

# TASTY CATALONIA

**CATALONIA**  
WORLD REGION OF  
GASTRONOMY 2025



WORLD REGION OF GASTRONOMY  
CATALONIA AWARDED 2025



**Generalitat de Catalunya**  
Government of Catalonia

Catalonia has been named **World Region of Gastronomy 2025**. This dossier explains why it was given this honour as well as the initiative's main messages.

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# 1

## CATALONIA, A GASTRONOMIC PARADISE

### Consolidation of Catalan gastronomy

Catalonia is at its gastronomic peak. Catalan gastronomy is recognised all over the world thanks to the revolution promoted by Ferran Adrià and the elBulli restaurant.

This revolution has had a profound effect not only on the way people cook, but also on how the culinary experience is conceived, making Catalonia a world leader in food and wine tourism.

Adrià's innovative methods, avant-garde techniques such as spherification, foams, deconstruction and the use of liquid nitrogen, as well as his philosophy have redefined modern cuisine and put Catalonia on the map of haute cuisine.

But Adrià has also inspired a new generation of Catalan chefs who have continued to explore the creative potential of the kitchen. For this reason, Catalonia is currently one of the regions with the greatest amount of gastronomic recognition, with a total of **54 restaurants awarded with a total of 77 Michelin stars**, which makes it a gastronomic destination of reference: El Celler de Can Roca, Disfrutar, Lasarte, ABaC, Cocina Hermanos Torres, Les Cols and Gaig, to name a few.

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There is no doubt that Adrià has transformed Catalan gastronomy into a modern, universal and innovative expression of culture.



## Gastronomy: a key driver of the Catalan economy

Gastronomy is a key driving force for the Catalan economy, as it generates jobs, boosts tourism, encourages the consumption of local products, promotes innovation and strengthens the territory's cultural identity. Its cross-cutting nature makes it a strategic sector for Catalonia's growth and sustainability.

### Job creation

The gastronomy sector, including restaurants, bars and catering services, is one of the main sources of employment in Catalonia.

### Attraction of wine and food tourism

Catalonia is a leading destination for food and wine tourism thanks to its world-renowned cuisine and prestigious chefs such as Ferran Adrià, the Roca brothers and Carme Ruscalleda.

International visitors are attracted by unique experiences such as:

- Michelin-starred restaurants.
- The wine routes.
- Local traditions such as *calçotades* and seafood-based cuisine.

Gastronomic tourism generates income not only in restaurants, but also in other sectors such as hospitality, transport and cultural services.

This type of visitor generates 20% more expenditure than the conventional tourist.

Food and wine tourism is strategic because it contributes to the deseasonalisation and deconcentration of visitors, and helps to balance the economic development of the territory.

### Valorisation of local products

Catalan gastronomy places value on local products, such as:

- Products with protected designation of origin (DOP) and protected geographical indication (IGP).
- Wines with a designation of origin (DO).
- Traditional sausages and cheeses.
- Local fruit and vegetables.

This demand boosts the primary sector (agriculture, livestock and fisheries), promoting sustainability and responsible consumption.

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**Gastronomy** represents 20% of GDP thanks to Catalonia's ecosystem of farmers, fishermen, chefs and the food industry.

## A driver of innovation and entrepreneurship

- Catalan cuisine has been a pioneer in avant-garde culinary techniques and in the creation of new gastronomic concepts, contributing to the development of an entrepreneurial ecosystem.
- Cooking schools and institutions such as the Alícia Foundation, elBullifoundation or the Acadèmia Catalana de Gastronomia i Nutrició generate knowledge, carry out research and provide training, creating added value for the sector.
- This makes Catalonia a favourable environment for start-ups related to food technology and sustainability looking to innovate.

## Cultural promotion and identity

- Catalan gastronomy is not only an economic driver, but also a cultural asset that reinforces the identity of the territory.
- Gastronomic festivals, markets and fairs such as the wine festival in Falset or the nougat festival in Agramunt attract visitors and support the local economy.
- Promoting Catalan cuisine internationally contributes to the Catalonia brand as a quality destination.

## Synergy with other sectors

- **Food industry:** Catalonia has one of the most powerful food industries in Europe, exporting products all over the world.
- **Hospitality sector and events:** Gastronomy complements other sectors such as MICE tourism, where gastronomic quality is key.
- **Commerce:** Traditional markets such as La Boqueria or the Mercat Central de Tarragona are also places that experience vibrant trade.

