

Today the gastronomic gala Madrid Fusión started and will continue at the Ifema fairgrounds until Wednesday 25 January. Formentera's representatives at the fair will promote the island's produce and gastronomy, hometown restaurateurs will lead cooking demonstrations and offer tastings of local products.

Alejandra Ferrer, vice president and tourism councillor, who is also on hand at the expo, spoke highly of the first day of opening: "It offered us a picture of how many people are interested in our destination and our cuisine and local produce." She applauded the participation of restaurateurs and producers "to help us promote our gastronomy at one of Spain's biggest expos and where it is clear that not only is this an added value and an attraction for our visitors, but also a reinforcement of our uniqueness and identity."

Own stand

Formentera has a stand with information about the destination, with a special focus on gastronomy. There will also be information on "From Formentera with loads of flavour", a campaign backed by the Formentera Office of Rural Affairs to elevate and promote local produce, as well as the Formentera Slow Food map, which pinpoints growers and distributors of locally sourced products, and the book "Sabors de Formentera". There will also be a section where videos are shown, as well as tables and chairs where the island's team can hold interviews with travel agents and members of the press and highlight featured products to the direct public.

Cooking demonstrations and tastings of local produce

On Monday and Tuesday (23/24 January), under the slogan "*Formentera per menjar-se-la*" (Formentera, finger-licking good), the restaurants Can Pasqual, Tanga, Capri, Capritxos and Quimera will offer live cooking demos pairing traditional fare, locally sourced products and innovative modern touches. There will also be tastings of local products like wine (the Terramoll and Es Cap wineries), olive oil (Sa Tanca des Clot), bread (Can Manolo), dried fish (Peix Sec Formentera), sobrassada (Carnicería San Francisco) and liquid salt (Salines de Formentera). Students in IES Marc Ferrer's hospitality programme will help serve culinary creations and local products, as well as talk to visitors about the stories behind them.

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