



**7th UNWTO**  
Global Conference  
on Wine Tourism  
La Rioja, Spain

# MARIDAJE DE ENOTURISMO CON GASTRONOMÍA

David Mora

23/11/23

MUGA

# IDEAS

Tendencias

Importancia de la gastronomía

Pros y contras

Formatos y ejemplos de integración gastronómica en bodegas

Resumen



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# TENDENCIAS

# UNA SOCIEDAD MÁS ABSTEMIA

FORBES > BUSINESS > RETAIL

## Why GenZ Is Drinking Less And What This Means For The Alcohol Industry

Clara Ludmir Contributor @

*I write about evolving consumer behavior and its impact on retail.*

Follow



Jun 27, 2023, 12:14pm EDT



Non-alcoholic cocktails are on the rise, with GenZ consuming 20% less

<https://www.forbes.com/sites/claraludmir/2023/06/27/why-genz-is-drinking-less-and-what-this-means-for-the-alcohol-industry/?sh=758dcbd48d1d>

PAPEL

HISTORIAS

## Generación 0,0: por qué los jóvenes beben cada vez menos alcohol

La vida 'healthy', el desplome de la socialización cara a cara y la obsesión por la estética explican por qué los 'zetas' recortan su consumo etílico. Esta tendencia global ya llega a España... aunque con retraso

<https://www.elmundo.es/papel/historias/2023/04/22/6441815521efa01f298b4599.html>



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## El vino vive un crisis existencial en Francia. Así que en Burdeos quieren arrancar miles y miles de viñas

20 comentarios



<https://www.xataka.com/magnet/francia-quieren-arrancar-miles-hectareas-vinas-algunos-sus-vinos-populares-tienen-buenas-razones>

DESCENSO DE LA PRODUCCIÓN



# ¿SEGUIRÁ SIENDO EL CLIMA UNA (DES)VENTAJA COMPETITIVA DE LOS DESTINOS?

Barcelona

29,9° 

Madrid

37,2° 

Córdoba

40,2° 

Donostia

24° 





SEGUIMOS BUSCANDO  
EXPERIENCIAS





AHORA TODO  
ES LUJO.







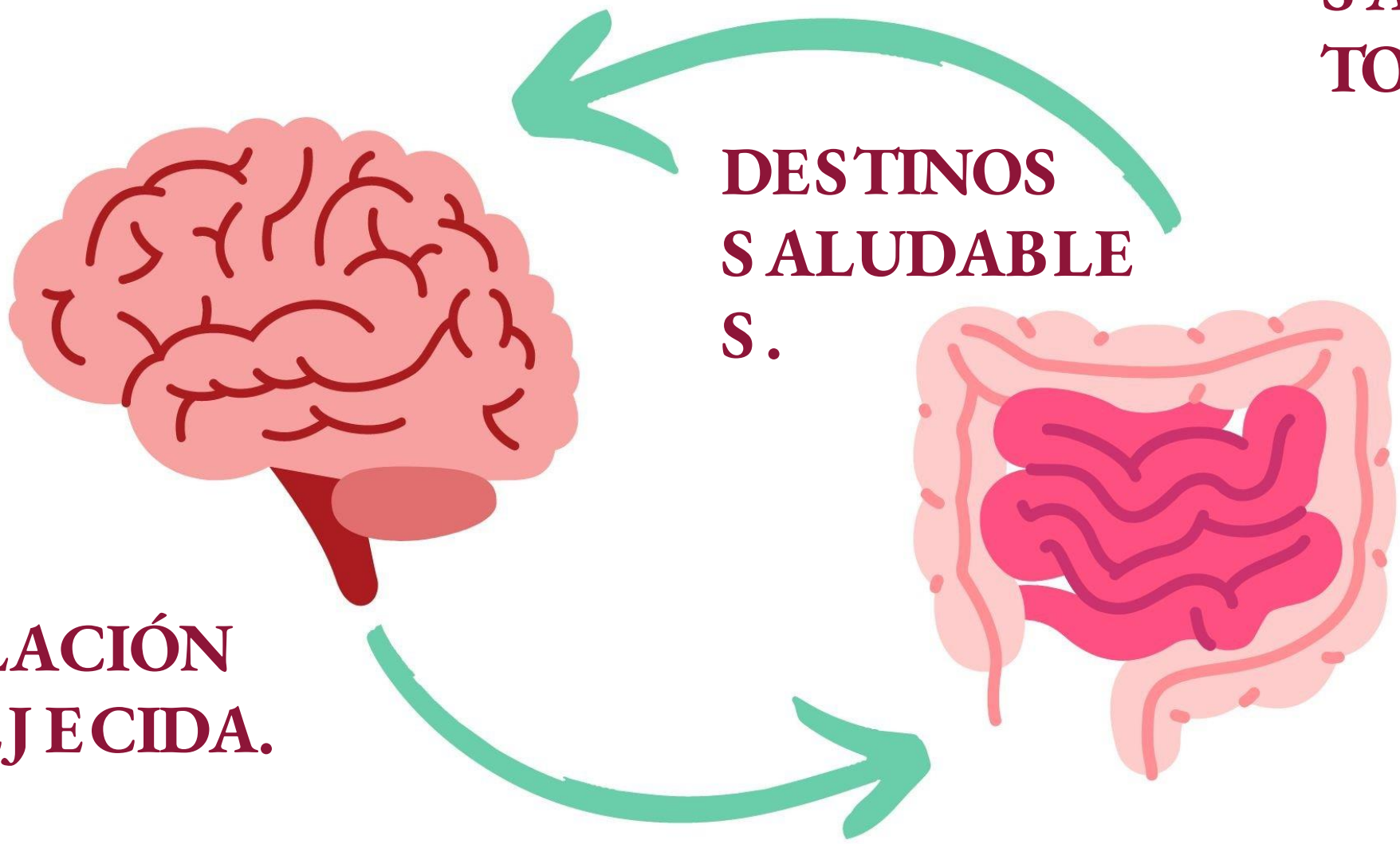
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# LA IMPORTANCIA DE LA GASTRONOMÍA

**SALUD  
TOTAL.**

**DESTINOS  
SALUDABLES.**

**POBLACIÓN  
ENVEJECIDA.**



























## Common Interest Attributes – Additional Topics

Also new in 2023 are a variety of attributes that examine different areas of nations' reputations.

