma restaurant, Oliver Peña, will share the stage at the show cooking session entitled "7 concepts, 7 menus", and the chef of the Azafrán restaurant in Villarrobledo, Teresa Gutiérrez, and the dean of Spanish sommeliers, Custodio López Zamarra, will present the synergies between the new Manchegan cuisine and its wines.

700 companies at Intervin

Intervin accounts for almost one fifth of the 4,000 companies exhibiting at Alimentaria, making it the leading international platform for Spanish wine and featuring a vast and varied selection of whites, rosés, reds, cava, sparkling wines and spirits. The main priority for firms taking part is to get access through the trade fair to emerging international markets, as well as making contacts with distributors, retailers, specialist stores and Spanish restaurants to help revitalize domestic consumption. Intervin is also used by the Spanish Autonomous communities and regulatory councils to exhibit and promote the wines of their small and medium-sized producers. Catalonia, La Rioja, Castile and Leon and Galicia are some of the regions with the biggest showing of wines at Alimentaria, which this year celebrates its 40th anniversary.

CHECK OUT THE VINORUM *Think* programme [here](#)



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The self-guided tasting space will feature extra-virgin olive oils that have won prestigious international awards.

The Gourmet Olive Oil Bar at Alimentaria brings together the elite of Spanish extra-virgin olive oils

Oils range from the more well-known varieties such as Picual, Cornicabra and Arbequina to less familiar ones such as Changlot Real, Royal and Arróniz. The Gourmet Olive Oil Bar at Alimentaria is preparing an extensive array of over 100 top-quality oils produced in Spain for its 2016 event. The tasting zone, located in the *Mediterranean Foods* section, reflects the excellent health of the Spanish olive oil sector, including a growing range in the Premium segment, which is seeking to increase exports and establish greater synergies with haute cuisine. The space will also feature more than 20 oils that won awards at the prestigious World's Best Olive Oils 2015 event in New York, and the eight winners of the Jaen Selection competition.

Once again this year, the stars will be extra-virgin olive oils (AOVE) which represent the highest quality standard in Spain. The firms taking part in the Olive Oil Bar will be providing between one and five products. Some of these are covered by a Designation of Origin (DO) such as Priego de Córdoba, Baena, Sierra Mágina, Montes de Toledo, Oli de Mallorca, Aceite de Navarra, Siruana, Borges Blanques and Gata-Hurdes, amongst others. You will also find oils without a DO and new brands being promoted by small producers and oil presses.

The method chosen for the tasting space is a self-guided tasting experience using descriptive factsheets so national and international buyers, distributors, *retailers*, restaurateurs and representatives of the HoReCa chain can discover the flavour, quality and variety of the finest oils for themselves, as well as leaning about new trends. *'Olive oils have significant organoleptic nuances in terms of the region in which they are grown, the olive variety, the climate, the altitude of the location and even the type of soil,'* explains the director of the organising firm, Food Consulting, and coordinator of the space, Marta Angulo.

The Gourmet Olive Oil Bar at will be a faithful reflection of a Spanish market that is increasingly diversified, with an ever-higher number of products competing in the Premium segment. *'Indeed, these are the products that will be on show at the Olive Oil Bar. These are brands that for some years now have been making great strides in the quest for the perfect oil, striving for excellence and producing extra-virgin olive oils that we might describe as signature oils,'* says Angulo.

As well as the quest for the ultimate quality, the Gourmet Olive Oil Bar will also reflect other trends in the sector, such as the commitment to producing organic oils, experiments with early olive harvesting and the growth of integrated production systems. With a 10-year track record, the Gourmet Olive Oil Bar has become a must-visit area for importers from all over world with an interest in discovering the diversity of Spain's olive-related products.

An expanding market

The international presence of Spanish extra-virgin olive oils has boomed in the last few years. More than half the national olive oil production is exported to 65 countries around the world. Some 65% of exports are aimed at EU countries, while sales in key markets such as the USA, China, Australia and Brazil are growing year-on-year. *'Spanish extra-virgin olive oils are constantly winning awards at international events, which makes them increasingly appreciated and recognised beyond our borders. Spain is no longer seen as just the biggest exporter in the world but also as the source of the world's most prestigious olive oils,'* emphasises Angulo.