# Gastronomy and the future

The future of Catalan gastronomy lies in its ability to balance innovation and tradition, remaining rooted in its cultural identity and open to the world. If Catalonia continues to focus on sustainability, quality and creativity, it will secure its position as a global benchmark in the gastronomic world.

The recognition of Catalonia as a World Region of Gastronomy in 2025 is a further step in the consolidation of Catalonia as a destination of reference worldwide in food and wine tourism.

- We will turn 2025 into a unique opportunity to make Catalonia known the world over thanks to gastronomy and the dedication of our chefs, who are the spearhead of this world leadership.
- The distinction recognises Catalonia not only as a top gastronomic destination, but also as an innovative territory, capable of connecting its culinary heritage with values such as sustainability, quality and social cohesion.
- The strategic pillars of the World Region of Gastronomy 2025 not only address local challenges, but also position Catalonia on the world map. By combining sustainability, innovation, internationalisation and education, this project aims to turn Catalonia into an international benchmark that clearly shows how it is possible to unite economic growth, cultural preservation and environmental responsibility in a shared vision.
- The World Region of Gastronomy 2025 not only celebrates what has already been achieved, but also sets its sights on an exciting future, putting Catalonia on the world map as a region that combines taste, history and innovation with a deep respect for the territory and its people.

# 2

# 10 REASONS TO COME AND SAVOUR CATALONIA

## 1. A passion for gastronomy

If you like to eat and drink well, if you want to experience a country where the passion for gastronomy can be found in every dish and every glass, in the artisan products, in its people, its traditions and its day-to-day life, Catalonia awaits you. Dig in.

## 2. The taste of history

The Mediterranean at its most pure and classical culture, Africa, the Muslim and Jewish heritages, the Americas and the Caribbean... centuries of traditions, an eclectic soul and a courageous look towards the future: explore our recipe book and taste our wines and you will discover our past and all that the future holds.

## 3. Heroes of the Pantry

Generation after generation, they have kept the flavour of tradition, preserving the essence of our recipe book. Often unknowingly, stoically, with a love for things done right. Cultivating life. Cheeses, cold meats, vegetables, fruit, cereals, wines and spirits, fish, mushrooms... All these products are the guardians of flavour, don't miss the chance to discover what they have to offer.

## 4. Chefs of pure genius

Explore the limits of avant-garde cuisine, taste impossible creations that let your imagination soar while you also take comfort in the cuisine of traditional flavours and fall in love with the simplest expressions. Be thrilled by the talent of the chefs who are an international benchmark.

## 5. Kitchens catering to all tastes

In few places will you find such a diversity of landscapes and different cuisines to explore: the heartiness of mountain cuisine, game and wild mushrooms, seafood, rice dishes, classic cuisine, urban cuisine, fusion or tapas... Don't know where to begin? Don't worry, there is no end to what lies in store.

## 6. Forget the clichés

Yes, in Catalonia you will find paella, tapas, sangria, *pintxos* and the rest of the standard fare, but be brave: leave them behind to explore the local cuisine and wines and discover the character of a country that is sure to leave its mark.

## 7. Barcelona, much more than a city

Barcelona has it all, but outside the city limits you have a whole country to discover. Spots with breathtaking nature, medieval villages frozen in time, amazing architecture, museums, culture and also a mosaic of cuisines, products and artisans that do not appear in the guidebooks. Travel to the roots of Catalan cuisine.

## 8. A country in which to raise a glass to living

The long, persistent wines of El Priorat, the character of El Penedès and the sparkling wines with fine, vibrant bubbles are just the familiar face of an exciting wine scene. Prestigious wineries, vineyards that defy gravity, small family winegrowers, artisan viticulture, unique varieties, wine tourism and leisure, tradition and a thousand-year-old heritage are what make the Catalan wines, still unknown to many, so unique. Go on, we dare you.

## 9. The land of olive oil

Present in Catalonia since time immemorial, olive trees are a living testimony to our history and an inseparable part of our identity. These oils of extreme quality, intense, green and fruity, with a strong and lasting character, are the gateway to some of the most genuine rural areas of the country. Taste life in the land of olive oil!