### Top Three Nation Rankings

Attribute	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
"I trust the products that are made in this country."	 Japan	 Germany	 United States
"I think of this country as a global economic leader."	 United States	 Japan	 Germany
"This country's food is good."	 Italy	 France	 Spain
"This country is honest about its past."	 Switzerland	 Sweden	   Canada/Norway/Scotland
"I would feel safe in this country."	 Switzerland	 Canada	 Norway
"This place is unlike anywhere else."	 Japan	 Egypt	 Italy (T-2)

*\*New attributes are not included in NBI Index calculations.*



## 🇮🇹 Italian cuisine

★ 4.72

### BEST RATED FOODS

Parmigiano Reggiano, Prosciutto Toscano, Nduja, Risotto ai funghi porcini, Pesto Genovese and 2440 more

### BEST RESTAURANTS TO TRY ITALIAN CUISINE

Osteria Madonnetta (Marostica), Lokanda Devetak 1870 (San Michele del Carso), Baccicin dü Carü (Fado Basso), Agriturismo Sapori Di Campagna (Ofena), Trattoria Trippa (Milan) and 3045 more



## 🇬🇷 Greek cuisine

★ 4.69

### BEST RATED FOODS

Kalamata, Fystiki Aeginas, Rodakina Naoussas, Saganaki, Dakos and 394 more

### BEST RESTAURANTS TO TRY GREEK CUISINE

To Antikristo (Chania City), Peskesi (Heraklion), Loukoumades Ktistakis (Athens), Pitogyros (Oia), Enagron Cretan Ecotourism Village Restaurant (Axus) and 125 more



## 🇪🇸 Spanish cuisine

★ 4.59

### BEST RATED FOODS

Jamón 100% ibérico de bellota, Jamón ibérico de bellota, Manchego curado, Espetos, Gambas à la plancha and 800 more

### BEST RESTAURANTS TO TRY SPANISH CUISINE

Del Oso (Areños), Las Termas (Astorga), Anaco. (Santiago de Compostela), Arroceria Maribel (El Palmar), Casa Mortero (Madrid) and 2076 more





# LA COMIDA ES TENDENCIA GLOBAL



## We'll savor fresh and familiar tastes

When it comes to culinary adventures, 78% of travelers hunger for fresh flavors over the tried and true. Half are planning their trips around specific restaurants or dishes, with 61% prioritizing learning about the origins of a destination's iconic dish. Tech is also reshaping how we enjoy food, with 46% seeking immersive "phygital" (physical plus digital) dining via VR or AR. While 63% are fascinated by innovative plant-based options like 3D-printed vegan steaks and mushroom "foie gras." Over a quarter of travelers (27%) are open to hiring personal chefs next year, with Gen Z leading the charge at 37%.

Fuente: <https://www.booking.com/c/trends/travelpredictions2024.html>





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# EL PERFIL DEL ENOTURISTA EN ESPAÑA 2023



**vinodRUTASespaña**

## 4. ACTIVIDADES REALIZADAS EN LA RUTA



**70,90%**

Visita a bodegas



**56,70%**

Visita a pueblos



**56,70%**

Disfrutar de la gastronomía local



**48,70%**

Degustación de vinos locales



**42%**

Compra de vinos



**27,70%**

Visita a museos del vino

# Comportamiento en destino

<https://wineroutesofspain.com/wp-content/uploads/2023/10/informe-analisis-perfil-de-la-demanda-2023.pdf>

## 5. GASTOS Y ESTANCIAS



**2,85 días**

Estancia media

**201,08 €**

Gasto diario

GASTO TOTAL

**504,4**



POR ESTANCIA



**44,90 €**

/DIA

Restaurantes y bares



**43,20€**

/DIA

Alojamiento



**38,70 €**

/DIA

Compras de vinos



**23,90€**

/DIA

Visita a bodegas

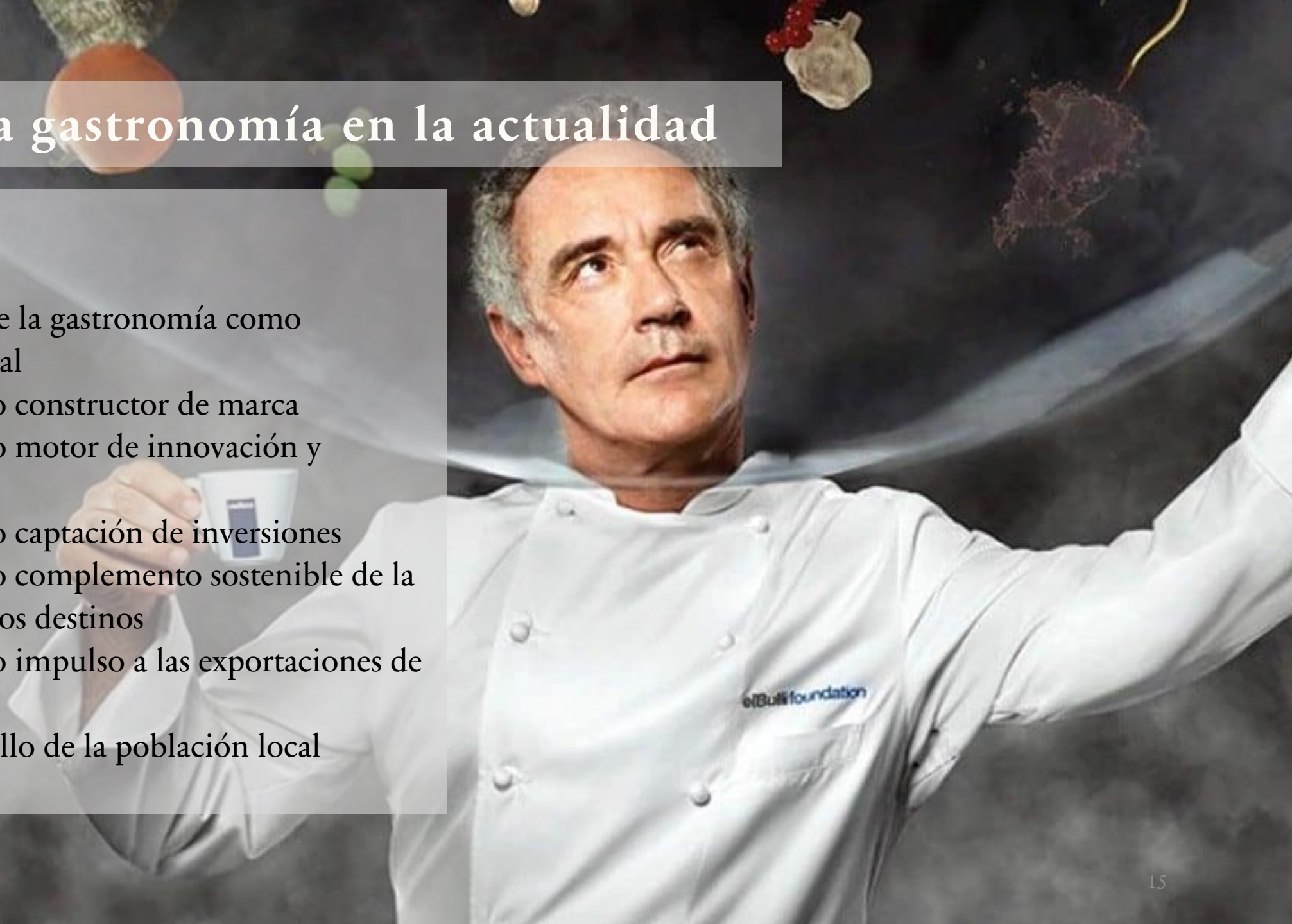




# El papel de la gastronomía en la actualidad

## Varias dimensiones:

1. Reconocimiento de la gastronomía como patrimonio mundial
2. Gastronomía como constructor de marca
3. Gastronomía como motor de innovación y competitividad
4. Gastronomía como captación de inversiones
5. Gastronomía como complemento sostenible de la oferta turística de los destinos
6. Gastronomía como impulso a las exportaciones de bienes y servicios
7. Gastronomía, orgullo de la población local





