



experience

restaurant and food service concepts of the 21st
century

NB: all talks will have sensory tastings

*Michelin Stars

This programme is provisional and subject to possible changes

Introduction

experience.

A new concept. A revolution. A great leap forward.

experience is total interactivity and interaction. A conference at which talks, live and in person, will be accompanied by eating, smelling, touching, feeling and seeing. And enjoying. 'Experiencing'. With the six senses.

For the first time, **BCNVanguardia experience** will allow conference attendees to close the circle. Experience cuisine by participating, savouring, tasting.

A new conference paradigm. The auditorium will become a tasting room. Seats with desks. What is demonstrated on stage will also be in the seats, on the plate. Integration between chefs and conference attendees. At all talks.

The auditorium will become a centre for total experimentation. Global.

Feel, smell, touch, see, taste. And more: products, sustainability, business models, marketing, Spaniards around the world, haute cuisine.

With a clear underlying philosophy: the great revolution in Spanish cuisine and its unstoppable universal expression.

An unprecedented experience that will allow us to participate.

BCNVanguardia experience

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PROGRAMME

MONDAY, 22 MARCH

Moderator: Pau Arenós

11.00 a.m. -
11.30 a.m.

Opening: Experience, a new multi-sensory concept

Fermí Puig - Drolma Rest. (Barcelona) *

11.30 a.m. -
12.15 p.m.

José Andrés – Jaleo Restaurant (Washington)

Spanish products and their impact in the U.S.A.

Spaniards around the world, product

12.15 p.m. - 1.00
p.m.

Carme Ruscalleda – San Pau Rest. (Tokyo) **, Sant Pau Rest. (Sant Pol) ***

Spain and Japan: the identity of the product

Spaniards around the world, product

1.00 p.m. – 1.45
p.m.

Christian Escribà – Escribà Patisserie (Barcelona)

The pleasure of the senses: chocolate, wine and live music

Product

1.45 p.m. – 2.00
p.m.

Homage to a family: the Rocas - El Cellar de Can Roca Rest. (Girona) ***

Introduction: Salvador García Arbós

Moderator: Toni Massanés

4.30 p.m. - 4.45
p.m.

Official Opening

Elena Espinosa Mangana – Ministra de Medio Ambiente y Medio Rural y Marino

Joaquim Llana i Cortina – Conseller d’Agricultura, Alimentació i acció Rural

4.45 p.m. – 5.15
p.m.

Belarmino Iglesias – Figueira Rubaiyat Rest. (Sao Paulo)

Business success via the star product

5.15 p.m. – 6.00
p.m.

First Harvard University-Catalunya

Otger Campàs –Harvard University (Cambridge)

Pere Castells – Alicia Foundation (Sant Fruitós de Bages)

Toni Massanés – Alicia Foundation (Sant Fruitós de Bages)

Dave Weitz – Harvard University (Cambridge)

Ferran Adrià – El Bulli Rest. (Roses) ***

José Andrés – Jaleo Restaurant (Washington)

Nando Jubany – Can Jubany Rest. (Calldetenes) *

Joan Roca – El Cellar de Can Roca Rest. (Girona) ***

Enric Rovira – Xocolates Enric Rovira (Barcelona)

Carme Ruscalleda – Sant Pau Rest. (Sant Pol) ***

Carles Tejedor – Via Veneto Rest. (Barcelona) *

Spaniards around the world, Haute cuisine

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6 p.m. – 6.30 p.m

Hideki Matsuhisa – Shunka and Koi Shunka (Barcelona)
The evolution of Japanese-Mediterranean cuisine

6.30 p.m. – 7.30
p.m.

Ferran Adrià – El Bulli Rest. (Roses)***

**John Grant – ex co-founder St. Luke's & Brand Strategies Consultant
(London)**

New models for innovation

Presenter: David Riu – Director of the Department of companies and
technology BES La Salle

Innovation ,Marketing

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TUESDAY, 23 MARCH

Moderator: Salvador García Arbós

10.30 a.m. -
11.00 a.m.

Roberto Ruiz – Frontón Rest. (Tolosa)

When local becomes global

Product, sustainability

11.00 a.m. -
11.30 a.m.