## 10. You'll have a good time

Because the best things in life happen around a table. Good food, the best drink and friendly company give a different flavour to the moments spent in Catalonia. Be happy, discover, learn, share and have fun. It's all possible in Catalonia.





# 3

## THE DISTINCTION

The year 2025 will mark a historic milestone for Catalonia, which has become the **first European region to receive the distinction of World Region of Gastronomy**. This recognition, awarded by the International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT), highlights the exceptional nature and wealth of Catalonia's agri-food and culinary heritage, and consolidates the territory as an international benchmark.

The distinction recognises Catalonia not only as a top gastronomic destination, but also as an innovative territory, capable of connecting its culinary heritage with values such as sustainability, quality and social cohesion. The project offers a unique opportunity to position Catalan gastronomy as a key element in the country's cultural identity and its place in the world.

This recognition is awarded to those regions that demonstrate a comprehensive strategy to promote their gastronomy as a driver of economic, cultural and tourism development. Catalonia has stood out thanks to its ability to bring together institutions, local producers, restaurateurs, cooking collectives and experts in a common project that links tradition and innovation.

### An unprecedented success

The distinction of World Region of Gastronomy is a continuation of Catalonia's success as **European Region of Gastronomy 2016**. That first recognition gave a decisive boost to the Catalan agri-food and tourism sector's transformation, and put the focus on local products and the uniqueness of the territory.

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**Catalan gastronomy** is a driving force of the economy, culture and tourism that connects the territory, fosters sustainability and promotes social cohesion.



Now, **Catalonia World Region of Gastronomy 2025 (CRMG25)** represents a **new step forward**, with a focus on the challenges of the future: regenerative agriculture, sustainable tourism and the circular economy.

## A gastronomic legacy of excellence

Ferran Adrià's revolution was not the first in Catalonia. We have a long culinary tradition dating back to 1324, with the manuscript *Llibre de Sent Soví*, a medieval cookbook written in vernacular Catalan, which is considered the starting point for other later European cookbooks. The cookbook's concepts and recipes influenced other works on the Iberian Peninsula, such as the *Llibre del Coch* by Mestre Robert (1520), as well as in France and Italy.

The cuisine of France, Italy and Spain is therefore based on this recipe book. This has meant that Catalan cuisine, although seen as a universal cuisine, has never been officially recognised as such.

Catalonia has a unique culinary tradition which is based on the **Mediterranean diet**, recognised as Intangible Cultural Heritage of Humanity by UNESCO. Products with European certifications (protected designation of origin [DOP] and protected geographical indication [IGP]), world-famous chefs, such as the Roca brothers, the Castro-Xatruch-Casañas trio of Disfrutar restaurant, Carme Ruscalleda and Ferran and Albert Adrià, and a firm commitment to wine tourism and local produce, are just some of the strengths that have made this recognition possible.

**CRMG25 not only celebrates what has already been achieved, but also opens the door to an exciting future**, putting Catalonia on the world map as a region that combines taste, history and innovation with a deep respect for the territory and its people.



# 4

## STRATEGIC PILLARS

The project **Catalonia World Region of Gastronomy 2025** defines a series of strategic pillars on which to position Catalan gastronomy as a key driver of sustainable development, innovation, social cohesion and international impact. These reflect an all-encompassing vision of the sector as a transformative tool that combines tradition and modernity.

### 1. Sustainability and biodiversity

Catalonia is committed to a gastronomy that respects the environment and protects biodiversity. This includes encouraging sustainable agricultural practices, preserving indigenous varieties, recovering traditional foods and promoting the consumption of local and seasonal products with a reduced environmental impact. CRMG25 also supports organic production as a distinctive element of the territory.

### 2. Innovation and circular economy

Innovation is one of the essential pillars to ensure a competitive and sustainable sector. The project will work on the application of advanced technologies, the exploration of new business models and the digitalisation of the gastronomic sector. The circular economy will also be promoted through actions such as the reduction of food waste and the optimisation of production processes. This approach makes Catalonia a benchmark in the transition towards a more responsible economy.