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# PROS Y CONTRAS

## PROS

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Más facturación

---

Más marca

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Repetición

---

Fidelización

## CONS

---

Personal

---

Horarios

---

Higiene / APPCC

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Proveedores







**PREGUNTA**



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# **5 FORMATOS DE INTEGRACIÓN GASTRONÓMICA EN BODEGAS**

# FORMATOS

VINO Y ALGO  
MÁS

EVENTOS

RESTAURACIÓN  
ORGANIZADA

CREATIVIDAD

SOSTENIBILIDAD

Presencia testimonial o  
no totalmente  
desarrollada

Actividades *one-off* o  
regulares

Apuesta e inversión

Formatos creativos e  
innovadores

Cuando la visión de  
sostenibilidad  
impacta el formato



# VINO Y ALGO MÁS

Visita, cata y picos

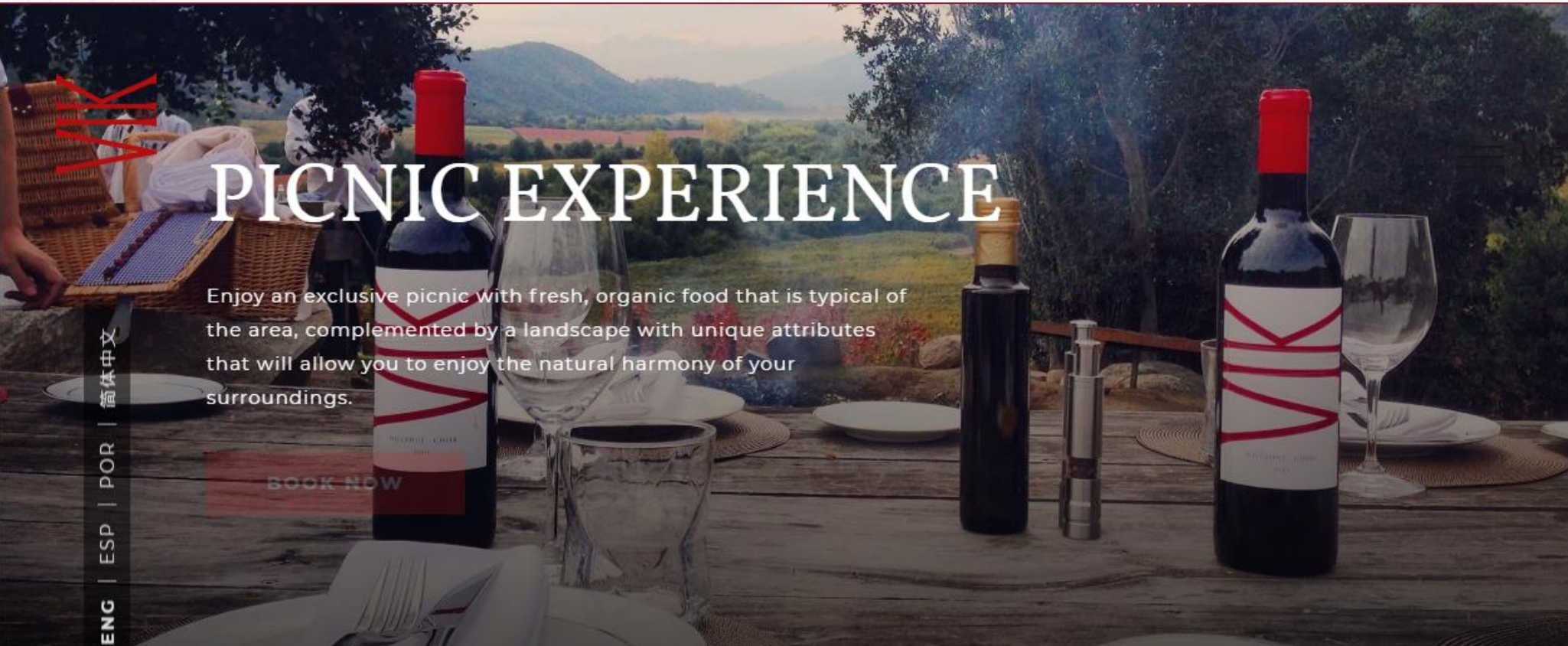
Visita, cata y picoteo frío

Varios picoteos a elegir (frío y caliente)

Visita y picnic

Safari-style tour

Asado en viñedo



# PICNIC EXPERIENCE

Enjoy an exclusive picnic with fresh, organic food that is typical of the area, complemented by a landscape with unique attributes that will allow you to enjoy the natural harmony of your surroundings.

BOOK NOW

ENG | ESP | POR | 简体中文



Venture into the Millahue Valley with some of its main seasonal products, which will accompany you among the mountains and native wildlife, enabling you to explore simple and natural wellbeing.



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### Wine and cheese pairings

Discover the best pairings

Price	Duration
69€/pers.	2h

Book



### Wine and caviar pairings

Our best wine and caviar pairings

Price	Duration
99€/pers.	2h

Book





ESTD 1790  
**SANDEMAN**

**VISIT**

MORE DETAILS

**SANDEMAN**

MORE



PORT WINE CELLARS  
**SANDEMAN PORT  
WINE AND  
CHOCOLATE  
EXPERIENCE**

**€60.00**

DURATION: 2h30 min

TASTING: 3 PORT WINES AND CHOCOLATE

PLACE: CELLARS AND THE HOUSE OF  
SANDEMAN HOSTEL AND SUITES

Visit the Sandeman Cellars, discover the similarities between the production of Port Wine and chocolate and enjoy a perfect pairing in a surprising location.

BOOK YOUR VISIT

**WINE AND  
CHOCOLATE  
EXPERIENCE**

MORE DETAILS

PORT WINE CELLARS  
**MASTERING  
SANDEMAN PORT  
WINE**

MORE DETAILS

PORT WINE  
**PO  
SANDEMAN  
EXCI  
EXPE**

MORE

**S VISIT**

TAILS

CELLARS  
**ING OF  
N AGED  
BY LUÍS  
MAYOR**

TAILS



[Acceder](#) - [Registrarse](#)

## ASADO TRADICIONAL FULL EXPERIENCE

Degustación 4 vinos + Licor Tannat + Tradicional asado + Visita guiada a la bodega + Visita guiada viñedo

Desde: USD157 IVA inc.

Duración: 2h 30m

Costo por persona, no incluye la propina.

