

CULINARY ROOTS

CASTILLA - LA MANCHA

Nara, Japan December, 14th 2022

7TH UNWTO WORLD FORUM ON GASTRONOMY TOURISM

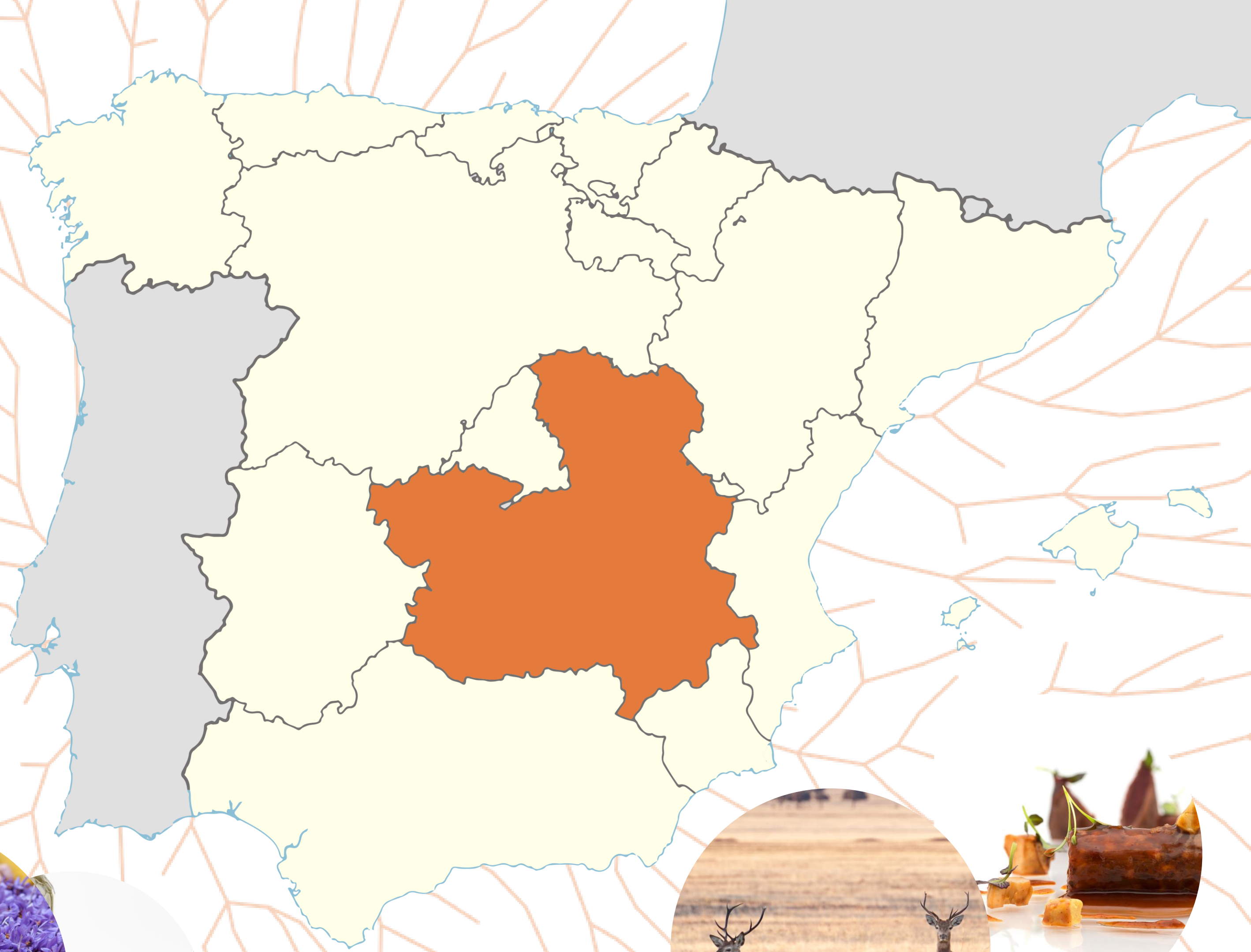
 eturia clm



**VISIT
CASTILLA-LA MANCHA**

1. CASTILLA-LA MANCHA

Spain



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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

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- ☐ 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 an structured offer in gastronomic tourism

LESSONS

1. 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



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