### 3. Sustainable and responsible tourism

Gastronomy is a key part of Catalan tourism. The project aims to strengthen this relationship with experiences that promote sustainability and get visitors in touch with the territory and its traditions. Food and wine tourism, from a regenerative perspective, must manage to generate an improvement in the natural and social systems of the place or territory where this type of tourism takes place. This includes food and wine tours, visits to local producers and activities that reinforce the authenticity of Catalan cuisine, always respecting the environment and benefiting local communities.

### 4. Internationalisation

Catalonia wants to consolidate its global presence as a gastronomic benchmark. CRMG25 will promote initiatives to give visibility to Catalan cuisine and its professionals at international events, fairs and congresses. In addition, collaboration with international networks and organisations will be strengthened to promote the exchange of knowledge and innovative projects. This pillar also includes the export of local gastronomic products and their positioning in strategic markets.

### 5. Cultural values and identity

Catalan gastronomy is a living heritage that combines history, culture and identity. CRMG25 will work to preserve this legacy, documenting traditional recipes, promoting popular festivals and encouraging the transmission of this knowledge to future generations. The aim is to highlight the diversity and culinary richness of the territory as a unique and differentiating element.

## 6. Education and awareness-raising

The project includes an educational strategy that touches on all stages of life, from early education to vocational training and awareness-raising campaigns for the public. Priority will be given to food education based on the values of health, sustainability and responsible consumption, highlighting the value of professions linked to food production. Work will also be done to train sector professionals in new technologies and sustainable models.

## 7. Social cohesion and inclusion

Another key objective of CRMG25 is to ensure that gastronomy is a driver of social cohesion. This involves supporting employment insertion programmes for vulnerable groups, promoting equal opportunities in the sector and ensuring that the entire population has access to healthy, sustainable and quality food.

### A strategy with a global and innovative vision

The strategic pillars of **CRMG25** not only address local challenges, but also place Catalonia on the world map. By combining sustainability, innovation, internationalisation and education, this project aims to turn Catalonia into an international benchmark that clearly shows how it is possible to unite **economic growth, cultural preservation and environmental responsibility** in a shared vision.

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The preservation of Catalan **gastronomic heritage** begins by supporting farmers, livestock breeders and fishermen, the fundamental pillars of our cuisine, and continues by strengthening and making visible the role of Catalan chefs as international benchmarks of gastronomy.



# 5

## KEY ACTIONS

This distinction is not only a source of pride for Catalans; it also opens up new opportunities to position Catalonia as an internationally renowned food and wine destination. In this context, the Government of Catalonia will promote a series of local and international actions to strengthen our territory's pride in itself, disseminate Catalan cuisine as part of our identity and promote food tourism.

These actions include a wide variety of initiatives that seek to connect with citizens, visitors and professionals in the sector, highlighting the uniqueness and excellence of our gastronomy.

### **Actions addressed to the public:**

#### **Savour the Grand Tour of Catalonia**

This [new food and wine route](#) allows visitors to discover Catalonia following an itinerary that combines landscapes, local products and gastronomic experiences. Through strategic photo spots and QR codes, tourists will be able to learn more about the territory and the food and wine activities available in each area. This initiative will help to position Catalonia as a gastronomic destination that truly has it all.

#### **12 months, 12 landscapes**

Throughout 2025, each month this new initiative will put the spotlight on a different gastronomic landscape in Catalonia, highlighting local products.

For example, January was dedicated to dried fruit and *calçots* (our local spring onion), with a series of activities such as showcooking with local chefs, presentations on growing *calçots* and local wine tastings, as well as the symbolic laying of the first stone of the Calçotada Interpretation Centre.

During the course of each landscape celebration, a woman with extensive experience in the kitchen will be invited to prepare a traditional dish in one of the area's participating restaurants. This is a way to reinforce the role of women in passing along knowledge of gastronomic culture and Catalan cuisine, emphasising their importance as guardians of culinary traditions and encouraging the conservation and dissemination of this rich cultural heritage.

All these activities will be disseminated through various channels, such as the website, social media and informative material.