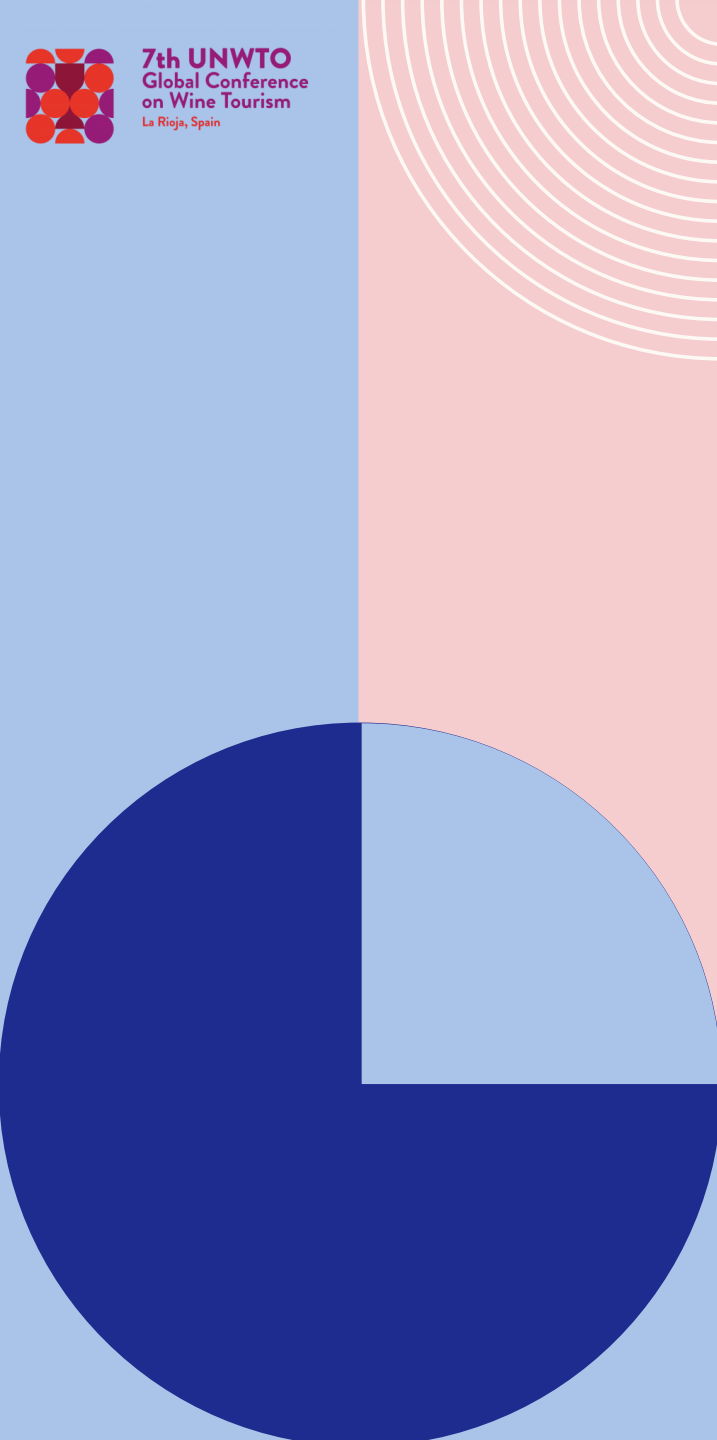
Selección de carnes exclusivas asadas con el método tradicional Uruguayo (panes de campo y antipasti, entrada, principal y postre) + 4 copas degustación de vinos de la bodega (Methóde Champenoise, Chardonnay, Tannat Reserva, Cerro Negro Gran Reserva) + Licor Tannat + agua mineral + café + visita guiada por la bodega.

Visita guiada por el viñedo donde se visitan los principales espacios del establecimiento y se transmite la filosofía y métodos de producción de la vid, finalizando con una degustación entre las plantas.

[? Help](#)

<https://www.vinaeden.com/producto/asado-tradicional-full-experience/>





# EVENTOS

- Alquiler de salas y salones
- Eventos con catering propio
- Eventos con catering externo
- Conciertos musicales + food trucks
- Pick-up party
- Restaurantes pop-up / efímeros
- Comidas privadas



# DURIGUTTI

FAMILY WINEMAKERS EST. 2002

SOMOS DURIGUTTI

VITIVINICULTURA

VINOS

TIENDA

VISITAS

NOTICIAS

MULTIMEDIA

CONTACTO

ESP

## EVENTOS

Con el marco imponente del paisaje mendocino al pie de los Andes, Luján de Cuyo revela los secretos de uno de los mejores terruños argentinos para el vino y, en particular, para el Malbec. Este es el escenario que tenemos para diseñar un evento social o corporativo 100% a medida, en alguno de los sectores habilitados de nuestra finca.



ALMUERZOS  
& CENAS



ATARDECERES



REUNIONES  
&  
COFFEE  
BREAKS



ACTIVIDADES  
INMERSIVAS  
EN EL  
VIÑEDO



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<https://durigutti.com/visitas/eventos/>



EVENTOS PRIVADOS

## Un entorno único

El restaurant, las estaciones de fuegos al estilo de Francis Mallmann y una terraza con inmejorable vista a la belleza natural del viñedo, se encuentran a disposición para diagramar todo tipo de eventos con nuestra excelente gastronomía que puede complementarse con visitas guiadas u otras actividades en un entorno único.

<https://bodegagarzon.com/es/eventos-privados/>



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<https://diaprano.com/>





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<https://www.domaene-wachau.at/de/domaene-events/heuriger/>



# What to Do in Sonoma

SCRIBE WINERY PICK-UP PARTY



*Sarah Verena Kleinman* gets a firsthand look at the magical winery



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<https://scribewinery.com/upcoming/>



## LA TABLE SINGULIÈRE

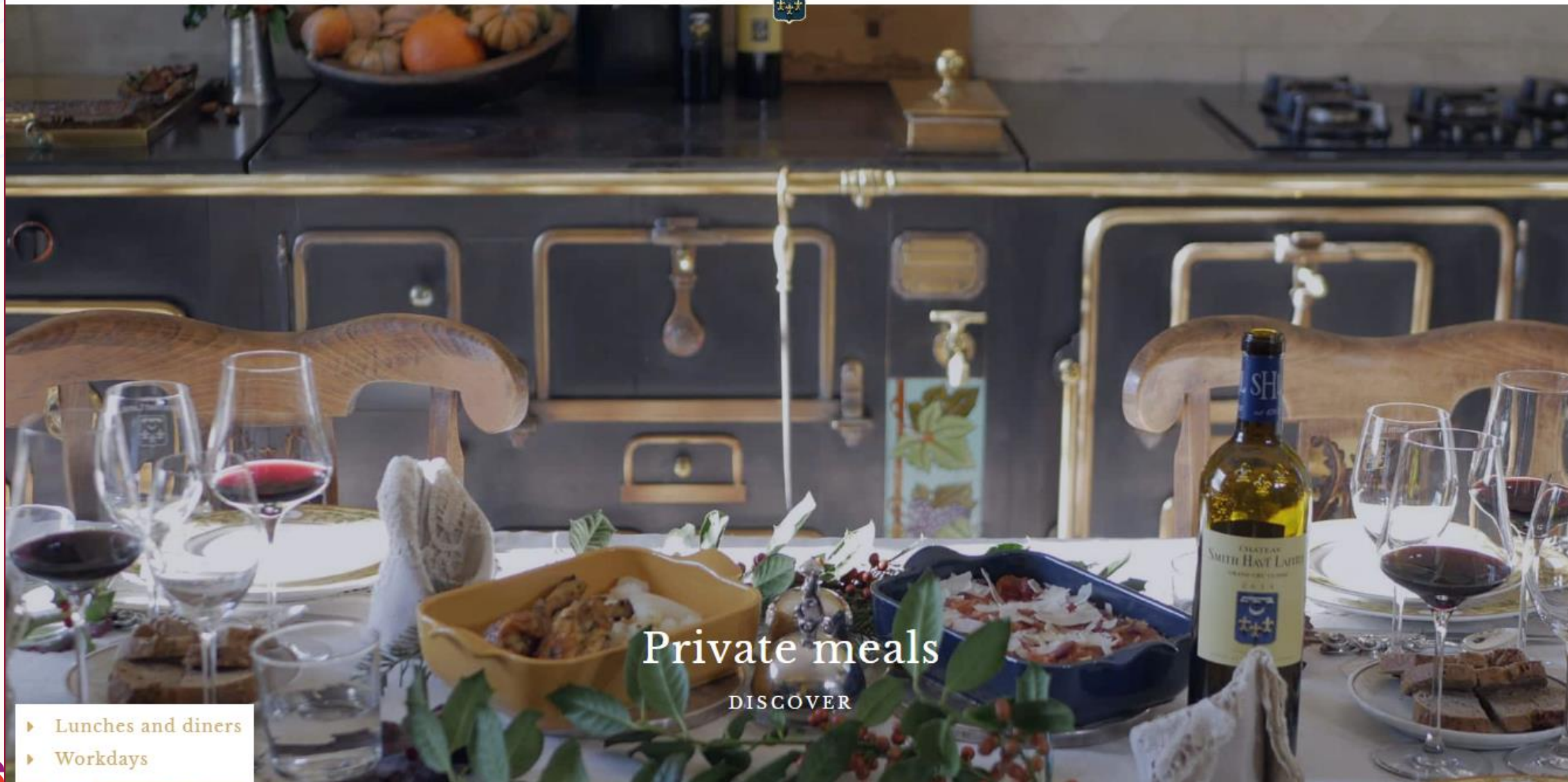
From November 23 to December 16, enjoy a bistronomic dinner and discover the new Ruinart Blanc Singulier cuvée at the heart of Maison Ruinart in Reims.

