

# 2019 EDITION SPANISH GASTRONOMY

TRAINING PROGRAM
FOR FOOD & BEVERAGE HOTEL
DIRECTORS AND EXECUTIVE CHEFS











**PROGRAM OVERVIEW** 

The Spanish Gastronomy Training Program, SGTP, for Food & Beverage Hotel Directors and Executive Chefs from ICEX, is a complete professional, theoretical and practical training program, which immerses the participant in Spanish cusine and the country's gastronomy industry.

This is a scholarship program supported by ICEX – Foods & Wines from Spain – that provides a 360° learning experience to a limited number of professionals every year.

The program is the key element of a long-term project that aims to achieve a greater presence of Spanish gastronomy in some of the most renowned hotel companies in the world, and build a solid and lasting relationship between the selected professionals and the Spanish Institute for Foreign Trade (ICEX).



ICEX is the Spanish Institute for Foreign Trade, a public organization established to develop and promote Spanish exports and investments all over the world. The Food, Wine and Gastronomy Division, run by ICEX, works to promote our culinary culture and support exports of Spanish food products to Spain's priority markets.

Over the past 10 years, The Food, Wine and Gastronomy Division has developed several training, postgraduate programs and workshops to provide a deep understanding of the Spanish gastronomy scene to both novice and senior foreign professionals.



# SPANISH CUISINE, AT THE FOREFRONT OF WORLD GASTRONOMY

For the last two decades, Spain has experienced an exciting succession of changes that have revolutionized the gastronomy industry, from the most prestigious restaurants to home kitchens, as well as traditional taverns and tapas bars. This authentic culinary revolution has transcended our borders and placed Spanish cuisine, its products and its professionals in the spotlight of the global hospitality industry.



The Spanish Food & Wine industry had a turnover of 111.3 billion euros in 2016



Total number of Michelin stars currently held by restaurants in Spain



Spanish restaurants among the 10 "World's Best Restaurants" (ref. San Pellegrino list 2018)



Years in a row that El Bulli was named "World's Best Restaurant"



visitors came to Spain last year, drawn to its gastronomy



# SPANISH GASTRONOMY TRAINING PROGRAM 2019

# LEARN THE WAY TO GASTRONOMIC EXCELLENCE FROM THE BEST IN THE BUSINESS

The SGTP is designed to be a transformative experience for Food & Beverage Directors and Executive Chefs from prestigious hotels all over the world. Every year, the program brings together a group of professionals from different countries that share a firm commitment to and passion for their jobs. The ideal group will be composed of a maximum of 15 professionals who will enrich each other with their different backgrounds and approaches to the business.

Participants will benefit from a once in a lifetime learning experience that will submerge them into the Spanish Gastronomy and Hospitality Industry, showing them how to enhance their establishment's offering through a new perspective.

Once the program has finalized and the professionals are back in their home countries, the hotel will have the continued support and advice of ICEX's worldwide commercial offices, which will work to facilitate contact between the hotel and producers and leading companies in the Spanish gastronomy industry.





## **PARTICIPANT'S PROFILE**

The Spanish Gastronomy Training Program aims to train highly competitive professionals from the Food & Beverage areas. Our ideal candidate would be a F&B Director or/and Executive Chef with a solid professional background and a demonstrated interest in Spanish gourmet products and culinary culture.

The participants should also have senior positions of responsibility, and be professionals that hold decision-making and action-taking roles in the selected hotels.



ARTURO GONZALEZ, EXECUTIVE CHEF MELIA NASSAU BEACH, BAHAMAS The program showed another level of gastronomy. It has given me a new perspective and I'm looking forward to star working with my team back in the Bahamas.

RISTESH CHOUDHRAY, FOOD & BEVERAGE DIRECTOR TAJ PALACE BOMBAY I don't think there's any other place in the world that could offer products like these, and I think I'm truly blessed to be here.

KENNETH MOLLYNEAUX, CHEF&OWNER, TROPICAL FUSHION IN TORTOLA, BRISTSH VIRGIN ISLANDS Back in my country I want to make my clients experiment what I've lived during this program. It has been amazing.







The program consists of three modules, the first of which is an Online Course that will allow the participants to combine the first training area with their professional responsibilities. Modules 2 and 3 will take place in Spain and have a duration of 3 weeks.

MODULE 1 (FROM HOME)

# SPAIN'S PANTRY AND GASTRONOMY ONLINE COURSE BY ICEX CECO

#### ⊙ 5 weeks – March-April 2018

40-hour online course in Spanish gastronomy, its products and industry, to be completed in your country of origin before traveling to Spain. Upon completion you will receive a "Specialist Diploma in Spain's Pantry and Gastronomy" from ICEX-CECO.

