FOOD CULTURE EXPERIENCES

LAGOS, NIGÉRIA, 14-16 NOV 2022

NUNO NOBRE
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FOOD TRAVEL
GASTRONOMY GIVES IDENTITY TO DESTINATIONS

A COUNTRY IS THE WAY IT EXPLOITS ITS RESOURCES. THE COUNTRY THAT DOES NOT KNOW HOW TO EXPLOIT ITS RESOURCES HAS NO FUTURE.
TRADITION
RECOVER FOR TODAY
THE MEMORIES AND TRADITIONS OF YESTERDAY
INFLUENCE OF EACH PLACE
COMMUNITIES > VILLAGES > REGIONS > TERRITORY
FOOD
IT´S A NEED

FOOD CANNOT BE
JUST A DESIRE,
IT HAS TO BE
VALUED AS
RESOURCES
FOOD
IT´S EVERYTHING
WE ARE
IT'S THE RELATIONSHIP OF PEOPLE WITH NATURE
CULTURE
IT’S WHAT WE ALL LIVE AND
THE SURVIVAL OF PLACES
CULTURE

BECAUSE THERE IS ALWAYS SOMEONE WHO YOU MUST NOT FORGET

Rabo do Peixe Fisherman Community, Azores, Portugal
EXPERIENCE

FOOD IS A NEED THAT WE TURNED INTO PLEASURE
EXPERIENCE
SOMETIMES PEOPLE FORGET WHAT WE SAY
BUT NEVER THE WAY WE MAKE THEM FEEL
AMAR BEBER COMER MADEIRA, PORTUGAL
TRENDS
SUPPORT YOUR FARMERS
TRY LOCAL FOODS IN YOUR TRAVELS
KEEP CULINARY TRADITIONS ALIVE
AVOID FOOD WASTE
COOK WITHOUT FOOTPRINT
COOK WITH WHAT ECOSYSTEMS GIVE US SEASONALLY
MORE FACTS AND LESS PERCEPTIONS
SOCIAL INTERVENTIVE PROJECTS
MORE WOMAN IN CHARGE
OUTDOOR IMMERSIVE EXPERIENCES
STORYDOING ENTREPRENEURSHIP
FOOD INNOVATION
TALENT RETENTION
TAILOR MADE EDUCATION COURSES
”MAKE IT FOR THE LOCALS AND TOURIST WILL COME” EXPERIENCES
GO GO DIGITAL
VALUE CHAIN BALANCE
FAIR TRADE PORTAIS
DEFLATION FOOD SYSTEM INCENTIVES
AND MUCH MORE
STRATEGY IS THE WAY
WHOEVER BEST DESCRIBES THE PROBLEM WILL PROBABLY BE THE BEST TO SOLVE IT
ALL ABOUT
360° STRATEGIES
GOVERNANCE
EMPIRICAL AND SCIENTIFIC KNOWLEDGE
RESEARCH & DEVELOPMENT
DATA COLLECTION & MEASURES
MARKET INTELLIGENCE
PLANNING
CONCEPT & POSITIONING
IMPLEMENTATION
OPERATION
MANAGEMENT
INOVATION
EVALUATION
<table>
<thead>
<tr>
<th>GASTRONOMY MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>IF YOU WANT TO BE SEEN, LEARN TO SEE</td>
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</tbody>
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<table>
<thead>
<tr>
<th>STORYTELLING / STORYDOING</th>
<th>BRANDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>RELATIONS</td>
<td>_AMBASSADOR CHEFS</td>
</tr>
<tr>
<td>PARTNERSHIPS</td>
<td>_MICHELIN GUIDE</td>
</tr>
<tr>
<td>EXPERIENCES</td>
<td>_BASQUE CULINARY CENTER</td>
</tr>
<tr>
<td>ENTREPRENEURSHIP</td>
<td>_LE CORDON BLEU</td>
</tr>
<tr>
<td>CREATIVE PROCESS</td>
<td>_THE WORLDS 50 BEST RESTAURANTS AND BARS</td>
</tr>
<tr>
<td>NEW PRODUCTS AND SERVICES</td>
<td>_AND MORE</td>
</tr>
<tr>
<td>STORY PACKAGING</td>
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</tbody>
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SHOWCASES

BETWEEN TALKING AND DOING THERE IS ALWAYS A LOT TO DO
INTERNATIONAL SEA URCHIN FESTIVAL
DISCOVER THE WORLD OF THE SEA URCHIN (ERICEIRA-PORTUGAL)
https://www.ourceiramar.pt
À MESA COM AS ALDEIAS DO XISTO

EAT AND CELEBRATE TRADITIONAL FLAVOUR MASTER CHEF CUISCINE LOCAL PRODUCTS

AS ALDEIAS DO XISTO PROPÕEM-SE EXPLORAR O POTENCIAL DOS PRODUTOS LOCAIS E DA GASTRONOMIA REGIONAL, DESCOBRINDO NOVOS CAMINHOS E EXPERIMENTANDO NOVAS COMBINAÇÕES NUMA RELAÇÃO PRÓXIMA COM O ESPÍRITO DOS LUGARES. O PROJETO "À MESA COM AS ALDEIAS DO XISTO" CELEBRA O PATRIMÓNIO DE SABERES E SABORES, AO MESMO TEMPO QUE CONSTRÓI, RENOVA E REINVENTA RECEITAS, SEMPRE A PARTIR DA HERANÇA DOS LUGARES E RESGATANDO PRODUTOS DE EXCELÊNCIA DO TERRITÓRIO.