BOOK A TABLE

<https://www.ruinart.com/en-int/homepage.html>







## Private meals

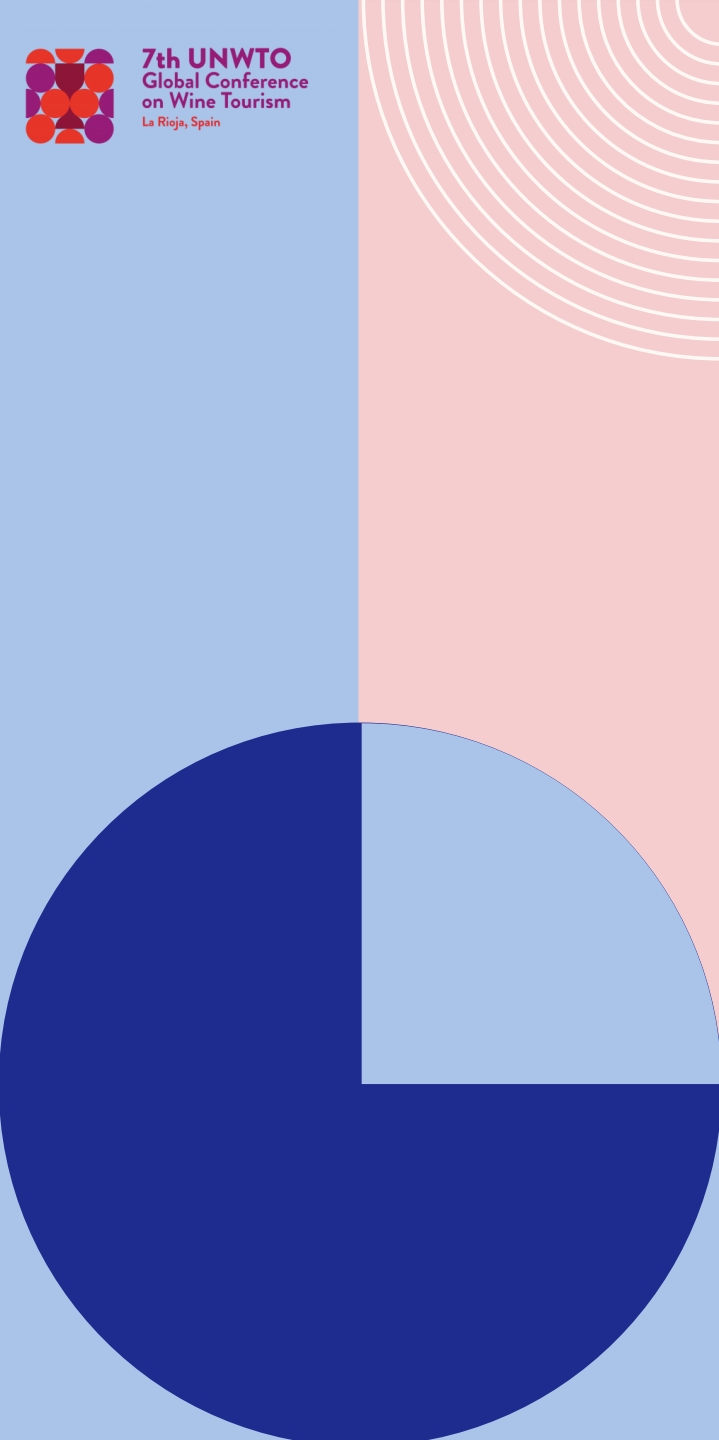
DISCOVER

- ▶ Lunches and diners
- ▶ Workdays

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<https://www.smith-haut-lafitte.com/en/private-meals/>





# RESTAURACIÓN ORGANIZADA

- Restaurante propio en las instalaciones (*menú tradición*)
- Menú del Día
- Restaurante externalizado
- Restaurante *fine-dining*
- Wine bar, terrazas, tardeos
- *Visiting chefs*

[RESTAURANTE](#) [CONCEPTO](#) [EQUIPO](#) [BLOG](#) [CONTACTO](#)



[MENÚ DEGUSTACIÓN](#) [REGALAR](#)

[RESERVAR](#)

[EVENTOS](#) 