MODULE 2 (SPAIN)

# SPANISH GASTRONOMY FOR F&B MANAGERS AND EXECUTIVE CHEFS COURSE AT THE BASQUE CULINARY CENTER

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The course will consist of both practical and theoretical workshops on the following topics: Olive Oil Culture, the Mediterranean Diet, Spanish Cured Meats, Premium Breakfast Service, Nutrition, the Tapas culture, Spanish Wines, Cocktails and new trends, Innovation in Service, Spanish Cheeses, Hotel-Restaurant visibility, Cooking workshops, Product tastings and a final teamwork challenge, (among other things).

MODULE 3 (SPAIN)

# SPANISH GASTRONOMY DISCOVERY TRIP

#### ⊙ 1 week – May 2019

This tour will give the participants a once in a lifetime opportunity to learn about the variety of geographical, cultural and agri-food landscapes in Spain. Participants will travel through different provinces and visit signature companies and producers that are currently exporting to their home countries. The Discovery trip will include product tastings, lunches and dinners centered around local products such as Ibérico ham, olive oil, seafood preserves, wines and much more. Participants will also have the chance to visit a wide array of restaurants and bars offering both traditional and avant-garde Spanish cuisine.



# **LEARNING OUTPUTS**

At the end of the program the participant will be able to:

- Generate and communicate passion for the culture, gastronomy and products of Spain.
- Identify and value the main features of the Spanish gastronomic culture, its regions and the Mediterranean region.
- Analyze and experience specific cases of success in terms of quality and innovation of the gastronomic offering and service in hotels and catering in Spain.
- Effectively use different tools and means to communicate to customers and other professionals the value of Spanish products and services.
- Analyze, design and plan original gastronomic offerings by experimenting with different Spanish gourmet products. Be able to take into account the context, demand and expectations of customers, applying criteria of quality and labor and food safety.
- Evaluate, identify and design innovative processes in the area of service, dissemination and customer service, with the aim of making a higher-quality gastronomic offering.
- Increase motivation and knowledge about the integration of high-quality products and services in the hotel sector.





# SPANISH GASTRONOMY TRAINING PROGRAM 2019

DATE	MODULE	LOCATION	LENGHT
11 MARCH - 14 APRIL 2019	Online course	Home	4 weeks
15-21 APRIL 2019	Extra week, online course	Home	1 week
4-5 MAY 2019	Travel to Spain		weekend
6-17 MAY 2019	BCC Course	San Sebastian, Spain	2 weeks
17-24 MAY 2019	Discovery Trip	Different regions, Spain	1 week
24 MAY	Closing Ceremony	Madrid. Spain	1 day



## WHAT THEY SAY ABOUT US



TAKE A TOUR THROUGH LAST YEAR'S EDITION



A WORD FROM JOSE ANDRÉS

Mr. Andrés is a renowned Spanish chef based in the USA and the owner of ThinkFoodGroup. He has several Michelin-starred restaurants in Washington DC, Las Vegas, Los Angeles, Mexico, Miami and Puerto Rico. He's also recognized for his contributions to education, development projects and humanitarian causes. In 2010, after traveling to post-earthquake Haiti, he founded the non-profit organization World Central Kitchen.

He was named one of Time Magazine's "100 Most Influential People" in both 2012 and 2018. In 2016, President Obama presented Jose Andrés with the National Humanities Medal.



## **PARTICIPATION CONDITIONS**

#### ICEX WILL PROVIDE FREE OF CHARGE

- Roundtrip flight tickets.
- Spain's pantry and Gastronomy, online course from ICEX – CECO.
- Spanish Gastronomy for F&B Managers and Executive Chefs classroom-based course by the BCC.
- Accommodations, breakfast and lunch (during the BCC course).
- Food Discovery Trip full costs.
- ICEX will not assume any personal or maintenance expenses.

## PARTICIPANT WILL CONTRIBUTE TO THE PROGRAM WITH:

- Successfully completing all of the course requirements.
- Completing the three modules of the program as previously described.
- Contracting a personal medical and assistance insurance policy that includes accident insurance and repatriation.
- Assuming his or her own personal expenses.

## EMPLOYER (HOTEL/COMPANY) WILL SUPPORT THE PARTICIPANT WITH:

- Salary payments during the whole program.
- Allowing the participant to fully complete the program's modules.

### **HOW TO APPLY**

Applications can be submitted to ICEX – Spanish Gastronomy Training Program, from November 2018 to January 2019. Submit all documentation by email no later than Monday, January 7, 2019, to:

Spanish Gastronomy Training Program sqtp@icex.es





WWW.FOODSWINESFROMSPAIN.COM