Barcelona, March 2016



Participating companies in “Barra de Aceites de Oliva Gourmet” at Alimentaria 2016

ACEITES ARODÉN HISPANIA S.L.

- Cladivm

ACEITES ABRIL

- Gotas de Abril

ACEITES CASTELLAR S.L.

- Nobleza del Sur Centenarium Premium

ACEITES CAMPOLIVA S.L.

- Melgarejo Ecológico Premium

ACEITES DE LAS HERAS (OLISOY)

ACEITES DEL SUR COOSUR S.A.

- La Española Virgen Extra Cristal

ACEITES SAN ANTONIO S.L.U.

- Cortijo La Torre Premium

AGRÍCOLA GUZMÁN S.A.

- Hacienda Guzmán Reserva Fam. Arbequina

AGRÍCOLA LA MAJA

- La Maja

AGROLÉS

- Tagonar AOVE Arbequina
- Románico Esencia Premium
- Románico Ecológico
- MS 1900 EVOO Arbequina

AGUIÑA PIPERRAK

- Aguiña Piperrak

ALIMENTOS IBERÁNDALUS, S.L

- Feudo Verde

ALMAZARAS DE LA SUBBÉTICA S.L.U.

- Rincón de la Subbética

ARBEQUINO ANDALUZ S.L.

- La Cultivada

ARBEQUINA I SC, S.C.C.L.

- Oli d'Arbeca

BODEGAS FRANCISCO GÓMEZ

- Francisco Gómez Gold
- Francisco Gómez Serrata Black
- Fruto Noble

BODEGAS MATARROMERA S.L.

- Oliduro Secret Blend

BODEGA PERALES S.L.U.

- Marqués de Valdueza
- Merula

CAMPOS DAVE S.L.

- Pepa y el Olivar Premium

CAN COMPANYÓ CAT S.L.

- Can Companyó

CASAS DE HUALDO

- Casitas de Hualdo
- Casas de Hualdo Cornicabra

CASTILLO DE CANENA

- Reserva Familiar Arbequina
- Royal Temprano
- Reserva Familiar Picual

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COOPERATIVA AGRÍCOLA DE CAMBRILS, SCCL

- Mestral

CORTIJO DE SUERTE ALTA S.L.

- Cortijo de Suerte Alta Coupage Natural

DAULIVO

- Oleo Summ Coupage
- Oleu Summ Acebuchina

DIEZDEDOS

- Diezdedos Arróniz
- Diezdedos Empeltre

EBRETHINK

- L'Oli del Mar

EL TRUJAL DE LA LOMA S.L.

- Cortijo Spiritu Santo

EXPLOTACIÓN AGRO-ALCUDIA S.A.

- Olí Solivellas

EXPLOTACIONES AGRÍCOLAS PÁRAMO DE VALDECUEVAS S.L.U.

- General Blake
- Pago de Valdecuevas

EXPLOTACIONES JAME S.L.

- Bravoleum Selección Especial de Aceites
- Hacienda El Palo

EXPORTACIONES MARICHICA S.L.U.

- Elixe Selección Gourmet

EXPORTADORA ANDALUZA S.L.

- Oro Virgen

F.FAIGES S.L.

- Ábaco

FERNANDO PIEDRABUENA

- Pago de Piedrabuena

FINA DUERNAS (BELOYANA)

- Duernas Oleum Picual
- Duernas Oleum Arbequino

FINCA LA PONTEZUELA

- 5 Elementos

GALGÓN 99

- Oro Bailén Reserva Familiar Arbequina
- Casa del Agua
- Oro Bailén Reserva Familiar Picual

GOYA EN ESPAÑA

- Goya Único

GRUPO RIOLIVA 2009, S.L.

- Auténtico

GRUPO YBARRA

- VE Ybarra Gran Selección

HACIENDA QUEILES

- Abbae de Queiles

HERMANOS OLIVÉ S.L.

- Olive-Rovira

KNOLOVE OILS S.L.

- Knolive

JAÉNCOOP S.C.A.

- Prólogo

MASÍA EL ALTET

- Special Selection
- High Quality
- Premium

MOLÍ DELS TORMS S.L.

- Olicatessen Ecológico Coupage

MOLÍ LA BOELLA S.L.

- La Boella Premium
- La Boella Arbosana
- La Boella Koroneiki

MONVA, S.L.

- Dominus Acebuche

MUELA OLIVES S.L.