This is the product calendar:

- **January:** dry stone landscapes
- **February:** farmhouses and traditional flavours of the territory
- **March:** orchard and agricultural park mosaic
- **April:** landscapes of beehives, flowers and scents
- **May:** Mediterranean coastal scenery
- **June:** mountain pastures, paddocks and transhumance paths
- **July:** fruit and all its colours
- **August:** landscapes of golden ears of wheat
- **September:** delta plains
- **October:** protected forests, unique forests and mountain rivers
- **November:** olive tree landscapes
- **December:** landscapes of resilient agriculture and tranquil prairies

## Heroes of the Pantry

This initiative aims to encourage collaboration between professional organisations to promote the value of Catalan gastronomy's most emblematic products, such as extra virgin olive oil, milk, wine and meat. An outstanding example will be the presentation of a guide to the best extra virgin olive oils in Catalonia and the celebration of the New Harvest Olive Oil Festival in Barcelona. In addition, several events will be held dedicated to the *calçot*, such as the Calçotada Forum, exhibitions, tastings and simultaneous *calçotades* in European cities.

The Heroes of the Pantry are:

- Cheese and dairy products
- Honey
- Extra virgin olive oil
- Meat products: rabbit, poultry, pigs, cattle, sheep and goats, horses and game meat
- *Calçots*
- Chocolate
- Seafood: fish, shellfish, crustaceans, molluscs...
- Nougat
- Flowers and ornamental plants
- Artisan food products
- Fresh fruit
- Dried fruits and nuts
- Rice
- Truffle
- Snails
- Traditional liqueurs
- Eggs
- Citrus fruit
- Wines

## *Benvinguts a Pagès – La Festa, All Year Round*

Coinciding with the tenth *Benvinguts a Pagès* (Welcome to Catalan Agriculture), a special edition will be held to celebrate the title of World Region of Gastronomy on the weekend of 4 and 5 October. In addition, more than 100 farms offer regular visits throughout the year.

## *Food education programme*

In 2025, an educational programme will be launched in schools in Catalonia to promote healthy, sustainable and responsible eating, with special emphasis on local gastronomy. This programme will begin with Catalan cooking workshops for secondary school students taught by young people who are completing their culinary studies. The aim is to involve young people in Catalan gastronomic culture, encourage careers in this field and make them aware of the importance of local produce and sustainability. The programme also wants to encourage the involvement of families and teachers in acquiring knowledge of our agri-food and heritage system.

## *World Region of Gastronomy infrastructure and facilities*

In 2026, Catalonia will launch new food and wine infrastructures, such as the Espai Vi office in Falset and the Espai Cuina i Mar office in L'Ametlla de Mar, which will help to promote the region's gastronomic wealth. These spaces will serve to educate and inform visitors about the local products and culinary techniques of our region, and will help boost food and wine tourism.

## *Catalonia, the kitchen of prodigies*

A travelling exhibition on the evolution of Catalan cuisine over the last 50 years that will travel to various Catalan delegations abroad. Through photographs, audiovisual materials and specialised publications, it will show how Catalan cuisine has transformed the culinary world.

## *Canal aliments*

The year 2025 will see the launch of the digital platform *Canal aliments* (Food channel), which aims to bring the world of food closer to all members of the public and raise awareness of the work done by the agri-food sector, especially producers. It will be an institutional medium for disseminating truthful and scientifically proven information, a tool for generating knowledge and confidence, responding to concerns, dispelling the false myths that circulate about food and recovering the value of food in society.

## *Promotional campaign: Catalan Food around the world*

This international programme will last throughout 2025, with showcooking, tastings and other promotional activities in strategic markets. A large part of the promotional actions abroad will take place in September. Presentations will also be given throughout Spain to consolidate Catalonia as a gastronomic destination and to position Catalan cuisine as an emblem of Catalan identity.

## Gastronomic fiction series

Catalonia will have a first-class fiction series highlighting its culinary and scenic richness both locally and internationally. Produced by 3Cat, filming will take place in 2025, with the premiere in 2026 on 3Cat and other international channels and platforms.

## B2C advertising campaign, *Bon profit*

A major national and international publicity campaign will be launched in May to promote Catalonia as World Region of Gastronomy. This campaign will focus on Catalan pride and the promotion of Catalonia as a unique and exceptional gastronomic destination. These actions and many others will help to consolidate Catalonia as a leading destination in food and wine tourism, positioning its cuisine as one of the most valuable identifying features of the territory.



