CULINARY ROOTS
CASTILLA - LA MANCHA

Nara, Japan December, 14th 2022

7TH UNWTO WORLD FORUM ON GASTRONOMY TOURISM
1. CASTILLA-LA MANCHA

Spain
2. Objectives of the project

Primary objective:

Value the essence and identity of Castilian-La Mancha cuisine, as a “rooted cuisine” that honestly pays tribute to tradition and origin, an authentic cuisine with character, based in the excellence of the raw material.

Secondary objective:

Self-affirm and raise the self-esteem of the Castilla-La Mancha gastronomy sector in an internal approach.

We must believe ourselves we can achieve the highest culinary goals.
3. Key elements

- Castilla-La Mancha is an agri-food land, known as "La Despensa de España" (The Larder of Spain)
- A territory strongly linked to rural and agricultural world
- Our Region is origin of ancestral techniques that crossed borders, and were the germ of many other cuisines in the world
- Gastronomic substrate: haute cuisine + high-level gastronomy strongly linked to local elements
- “Culinary Roots Castilla-La Mancha” brand represents a traditional cuisine that identifies the region and pays honest tribute to the tradition and autochthonous products
4. Steps of the project

1. Creation of working and discussion groups: collaborative project
2. Strategy Definition
3. Brand creation
4. Launch of the project: January 2020
5. Adoption of gastronomic ambassadors
6. Product development actions
7. Promotional actions
5. Main partners

- Regional Government of Castilla-La Mancha through Eturia clm
- Castilla-La Mancha Cooks Association
- Castilla-La Mancha Sommeliers Association
- Castilla-La Mancha Bartenders and Waiters Association
- Food producers from Castilla-La Mancha
- "Culinary Roots" ambassador restaurants
6. Main challenges and lessons learned

CHALLENGES

1. Difficulty to unite objectives in such a wide and diverse territory
2. Incorporation of women in leading roles in the world of gastronomy
3. Difficulties due to the lack of a structured offer in gastronomic tourism

LESSONS

1. It is important to count with a solid support from the base elements from the beginning
2. Those “above” serve as inspiration and model for those “below”
3. All the culinary offer: haute cuisine, quality restaurants, popular gastronomy, producers, etc. must be aligned under a same concept of quality and authenticity linked to the terrain.
4. The pairing catering - PDO products is always a winning combination
7. Next steps

- Increasing the presence of the gastronomical destination brand
- Including more quality ambassador restaurants
- Incorporate other businesses and professionals into the initiative, such as: pastry chefs, ice cream makers, more producers, specialized travel agencies, etc.
- Advance with more complex and specialized gastronomic experiences for increasingly demanding visitors