- Venta del Barón
- Mueloliva Picuda

OLEOESTEPA S.C.A.

- Estepa Virgen
- Oleoestepa Hojiblanco
- Oleoestepa Selección
- Oleoestepa Arbequino
- Egregio

OLEUM PRIORAT, S.C.C.L.

- Oleum Priorat Elixir

OLÍS BARGALLÓ S.A.

- AOVE Arbequina Premium
- AOVE Picual Premium

OLIS-SOLÉ

- Mas Tarrés
- Mas Tarrés Bio

OLIVAR DE SEGURA

- Saqura
- Oro de Génave

OLIVAR DEL AZARAQUE

- Camino de Aníbal

PAGO BALDÍOS DE SAN CARLOS S.L.

- Pago Baldíos de San Carlos

RAFAEL ALFONSO AGUILERA S.L.

- Oro del Desierto Coupage Natural

S.C.A. DEL CAMPO "EL ALCAZAR"

- Olibaeza

S.A.T. SANTA TERESA

- 1881

S.C.A. CAMPO DE SAN JUAN

- Supremo

S.C.A. SAN SEBASTIÁN
- Señorío de Mesías

TORRES
- Eterno
- Silencio Arbequina

VECHIPA S.L.
- O-Med Picual

VERDE ESMERALDA OLIVE
- Verde Esmeralda

*La Barra de Aceites de Oliva Gourmet is a sample
and tasting space coordinated by Food Consulting*

List updated 7th March 2016 (subject to change)



The tasting and exhibition area will showcase the quality and tradition of around 100 small-scale cheese producers

Small-scale producers are the stars of the exhibition 'Spain, Land of 100 Cheeses'

The tasting and exhibition space 'Spain, Land of 100 Cheeses', which forms part of the Interlact trade fair at Alimentaria, shines a spotlight on the products of around 100 small-scale cheese producers, which make up the bulk of the cheese-making industry. This sensorial gourmet experience for discovering and savouring up to 200 different cheeses reveals the tremendous biodiversity of traditional and artisan cheeses made in the different regions of Spain.

The latest report from the Ministry of Agriculture, Food and Environment identifies more than 1,000 small-scale dairies in Spain with a total turnover of over 325 million euros. These are enterprises with a turnover of less than two million euros per year and a maximum of 10 full-time staff. *'These micro-enterprises may be the ones producing the oldest and most traditional cheeses, but they are also the ones introducing the most innovations in their production methods,'* says the coordinator of the space and expert cheesemaker, Enric Canut.

Some of the cheeses in the show include well-known names such as Moho Blanco, Arangas de Cabrales and Otatza, all winners of the Best Spanish Cheese at the Spanish Foods Awards in 2011, 2013 and 2015 respectively. As well as these award-winning cheeses, the space also features a wide representation of artisan cheeses from Catalonia, the Balearic Islands, Cantabria, Castile & Leon, the Basque Country and Navarre, amongst other autonomous regions.

Visitors to the 'Spain, Land of 100 Cheeses' will be able to enjoy a self-guided tasting session thanks to the factsheets accompanying each product, with information on the variety, brand, flavour, type of milk used and other fascinating details. To round off the experience, the buffet includes pairing opportunities with a wide range of wines, sherries, cavas, beers, breads, crudités and preserves.

The most widely exported dairy product

The rise in foreign sales is a clear demonstration of the growing prestige of Spanish cheeses abroad. Cheese represents the biggest slice of dairy exports from Spain, accounting for 22.6% of the total sales in this sector. The main buyers of Spanish cheeses are Portugal, France, Italy and the United Kingdom.

In terms of the domestic market, in 2014 Spanish consumers ate an average of 9.3 kilos of cheese per head, with an average spend of 60 euros per person.

Barcelona, March 2016



Participating companies in “España, el país de los 100 Quesos” at Alimentaria 2016

ALFONSO TALAVERA PÉREZ

ALIMER SCOOP

ÁNGEL DÍEZ – ENCARNI BADA

ARIMASAGASTI

ARTESANOS DEL ARCO HERNÁNDEZ

AZKARRA

BALTASAR MORALEJO E HIJOS S.L.

BO-QUEIXO

BREXO

CASA CURIOLS

CORSEVILLA SOC. COOP. ANDALUZA

CRISANTO

EL BARDAL: QUESO TIERNO DE VACA

EL CABECICO S.L.