### **Actions aimed at professional audiences:**

## Meet foodie influencers, “International Meeting for Flavour Content Creators”

With this event, Catalonia will host around 50 international content creators to showcase Catalonia’s culinary wonders using their social media sites. The influencers will enjoy a welcome dinner before setting out to share discoveries and engage in various tourist and gastronomic activities throughout the territory, as part of the new route, Savour the Grand Tour of Catalonia



## B2B workshop, "Catalonia is appetizing"

This international event will be held from 2 to 6 June and will bring together 90 food and wine tourism operators from all over the world and 100 Catalan companies and organisations. Attendees will participate in a workshop with Catalan companies and in networking sessions and fam trips around Catalonia to discover the gastronomic diversity of Catalonia. This action seeks to consolidate Catalonia's presence as a benchmark food and wine destination and to increase commercial connections with international operators.

## Som Gastronomia World Tour

An international action that will take Catalan cuisine to markets all over the world: Japan, China, Mexico and London. During the tour, presentations will be given to operators, the press, influencers and other opinion leaders to highlight the uniqueness and excellence of Catalonia's gastronomy. This tour will promote the gastronomic revolution started by Ferran Adrià and which has inspired a new generation of Catalan chefs who have continued to explore the creative potential of cuisine.

It will also highlight the more than 500 food and wine experiences in Catalonia, in order to position our cuisine as an international benchmark and reinforce local pride by highlighting the innovation and richness of our territory as a unique gastronomic destination.

## Som Gastronomia Tour Spain

In Spain, a series of presentations will be held in various cities in Andalusia, Galicia, Valencia and the Basque Country to promote Catalonia as a destination for food and wine tourism. The first of these actions was carried out in January at FITUR 2025 in Madrid, taking advantage of this far-reaching tourism event to raise the profile of Catalonia's title as a World Region of Gastronomy. This also served to improve its media coverage and reinforce Catalan cuisine's position as a distinguishing and identifying feature of the territory.

## Promotional campaign: Catalan Food around the world

This international promotion programme will last throughout 2025, with showcookings, tastings and other promotional activities in strategic markets. A large part of the promotion actions abroad will take place in September. There will also be presentations throughout Spain to consolidate Catalonia as a gastronomic destination and to position Catalan cuisine as an emblem of Catalan identity.

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Catalonia cannot miss the opportunity to demonstrate that, thanks to innovation and talent, it has **food producers**, chefs and a **tourism sector of excellence** that have made it possible to achieve the distinction of World Region of Gastronomy.

## Promotional actions for Catalan wine

In the incomparable setting that is Barcelona's Palau Robert, throughout the course of the year, we will dedicate **12 days to a different wine designation of origin (DO)**. These exclusive sessions, aimed at sector professionals, opinion leaders and restaurateurs, will address specific topics of interest for each DO. Activities will include:

- Round tables on future challenges for DOs.
- Gastronomic pairings featuring leading chefs from the region and emblematic wine varieties.
- Specialised conferences on aspects relevant to the sector, such as current issues or wine heritage. These conferences represent a unique opportunity to deepen our knowledge and promotion of each DO.

As part of the Mercè Festival, the gardens of the Palau Robert will host the **Catalunya, on el vi és cultura Wine Festival**, a celebration open to the general public, where wine and gastronomy take centre stage. Each DO will have a space to showcase its products, while the main stage will become the focal point for cultural activities reflecting the essence of the landscapes and wine-growing regions. This festival will integrate all the arts to offer an immersive experience that links wine with culture and the Catalan territory.

## Mentoring programmes

Two food and wine tourism mentoring programmes will be implemented in 2025.

- Ninety Catalan farms belonging to *Benvinguts a Pagès* will receive advice on how to improve their competitiveness, enhance the attractiveness of the experiences they offer and increase the sale of local products.
- Sixteen companies offering sustainable food and wine tourism experiences will be mentored on how to move towards regenerative tourism.

## World Gastronomy Summit

In September, IGCAT, with the support of the Government of Catalonia, will organise a meeting of European and world gastronomy regions in the territory, with input from international gastronomy experts.

## European Young Chef Award

We will also be supporting young chefs in 2025. To further mark its World Region of Gastronomy distinction, Catalonia will host the ninth competition for the European Young Chef Award in November, organised by IGCAT. This international competition takes place in a different region each year and brings together the ten best young European chefs. Barcelona and Sant Pol de Mar will be the venues for IGCAT-promoted competition, which will bring together the winners of regional competitions from all over Europe with the aim of promoting innovations in traditional cuisine, highlighting sustainable food cultures and creating future ambassadors for regions and local food products.