# el RESTAURANTE

tradición e innovación





# ANGELICA

## COCINA MAESTRA

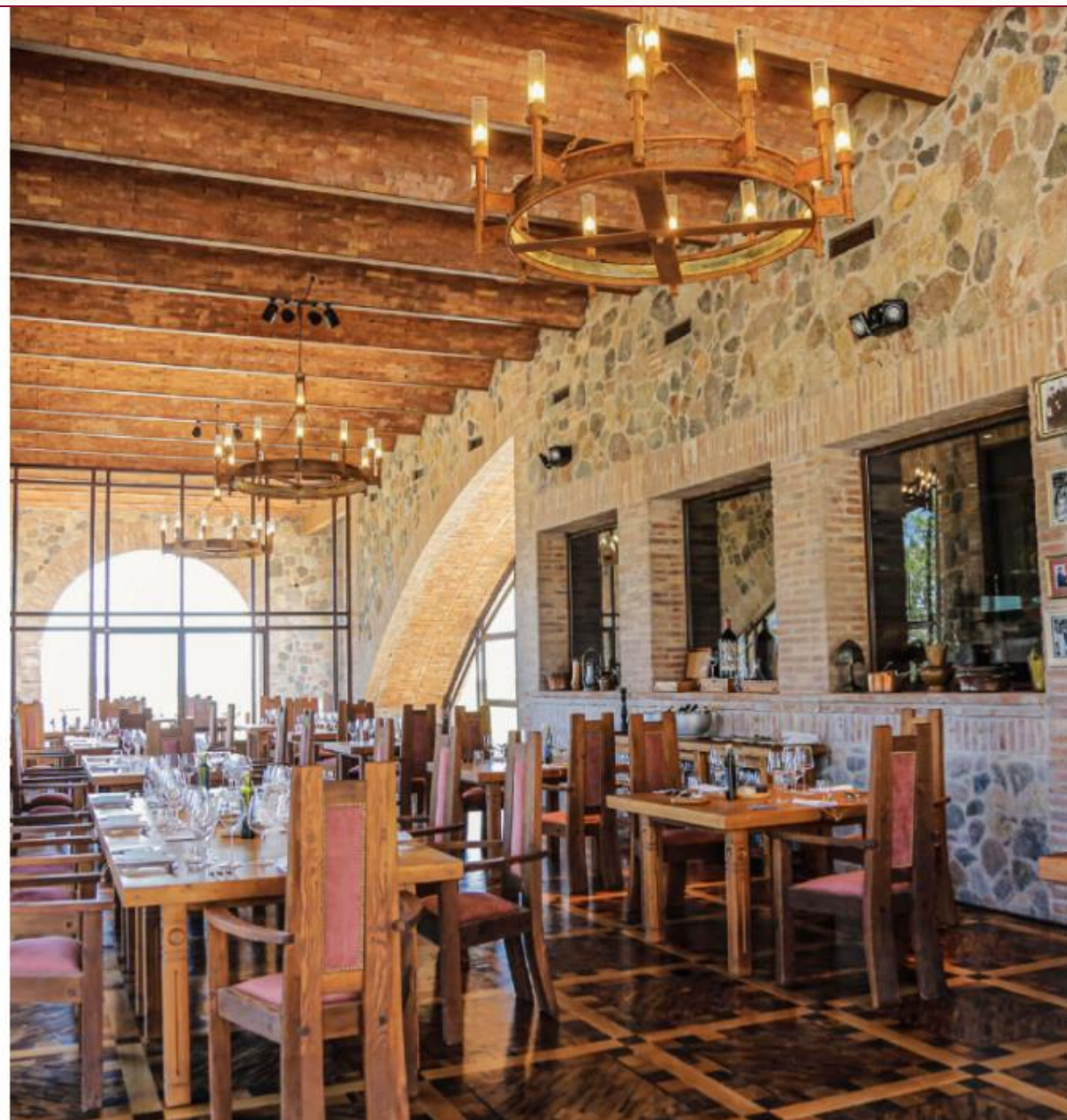
Las reservas del restaurante son gestionadas por un equipo independiente por lo que, si tiene algún problema con su reserva, por favor escriba a [reservas@angelicarestaurante.com](mailto:reservas@angelicarestaurante.com) o comuníquese directamente con el restaurante al **+54 9 2615 07-6901**. El restaurante se pondrá en contacto directamente dentro de dos semanas.

RESERVAR



<https://catenazapata.com/es/contact-es.php>

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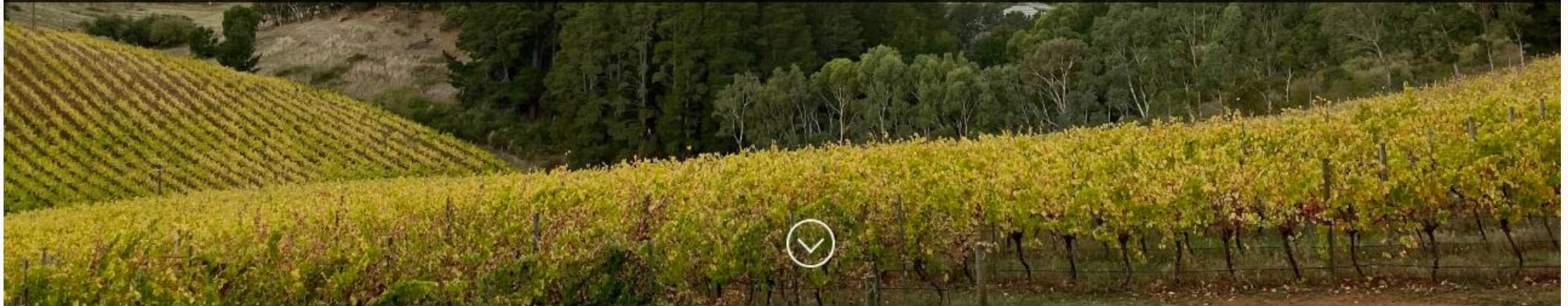




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<https://theripponhall.co.nz/events-at-the-ripon-hall/>





## Friday Night Sunset Dinners

Join us for our monthly Friday Night Dinner. Sip vino as you listen to chilled music by the talented Jacqui Lim and dine on our 3 course a la carte menu, or our Menu Homage tasting menu.

First Friday of each month, bookings essential to avoid disappointment.

Friday 1st September

Friday 6th October

Friday 3rd November

Friday 1st December





## SHIFTING THE LENS WITH, CHEF PREETI MISTRY

From August 18 – 21 and August 25 – 28, guest chef-in-residence Preeti Mistry will fire up the kitchen of our iconic Bubble Room for their part of Shifting the Lens, our limited culinary series that aims to expand your idea of what a food and wine pairing can be. Expect to walk away from this 5+ course culinary experience with a greater understanding of the endless possibilities of flavor and texture combinations that can be created with familiar ingredients.



[STAY](#)[DINE](#)[WINE](#)[SPA](#)[ESTATE](#)[ONLINE SHOP](#)[WHAT'S NEW](#)[MAKE A RESERVATION](#)