EL VIEJO MUNDO

ESTEBAN ORTEGA FERNÁNDEZ

FORMATGERIA BAUMA

FORMATGES CAMPS

FORMATGES CASTELL-LLEBRE

FORMATGES MUNTANYOLA

FORMATGERIA DE LA LAURA

FORMATGERIA DE TAÜLL

FORMATGERIA DE TÒRRECH

FORMATGERIA SERRA DEL TORMO

FORMATGES DE PONENT

FORMATGES MONBER

FORMATGES MUNTANYOLA

FORMATGERIA VECIANA

GAZUL

GOINE

HACIENDAS MARQUÉS DE LA CONCORDIA S.A.

HERBACOL

LA CLEDA

LA CORTE

LÁCTEAS DE MADRID

LÁCTEOS TERRA DE MELIDE

LARRETA

LIZUNDIA GAZTAK

LOKATE

LOPICOMO S.L.

MANCHEGA OJOS DEL GUADIANA S.L.L

MAS EL GARET

MONCEDILLO

MONTEFRIÑO

MONTEROBLEDO

PACO DE LA JARABA S.L.

QUEIXOS CASTELHO DE BRAÑAS S.L.

QUESERÍA ARTESANA CELESTINO ARRIBAS

QUESERÍA INÉS GRANDA

QUESERÍA REY SILO

QUESERÍA SIERRA SUBBÉTICA
QUESO ARTESANO DE TERUEL S.L.
QUESO EL ENTREMISO DE EL BONILLO S.L.
QUESOS ARTESANOS LUCIO MORALEDA
QUESOS CAMPOS GÓTICOS
QUESOS DE GUARA
QUESOS DE RADQUERO
QUESOS DE SENZ
QUESOS LA PARDINA S.L.
QUESOS EL HONTANAR
QUESOS LA PERAL
QUESOS REYES SIERRA DE HINOJALES
REIXAGO
SAN GIL D'ALBIÓ
SERRAT GROS
SOCIEDAD COOPERATIVA AGUILAR NUEVA VISIÓN
SUERTE AMPANERA S.L.
TITA QUESOS ARTESANOS
TROS DE SORT
VILLA VILLERA
VILLAVIEJA

***España, el país de los 100 quesos is a sample and
tasting space coordinated by Enric Canut***

List updated 7th March 2016 (subject to change)



The event has established itself as a platform for promoting upcoming new chefs

Alimentaria calls the most promising chefs to take part in the Chef of the Year competition

Alimentaria, the food and drinks show held on 25-28 April, is hosting the grand final of the VI Chef of the Year competition (CCA) which brings together the most promising chefs on the national culinary scene. The event has established itself as a platform for up-and-coming young talents in Spanish gastronomy and in the last few years has served as a launch pad for the careers of chefs who are well-known names today, including Joaquín Baeza, Víctor Manuel Rodrigo and Jordi Cruz.

The Alimentaria Experience will be the setting for the grand finale, featuring the eight chefs who have fought their way through the four preliminary phases of the competition in the last few months. In the final round the chefs will be pitted against each other in one-on-one cook-offs, involving Juan Manuel Salgado (Dani García Restaurant, Marbella), Adrián Bosch (Tiziano Restaurant, Tenerife), Raúl Resino (Raúl Resino Restaurant, Benicarló), Óscar Rodríguez (Hotel Los Jardines del Plaza, Borja), Iñaki Murua (Venta Moncalvillo Restaurant, Daroja de Rioja), Lucia Freitas (Tafona Casa de Xantar Restaurant, Santiago de Compostela), Rubén Osorio (Vía Norte Restaurant, Burgos) and Cristóbal Muñoz (Le Cordon Bleu, Madrid).

The eight finalists will have to cook in front of a panel of experts who will sample each dish and decide on the winner, based not only on the flavour of the dish but also the techniques displayed during the cooking process. The jury comprises Martín Berasategui (president of the CCA, Martín Berasategui Restaurant), Oriol Castro (Disfrutar Restaurant), Diego Guerrero (Dstage Restaurant), José Carlos Fuentes (Tierra Restaurant), Xanty Elias (Acanthum Restaurant), Sebastián Frank (Horváth Restaurant), Joaquín Baeza Rufete (Baez Rufete Restaurant) and Christian Sturm-Willms (Bonner Yunico im Kameha Grand Restaurant).

