



October 12 – 14, 2006

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# Come Join Us!

- **Spain's 10: Cocina de Vanguardia** is hosted by The International Culinary Center (home of The French Culinary Institute), in partnership with ICEX (Spanish Institute for Foreign Trade, Foods and Wines from Spain) and the James Beard Foundation. It is the top culinary event of 2006 spotlighting the ten preeminent Spanish chefs and their vanguard culinary techniques.
- **Spain's 10: Cocina de Vanguardia** features the most prominent Spanish chefs, cooking techniques and products from Spain—a country at the forefront of culinary creativity and ingenuity. Join us in this unprecedented opportunity that presents Spain's top ten chefs to audiences of culinary tastemakers. Our audience will see why these chefs continue to captivate the attention of foodies and wine lovers worldwide. The event will not only bring the beauty of Spanish culture to the United States, it will also fuse the spirits of American and Spanish chefs.
- **Spain's 10: Cocina de Vanguardia** includes attendees from the food enthusiast to the career professional in all categories of the culinary industry. This broad range of attendees allows you to maximize exposure to influential consumers and opinion leaders. We will help you meet your needs and deliver your desired message to help build your business.
- **Spain's 10: Cocina de Vanguardia** will be the most important culinary event of 2006. We invite you to share in our excitement by becoming a sponsor for the festivities.



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# Overview

## **Spain's 10: Cocina de Vanguardia** includes:

**A Gala Dinner** and auction benefiting the James Beard Foundation that will offer a taste of Spain's cutting-edge cuisine. The dinner will be prepared by seven of Spain's vanguard chefs at Guastavino's in New York City on Thursday, October 12th.

**The Summit**, a one-of-a-kind, two-day event featuring exciting chef demonstrations and tastings:

- The launch of the International Culinary Center is an exclusive, by invitation only event featuring demonstrations, tastings, dialogues with top U.S. and Spanish chefs and press interaction on October 13<sup>th</sup>
- An open to the public event which will draw food enthusiasts, travel devotees and industry professionals with an anticipated attendance of more than 350 guests on October 14<sup>th</sup>



# The Summit

## Friday, October 13, 2006

### Friday, October 13 - By Invitation Only

To celebrate the launch of The International Culinary Center, an intimate day of demonstrations and discussions has been planned. Leading Spanish and American chefs and top U.S. media will gather for this exclusive day.

The following activities will take place that day:

- Ribbon-cutting ceremony to launch The International Culinary Center
- Tour of The International Culinary Center's new avant-garde kitchen facilities
- Exclusive culinary demonstrations by world-renowned chefs Ferran Adrià, Juan Mari Arzak and Martin Berasategui
- Open dialogue with Spain's culinary masters and top American chefs
- Lunch prepared by top Spanish chefs such as Garcia, Roca, Torreblanca and more (see appendix) will include tastings of the best foods and wines from Spain
- This exclusive event will be comprised of approximately 70 of the most influential and highest level U.S. chefs and press
- Invitees include Lidia Bastianich, Mario Batali, Daniel Boulud, Thomas Keller, *Bon Appetit*, *Food & Wine*, *Gourmet*, *New York Times* and *USA Today*



# The Summit

## Saturday, October 14, 2006

### **Saturday, October 14 - Open to the Public**

This all-day, one of a kind event will showcase the visiting top chefs from Spain as well as Spanish wine and food product samplings.

The following activities will take place that day:

- Exclusive demonstrations by world-renowned chefs Ferran Adrià, Juan Mari Arzak, Martin Berasategui and additional top chefs
- Wine education seminars
- Spanish marketplace featuring tastings of preeminent food and wine products from approximately 40 producers from Spain
- Anticipated audience of 350 food enthusiasts, devotees of travel, industry professionals, culinary students and more
- All proceeds will fund scholarships for The International Culinary Center students to intern in leading restaurants in Spain



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# Host and Partner Descriptions

**Spain's 10: Cocina de Vanguardia** is hosted by The International Culinary Center, in partnership with ICEX (Spanish Institute for Foreign Trade) and the James Beard Foundation.

## ***The International Culinary Center***

Founded in 1984, The French Culinary Institute teaches culinary protocol, language and techniques to support the creation of not only French dishes, but also virtually any dish in Western cuisine.

In the Fall of 2006, The International Culinary Center will officially open, the new home to The French Culinary Institute. The International Culinary Center will be the newest format for culinary education; standing by our mission to create the culinary leaders of tomorrow by offering a world-class 'destination' that delivers cutting-edge culinary arts education to all serious food enthusiasts.

Physical expansion at The International Culinary Center will include a test kitchen that will house the latest and most technologically advanced equipment available to the professional chef community today. The International Culinary Center will be a dynamic meeting point for culinary and wine enthusiasts as well as industry professionals.



**Home of  
The French Culinary  
Institute**



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# Host and Partner Descriptions Cont.

## ICEX

The Spanish Foreign Trade Institute, is an agency of the Ministry of Commerce and Tourism, which is the government agency responsible for promoting agricultural, fishery, and forestry exports.



**Foods from Spain**, part of the Trade Commission of Spain in New York City, works with American and Spanish companies to promote and provide information on Spain's Foods. The staff based in New York City organizes tastings, seminars, educational and promotional programs throughout the entire United States.



**Wines from Spain**, aims to create greater awareness and increased sales of Spanish wine in the United States through promotional and educational activities focused on both trade and consumers. It is the primary information source on Spanish wines for wine professionals, media and consumers.



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## Host and Partner Descriptions Cont.

### *The James Beard Foundation*

Celebrating its 20th Anniversary this year, the James Beard Foundation is the country's prominent culinary organization. The James Beard Foundation is a nonprofit 501(c)(3) whose mission is "To celebrate, preserve, and nurture America's culinary heritage and diversity in order to elevate the appreciation of our culinary excellence." The organization achieves this mission through its events, educational initiatives, publications, industry awards, conferences and seminars, scholarships and other programming. For more information visit [www.jamesbeard.org](http://www.jamesbeard.org).



THE JAMES BEARD  
FOUNDATION



## *MADRID FUSION*

Since 2003, Madrid Fusion has become the must-attend winter event destination for culinarians across the world. Unique recipes, revolutionary techniques and out-of-the-box concepts are presented on stage by a parade of renown, innovative chefs from Spain and other countries, to the delight of the press, chefs and food and wine *aficionados* in the audience.

In addition to the center stage, ideas are exchanged and the latest gastronomic trends are discussed in parallel seminars and tasting panels during the three days of the summit.

For more information visit

[www.madridfusion.net](http://www.madridfusion.net).



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