THE ALDEIAS DO XISTO (SCHIST VILLAGES) SET OUT TO EXPLORE THE POTENTIAL OF LOCAL PRODUCTS AND REGIONAL CUISCINE, LISTENING TO THE SPIRIT OF EACH PLACE AND THEN EXPERIMENTING AND DISCOVERING NEW COMBINATIONS. THE PROJECT "AT THE TABLE WITH ALDEIAS DO XISTO" CELEBRATES THE HERITAGE, THE KNOWLEDGE AND THE FLAVORS, WHILE RENEWING RECIPES AND RESCUING EXCELLENT PRODUCTS FROM THE TERRITORY.

RESTAURANTS
Bem Me Quer
Callum
Casa da Tí Augusta
Fiadó
João Brandão
Museu da Chanfrada
O Buke
Ponte Velha
Santo Amaro
Varanda do Casal
Sabor da Aldeia
Adegas dos Almaches

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www.bookinxisto.com
FOOD LITERACY
MASTERCLASS (PORTUGAL-BRAZIL-SPAIN-MEXICO-ETC)
## Jantar Legacy do Peixe

<table>
<thead>
<tr>
<th>Depth</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>0-80m</td>
<td>Chicharro de conserva em vinagre de vinha Madeira, torrada Cerveja Vilhoa artesanal Baile a Bali</td>
</tr>
<tr>
<td>80-200m</td>
<td>Nígiri de cavalo e moreia &quot;unagui&quot; Colombo Branco IGP, Arnsburger &amp; Verdelho</td>
</tr>
<tr>
<td>200-1000m</td>
<td>Caldo de congrio Barbeito Verdelho Branco</td>
</tr>
<tr>
<td>1000-1200m</td>
<td>Cataplana de pão freira Barbaxa Rosé, Tinta Negra &amp; Aragonez</td>
</tr>
<tr>
<td>1200-1500m</td>
<td>Râo saía à lagareira, ravioli de palata com ceboia, doce e espinafre Colombo Tinto IGP, Tinta Roriz, Touriga Nacional, Tinta Barrosa, Cabernet Sauvignon &amp; Merlot</td>
</tr>
<tr>
<td>1500m+</td>
<td>Pota, arroz negro e folha de ostra Pedra de Fogo Tinta, Touriga Nacional</td>
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## Legado Dinner Madeira Ocean

<table>
<thead>
<tr>
<th>Depth</th>
<th>Description</th>
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<tbody>
<tr>
<td>0-8m</td>
<td>Pickled Blue Jack mackerel in Madeira wine vinegar, &quot;torrada&quot; toasted bread in olive oil Vilhoa Baile Fola artesanal beer</td>
</tr>
<tr>
<td>8m-30m</td>
<td>Mackerel and moray eel Nígiri Colombo white wine IGP, Arnsburger &amp; Verdelho</td>
</tr>
<tr>
<td>30m-1000m</td>
<td>Conger fish soup Barbeito white wine, Verdelho</td>
</tr>
<tr>
<td>1000-1200m</td>
<td>Freira Fish cataplana Barbaxa rosé wine, Tinta Negra &amp; Aragonez</td>
</tr>
<tr>
<td>1200-1500m</td>
<td>Spicy salmon and spinach ravioli with onion, wallpaper and spinach Colombo red wine IGP, Tinta Roriz, Touriga Nacional, Tinta Barrosa, Cabernet Sauvignon &amp; Merlot</td>
</tr>
<tr>
<td>1500m+</td>
<td>Squid, negro di seppia rice, oyster leave Pedra de Fogo red wine, Touriga Nacional</td>
</tr>
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## Sobremsa

- O fundo do oceano Cocktail-Ocean Flower
BRAZIL’S MINISTRY OF TOURISM
NATIONAL GASTRONOMIC TOURISM PROGRAM (BRAZIL)
https://projetoturismogastronomico.com
Plantas Alimentícias Não Convencionais (PANC) no Brasil

MACROALGAS MARINHAS DA COSTA PORTUGUESA

Biodiversidade, ecologia e utilizações

Biodiversity foods

Non conventional plants (Brazil-Portugal)

https://www.embrapa.br
THANK YOU

NUNO NOBRE

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