In addition to these actions promoted by the Government of Catalonia, there are more than 500 actions and projects taking place throughout 2025. Find out more at: **[somgastronomia.cat](https://somgastronomia.cat)**

# 6

## A COUNTRYWIDE MOVEMENT

The project **Catalonia World Region of Gastronomy 2025 (CRMG25)** is based on the active participation of a wide range of social, economic, cultural and institutional agents. In order to guarantee the success of this initiative, membership is a fundamental part of the collective commitment to position Catalonia as a global gastronomic benchmark.

### Who has joined?

The project has more than 1,300 member companies and organisations and is open to all who share the project's values and objectives. This includes:

- **Public institutions:** local governments, provincial councils, county councils and other administrations committed to gastronomy as a development tool.
- **Private companies:** agri-food producers, restaurateurs, distributors and tourism and technology companies, among other related sectors.
- **Entities and organisations:** professional associations, cooperation networks, NGOs and collectives working for sustainability, inclusion and culture.
- **Individuals:** professionals and experts who want to contribute their knowledge, experience or passion for Catalan gastronomy.

Membership is not a mere formality; it is a reflection of the collective commitment to make Catalonia a global benchmark. Each member is an essential part of this strategy, which seeks to join forces to build a sustainable, innovative and inclusive Catalan gastronomy that is connected to the world. With the support of its members, CRMG25 becomes an initiative that transcends sector boundaries and creates a dynamic, cross-cutting network in which everyone has a key role to play.

The list of members is constantly being updated at: [somastronomia.cat/en/](https://somastronomia.cat/en/)

# 7

## AMBASSADORS VOICES WHO INSPIRE AND THE FACE OF CRMG25

The **ambassadors of Catalonia World Region of Gastronomy 2025** are key figures in giving visibility, prestige and international reach to the project. They represent the values of Catalan gastronomy with passion and commitment, putting a face to the initiative and acting as spokespersons for its message around the world.

### Who are the ambassadors?

Ambassadors are renowned professionals and influential people in fields such as the following:

- **Gastronomy:** renowned chefs, sommeliers, pastry chefs and other culinary experts.
- **Agri-food production:** farmers, livestock breeders, fishermen and food artisans who preserve tradition and innovate in their fields.
- **Culture and society:** artists, writers, sportspeople and opinion leaders who contribute to promoting Catalan identity.
- **Science and sustainability:** researchers and activists working for responsible and sustainable food.



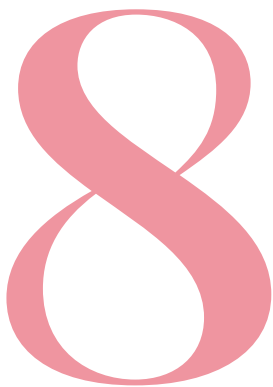
## The role of ambassadors

Ambassadors play an active role in the project:

- **International promotion:** they participate in global events, such as trade fairs, congresses and conferences, representing Catalan gastronomy.
- **Dissemination of values:** through the media and social media, they amplify the project's message and raise awareness of its importance.
- **Local participation:** they collaborate in activities such as gastronomic routes, workshops and educational events.

With their leadership and example, the ambassadors become the bridge between Catalonia and the world, highlighting the potential of our gastronomy as a cultural, economic and social driving force.

Their involvement reinforces the vision of a project that unites tradition and modernity in a global environment. More than 30 renowned ambassadors, including chefs, producers and experts, will represent Catalonia as World Region of Gastronomy 2025, highlighting our culinary culture and bringing it to the world.



## SUPPORTING PARTNERS

The project **Catalonia World Region of Gastronomy 2025** has been made possible thanks to the collaboration of various entities that contribute their experience, influence and capacity for innovation in the gastronomic, cultural and business fields. These partners include public institutions, private entities and professional guilds, as well as recognised local brands and groups that represent the gastronomic richness and diversity of Catalonia.