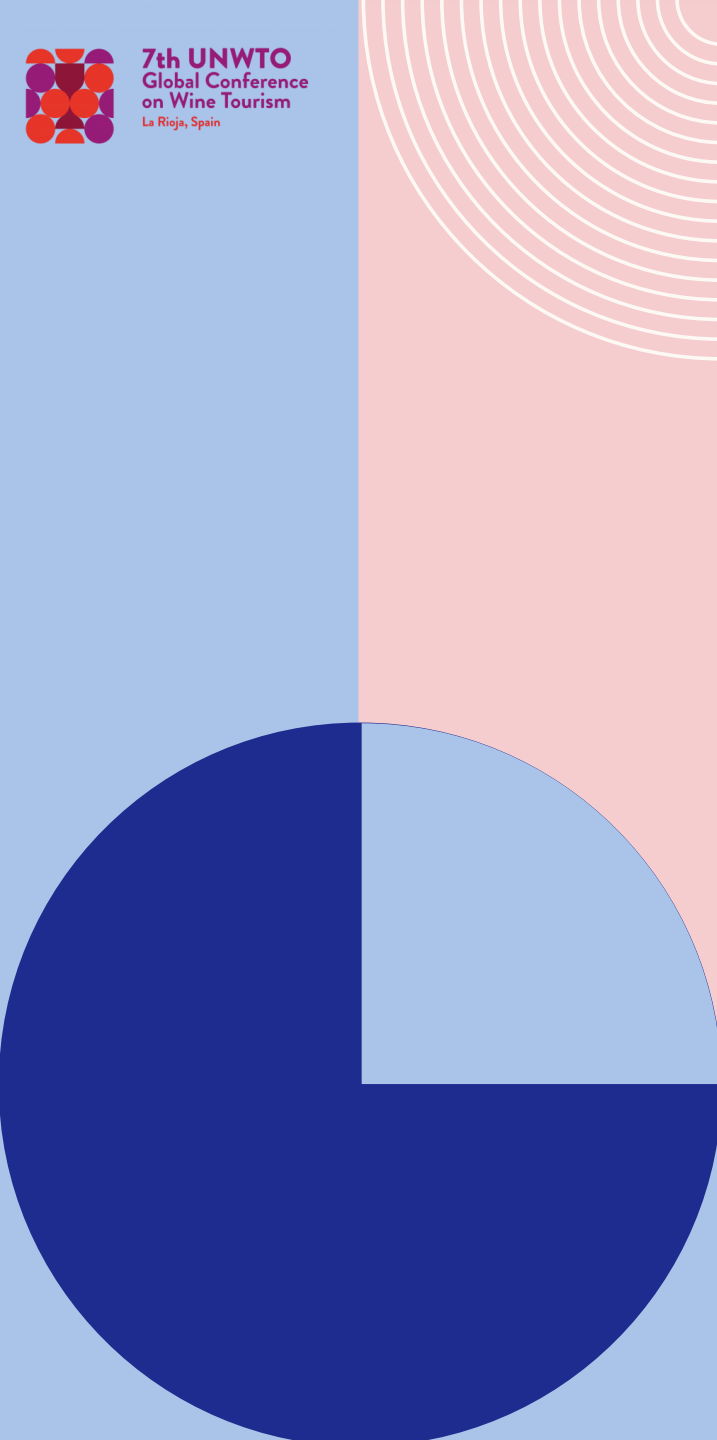
HEAD CHEF

## Virgil Kahn

Head Chef Virgil Kahn is behind the evocative, fine-dining food theatre that is HŌSEKI. He comes to Delaire Graff Estate from an esteemed background, having cooked at Gordon Ramsay's Maze and Nobu at The One&Only Cape Town.

Under the guidance of Head Chef Virgil Kahn and his team, diners visiting HŌSEKI can expect the same expertise, creativity and dedication that has been integral to the success of Indochine, guided by an unwavering pursuit of perfection.





# CREATIVIDAD

- Talleres gastronómicos y cursos de cocina
- Una bodega que es una tienda
- Desayunos
- Catas y picoteos en globo
- Bar con encanto
- Showcooking / menús a 4 manos





# Minardi Frascati Winery

Wine Tours, Tastings & Cooking Classes in Frascati near Rome

- HOME
- ABOUT US
- LOCATION
- FRASCATI WINE
- WINE TOURS ▾
- BOOK NOW
- EVENTS
- SHOP



 **BOOK NOW**



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<https://minardifrascatiwinery.com/wine-tours/wine-tour-pasta-making/>

WINE TASTING

SEASONAL PAIRING

A LA CARTE

**BREAKFAST**

Breakfast served from 09h30 to 11h00.

[Download Menu](#)

RESERVE A TABLE







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<https://bodegasmonje.com/shop/es/productos/>

# Viaje en globo



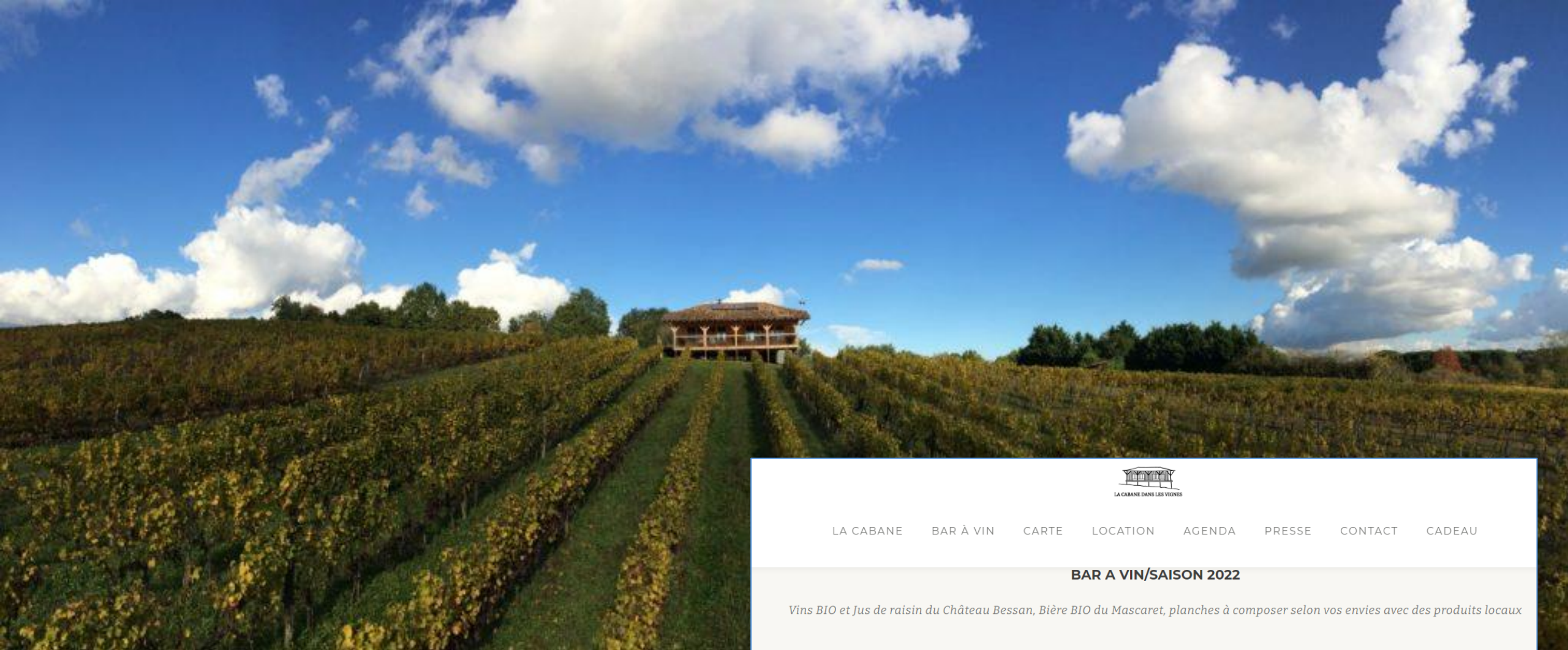
Un viaje en globo y un almuerzo tradicional riojano, una experiencia única e inolvidable.



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<https://www.bodegasmuga.com/enoturismo-rioja/actividades/viaje-en-globo>





<https://lacabanedanslesvignes.com/index.php/la-cabane/>



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LA CABANE DANS LES VIGNES

LA CABANE

BAR À VIN

CARTE

LOCATION

AGENDA

PRESSE

CONTACT

CADEAU

### BAR A VIN/SAISON 2022

*Vins BIO et Jus de raisin du Château Bessan, Bière BIO du Mascaret, planches à composer selon vos envies avec des produits locaux*

Vous ne pourrez pas modifier votre réservation.