An amalgam of trends

The Alimentaria Experience also plays host to other areas that serve as a showcase for the latest trends in the gastronomic sector. The first of these is urban food, which is enjoying huge popularity since the boom of the Food Trucks phenomenon and is gaining ground in our streets, markets and vintage fairs. At Alimentaria you can sample the creations of the food trucks of Bicodexeado, Fileteando, Savia Natural, Vins Padró, Wild Alaska Food Truck and Ceviche 103.

Meanwhile, the Food & Wine Tourism space will showcase the gastronomic ideas being promoted by the different autonomous communities and provincial councils as tourist attractions in their respective regions. This new area at Alimentaria will provide a platform for discovering the most representative products of communities such as the Balearic Islands, Castile & Leon and Catalonia.

Finally, the Cocktail & Spirits section will have 15 zones featuring the top liqueurs and spirits on the market. As well as the trade fair area, visitors will find a demo bar where experts in spirits such as gin, rum and whisky will be combining them with coffee, chocolate, fruit juices and more.

The speakers taking part in the Cocktail & Spirits event include names such as Matías Saril and Mario Ubieto from 80-20ml, who will combine the worlds of cocktail-making and patisserie to demonstrate their close affinity, while Iván García (Ice & Craft) will show the possibilities of using ice in liqueurs and Daniele dalla Pola will prepare the most delicious Tiki cocktails. The activities will be rounded off by Javier Caballero (Liquid Experience) with a Master Class on evolutionary cocktail-making, and botanicals expert Pepe Orts with the presentation 'New botanicals and citrics for mixology.'

Barcelona, March 2016

Fact Sheet

Alimentaria 2016, International Food and Drinks Exhibition

Edition
21st

Frequency
Biennial

Type of event
Professional

Exhibition dates
From 25th to 28th of April 2016

Times
10:00 to 19:00

Venue
Halls 1, 2, 3, 4, 5 and 6
Gran Via Exhibition Centre of Fira de Barcelona
Av. Joan Carles I n° 58-64
08908 L'Hospitalet de Llobregat (Barcelona)

Trade shows

- Intervin (*wines and spirits*)
- Intercarn (*meat and derivatives*)
- Interlact (*dairy and derivatives*)
- Restaurama (*eating outside the home: hotels, restaurants and mass catering*)
Multifoods (*multiproduct companies, International Pavilions, Healthy Foods, Mediterranean Foods, Expoconser, Fine Foods, Snacks, Biscuits & Confectionery and Alimentaria Premium*)

Occupied surface area (expected)
90,000 sq. m net (stands + activities)

Exhibitors represented (expected)
4,000

GASTRONOMIC ACTIVITIES

The Alimentaria Experience (Pavilion 6)

- Gourmet area: Show-cooking sessions, workshops, tasting sessions and conferences given by well-known and up-and-coming chefs
- Final of the Chef of the Year competition
- Food and Wine tourism space
- Cocktail and Spirits
- Food trucks

VINORUM Think (Pavilion 3)

Tastings, conferences, round tables and showcookings with pairings.

Barra de Aceites de Oliva Gourmet (Pavilion 3)

Self-guided tasting of some of the best Spanish oils

España, el país de los 100 quesos (Pavilion 4)

Exhibition and tasting space of artisan cheeses from Spaniards dairies

KNOWLEDGE AND BUSINESS ACTIVITIES***The Alimentaria Hub***

- Innoval Awards and exhibition of new products
- Top Ten Trends
- Conferences, seminars and presentations
- XI International Congress on the Mediterranean Diet
- Third Nestlé Forum: 'Creating Shared Value'
- The Food Factory: meetings between food sector start-ups and investors
- VIII Innovation and Technology Meetings (FIAB)
- Export Service Counter: advice on internationalisation
- Business meetings with international buyers
- The Food Bloggers Conference
- Écotrophéla Awards
- Best Pack Awards

Organised by

Alimentaria Exhibitions S.L., a Fira de Barcelona company

President

Josep Lluís Bonet

President of the Board of Directors of Fira de Barcelona, the Spanish Chamber of Commerce and Freixenet

Director

J. Antonio Valls

Managing Director of Alimentaria Exhibitions, S.L.

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Images

Available in the press section of the show's website