### Alícia Foundation

As a research and innovation centre dedicated to cooking, health and nutrition, the Alícia Foundation is one of the project's fundamental pillars. This institution works on research into new culinary techniques and the dissemination of scientific knowledge that enriches cooking, with a strong focus on sustainability and well-being. Its commitment to culinary innovation and the creation of healthier and more sustainable gastronomic solutions is a key value within the project and raises Catalonia's visibility as a world leader in responsible and innovative gastronomy.

## elBullifoundation

elBullifoundation, led by Ferran Adrià, is another key entity in the project. The name elBulli is a world reference in gastronomic creativity and innovation.

With the creation of his foundation, Adrià has consolidated a space dedicated to research and the dissemination of culinary techniques and ideas that have marked a before and after in the world of gastronomy. The foundation's participation in the project provides a global and creative vision that helps to position Catalonia as a gastronomic destination of excellence.

## Acadèmia Catalana de Gastronomia i Nutrició

The Acadèmia Catalana de Gastronomia i Nutrició (Catalan Academy of Gastronomy and Nutrition) is another important partner in this project. As an institution dedicated to the preservation and promotion of Catalan gastronomic heritage, this academy ensures the dissemination of local culinary traditions, while promoting their modernisation and internationalisation. Its role in the project is fundamental to consolidating Catalonia's gastronomic identity and defending the values of quality, authenticity and sustainability that characterise Catalan cuisine.



# 9

## COLLABORATORS

### Collaboration with public institutions, private entities and guilds

In addition to these prestigious institutions, the project has the support of various public institutions, private entities and professional associations in the tourism and gastronomy sector. This includes a wide network of organisations representing the diversity of Catalan cuisine, such as restaurants, markets, local producers and suppliers. This collaboration across all sectors is essential to ensure the sustainability and success of the initiative.

### Local brands and gastronomic collectives

In addition, the project has the support of recognised local brands such as Slow Food and Marca Cuina Catalana, which are committed to the promotion of quality products, the defence of biodiversity and the sustainability of production processes. **Slow Food** in particular plays a leading role in promoting sustainable food and linking local products with responsible consumption. **Marca Cuina Catalana**, for its part, is an initiative that brings together and promotes the values of authentic Catalan cuisine through product quality and traceability. In addition, the **traditional cuisine collectives** from various regions of Catalonia, who have been guardians of popular cuisine and local gastronomic heritage, are an essential part of the project. These groups help to preserve traditional recipes and techniques, and contribute their knowledge to the diversity of initiatives that aim to recover and promote the authentic flavours of Catalonia. With this great collaboration of public and private partners, CRMG25 is positioned as a globally inclusive project that represents the diversity of Catalan gastronomy and strengthens its position as a world leader in innovation, sustainability and culinary tradition.

### Companies and entities of the Catalan Tourist Board's Food and Wine Tourism Programme

The members of the Catalan Tourist Board's Food and Wine Tourism Programme play a key role in promoting Catalonia as a World Region of Gastronomy at an international level, as their activity contributes to the promotion of Catalan gastronomic culture and culinary heritage, as well as the wine heritage of some of Catalonia's twelve designations of origin (DOs) and their wine tourism activities. There are more than a hundred companies and organisations dedicated to promoting food or wine tourism activities, offering experiences and activities for the end public. These specialised proposals have added value and a unique quality to every experience, contributing to the knowledge and enjoyment of Catalan gastronomic and wine culture.

The companies and organisations include:

- Travel agencies and companies organising activities
- Wineries
- Gastronomic hotels
- Restaurants and producers
- Tourism promotion organisations and gastronomic destinations
- Wine routes

See the full list [here](#) (page 103).

# 10 AVAILABLE MATERIALS AND SOCIAL MEDIA

## Online content

- [Catalogue of wine and food tourism experiences](#)
- [Gastromap of Catalonia](#)
- [Welcome to the farm](#)
- [Catalonia, the Destination for food and wine tourism](#)
- [Gastroteca](#)
- [Catalan wines](#)

## Videos

- [Catalonia is appetising](#)
- [The taste of history](#)
- [Cuisines for all paletes](#)
- [Catalonia, a wine and food destination](#) ([short version](#) and [long version](#))
- [A land of contrasts](#)
- [A huge wine cellar, at your fingertips](#)

## Social media

### Facebook

- [North America](#)
- [United Kingdom](#)

## Contact details

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