En cas d'erreur ou d'annulation, merci d'envoyer un sms au plus tôt au 07 66 67 32 45.

Beaucoup de privatisations le week-end cette année, venez nous voir en semaine !\*

\*de mai à octobre, sous réserve de location/privatisation, d'un nombre de réservations suffisant ou de mauvaises conditions météorologiques. L'ouverture des réservations se fait dans les 15 jours qui précèdent.

Tables de 8 personnes max.



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<http://www.bodegasalentein.com/>



To enjoy 30 different shiraz's over 10 incredible courses was a wine drinking experience never to be forgotten. The difference in 30 wines tasted was incredible a credit to Chester and the team at d'Arenberg, different blocks making the difference. Credit to everyone involved."

Justin Taylor  
Taylors Wines



## THE AMAZING SITES



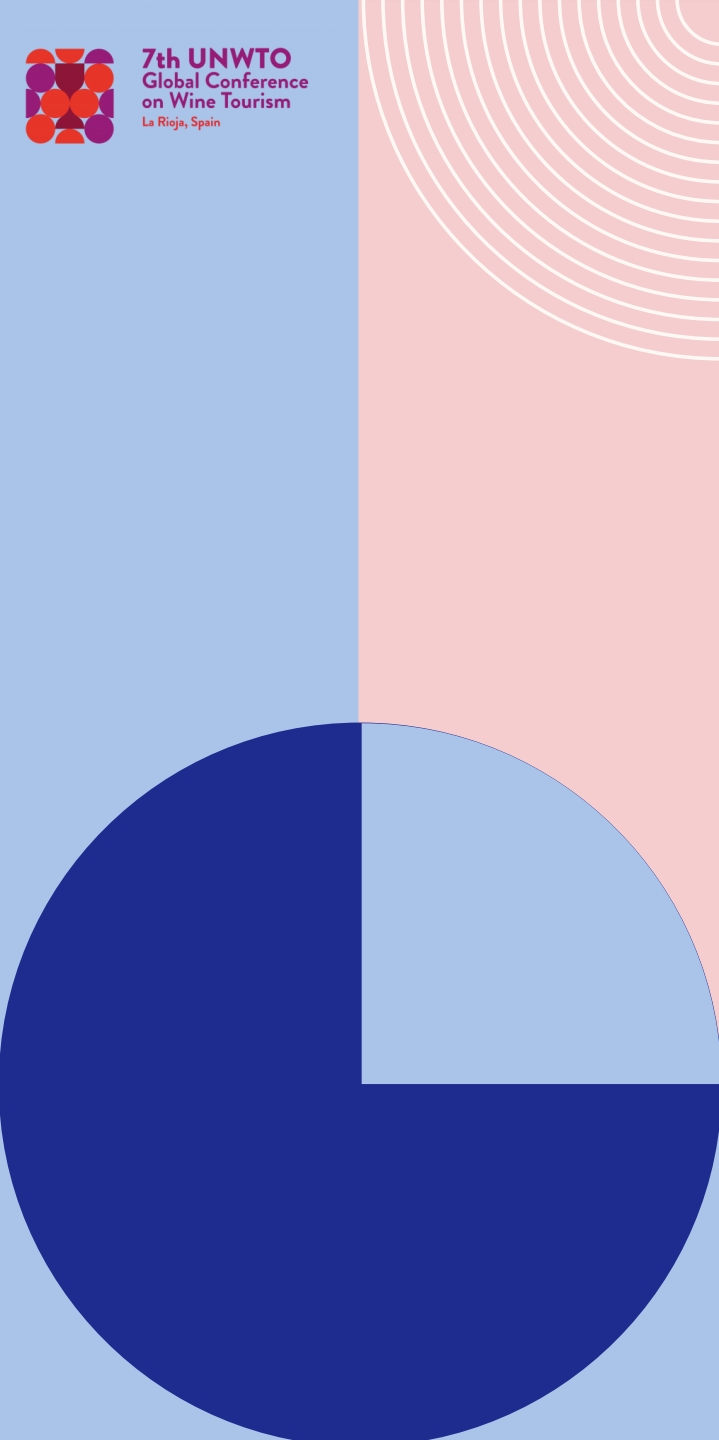
The Amazing Sites wines are d'Arenberg's Single Vineyard range, produced from the very best vintages.

The Osborn family share a strong connection, sense of place and understanding of the soils and geologies of McLaren Vale, forged over four generations. In 2012, the Osborn family celebrated 100 years of grape growing in McLaren Vale, South Australia.

Each family member has learnt about their patch of land and passed it on to the following generation. In the centenary year, fourth generation viticulturist and winemaker Chester Osborn showcased this understanding with the release of the Amazing Sites project.

**BOOK TICKETS**





# SOSTENIBILIDAD

- Colaboración con otras agroindustrias cercanas
- No ofrecer gastronomía, pero recomendar la de la zona
- Experiencias *farm-to-table*, *plant-based* y Km0





*come and experience true*  
**FARM-TO-TABLE DINING**

<https://www.ravinevineyard.com/Dining>







## THE BISTRO @ KLEIN CONSTANTIA

Focusing on fresh, seasonal, locally sourced ingredients, our menu embodies a 'farm to table & head to toe' theme. The carefully thought-out dishes showcase the rich culinary history of South Africa with a European influence.

Complementing our country bistro style food is a selection of Klein Constantia wines and some superb older and rarer vintages from our wine library.

Curated cheese plates are served from mid-afternoon and can be paired with the Vin de Constance vintage featured on the day.

<https://www.kleinconstantia.com/the-bistro/>





## DINING AT d'ARENBERG

d'Arry's Verandah Restaurant is housed in a restored 19th century homestead, where spectacular views of the rolling hills and vineyards sets the scene for long leisurely lunches. d'Arry's showcases the finest local and seasonal produce, enhancing the culinary experience with the extensive and world-renowned d'Arenberg wine portfolio.

Guests can choose their own adventure with a lavish 8 course degustation from \$120 per person, or select their own with 2 courses for \$80 per person or 3 courses for \$95 per person from the seasonal à la carte menu. Degustation wine pairing costs \$75 per person. Signature Lobster Bisque and Cheese incur a surcharge.

Open for lunch daily. Closed Christmas Day, Boxing Day, New Years Day and Good Friday.

A 10% surcharge applies on public holidays.

To book, Phone +61 8 8329 4848, or email your inquiry to [darrys@darenberg.com.au](mailto:darrys@darenberg.com.au)

For function inquiries, please contact [functions@darenberg.com.au](mailto:functions@darenberg.com.au)





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**¿OTROS EJEMPLOS?**





**LA RELACIÓN ENTRE ENOTURISMO Y GASTRONOMÍA ES CASI INACABABLE. LA GASTRONOMÍA APORTA UN VALOR DIFERENCIAL A LA VISITA Y A LA BODEGA, CONVIRTIÉNDOSE EN UNA SIMBIOSIS QUE APORTA FIDELIDAD, DIFERENCIACIÓN, GASTO Y SATISFACCIÓN DEL VISITANTE.**





**¡GRACIAS!**

**DAVID MORA**  
[dmora@bculinary.com](mailto:dmora@bculinary.com)