Alberto Herráiz – El Fogón Restaurant (Paris) *

Rice exports and traditional Spanish classics

Spaniards around the world, product

11.30 a.m. -
12.15 p.m.

Fermí Puig - Petit Comité Rest. (Barcelona)

Carles Gaig – Fonda Gaig Rest. (Barcelona)

Ramon and Josep M^a Freixa – Freixa Tradició Rest. (Barcelona) *

Conference: New settings for tradition

Business model, product

12.15 p.m. –
12.45 p.m.

Albert Raurich – Dos Palillos Rest. (Barcelona and Berlin)

Asian *tapas*: between respect and fusion

Business model, Spaniards around the world

12.45 p.m. - 1.15
p.m.

Maria Reig – President of Reig Capital Group (Andorra)

Food service concepts at major luxury hotels

Business model, marketing

1.15 p.m. -
2.00p.m.

Joan Roca – El Cellar de Can Roca Rest. (Girona) ***

Cutting-edge cuisine transferred to catering

Business model, haute cuisine

Moderator: Tana Collados

4.30 p.m. - 5.00
p.m.

Sergi Arola – Sergi Arola Gastro Rest. (Madrid) **, Arola Penha Longa (Sintra)

Spain and Portugal: international management of advanced culinary concepts

Spaniards around the world, business model, product

5.00 p.m. – 5.30
p.m.

Javier & Sergio Torres – Dos cielos Rest. (Barcelona), Eñe (Sao Paulo)

Spain and Brazil: strictly seasonal cosmopolitanism

Spaniards around the world, product, sustainability, haute cuisine

5.30 p.m. - 6.15
p.m.

Oriol Castro – El Bulli Rest. (Roses) ***

El Bulli 2009

Haute cuisine

6.15 p.m. - 7.00
p.m.

Pedro Subijana – Akelare Rest. (San Sebastian) ***

Cooking with few ingredients

Haute cuisine

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WEDNESDAY, 24 MARCH

Moderator: Cristina Jolonch

10.30 a.m. –
11.00 a.m.

Oriol and Jordi Rovira – Els Casals Rest. and Country House (Sagàs)*

Sustainable and organic self-supply

Product, sustainability, ecology

11.00 a.m. -
11.45 a.m.

Rafa Peña – Gresca Rest. (Barcelona)

**Fidel Puig, Santi Rebés and Cristina Torralba– Embat Rest. (Barcelona)
Chema Alpuente, Sergi Ferrer, Didac Moltó and Jaime Tejedor –
Libentia Rest.**

Barcelona's 'bistronomics': affordable restaurants and food service

Business model

11.45 a.m. –
12.15 p.m.

Rosa Maria Esteve and Tomás Tarruella - Grupo Tragaluz (Barcelona)*

In search of the perfect urban restaurant

Marketing, business model

12.15 p.m. –
12.30 p.m.

Angela Barusi – Parmigiano Reggiano Consortium

A dramatised sensory tasting

Sustainability and product

12.30 p.m. – 2.00
p.m.

Marcelo Tejedor – Casa Marcelo Rest. (Santiago de Compostela)*

Quique Dacosta – Quique Dacosta Rest. (Dènia)**

Martin Berasategui – Martin Berasategui Rest. (San Sebastian)***

Strategies for achieving and optimising a presence in major lists and guides

Haute cuisine, marketing

Moderator: Xavier Agulló

4.30 p.m. - 5.00
p.m.

**Nacho Manzano and Santiago Guerrero – Iberica Food & Culture
(London), Casa Marcial (Arriondas) ****

A bit of Asturias in Great Britain

Spaniards around the world, business model, product

5.00 p.m. – 5.30
p.m.

Josep Barahona – L'Estudi Rest. (Tokyo)**

A pioneer of Spanish cuisine in Japan

Spaniards around the world, business model, product

5.30 p.m. - 7.00
p.m.

Spanish cuisine: the great international benchmark

Nando Jubany – Can Jubany Rest. (Calldetenes)*

The new tradition

Dani García – Calima Rest. (Marbella)*

The evolution

Arzaks: Juan Mari and Elena Arzak – Arzak Rest. (San Sebastian)***

The legend

Haute cuisine

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