REGIÓ MUNDIAL DE LA GASTRONOMIA
CATALUNYA 2025

Generalitat de Catalunya

El Govern de tothom

AREPO GENERAL ASSEMBLY

22 October 2025 Barcelona

CATALUNYA,
REGIÓ MUNDIAL DE LA GASTRONOMIA 2025

Laura Ruana Pavon
Subdirectora general d'Empreses, Qualitat Agroalimentàries i Gastronomia

CRMG25. ANTECEDENTS

The awarding body for the CRMG25 distinction is the **IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism)**, whose mission is to protect and promote cultural and food diversity worldwide. The main areas of IGCAT support the strategic lines of DARPA as follows:

1. Feeding the Planet
2. Innovation, Creativity and Employment Opportunities
3. Education for the future
4. Sustainable Tourism
5. Linking Rural and Urban Areas
6. Health and Well-being.

The candidacy represents a joint commitment between the **Departament Enterprises and Labor** and **Departament of Agriculture, Livestock, fishing and food**.

12 MONTHS, 12 GASTRONOMIC LANDSCAPES

Objective

To foster a sense of pride and self-esteem among Catalans regarding our gastronomic culture and food system.

Description

Creation of 12 gastronomic landscapes, encouraging local entities to promote monthly projects related to local products and gastronomy.

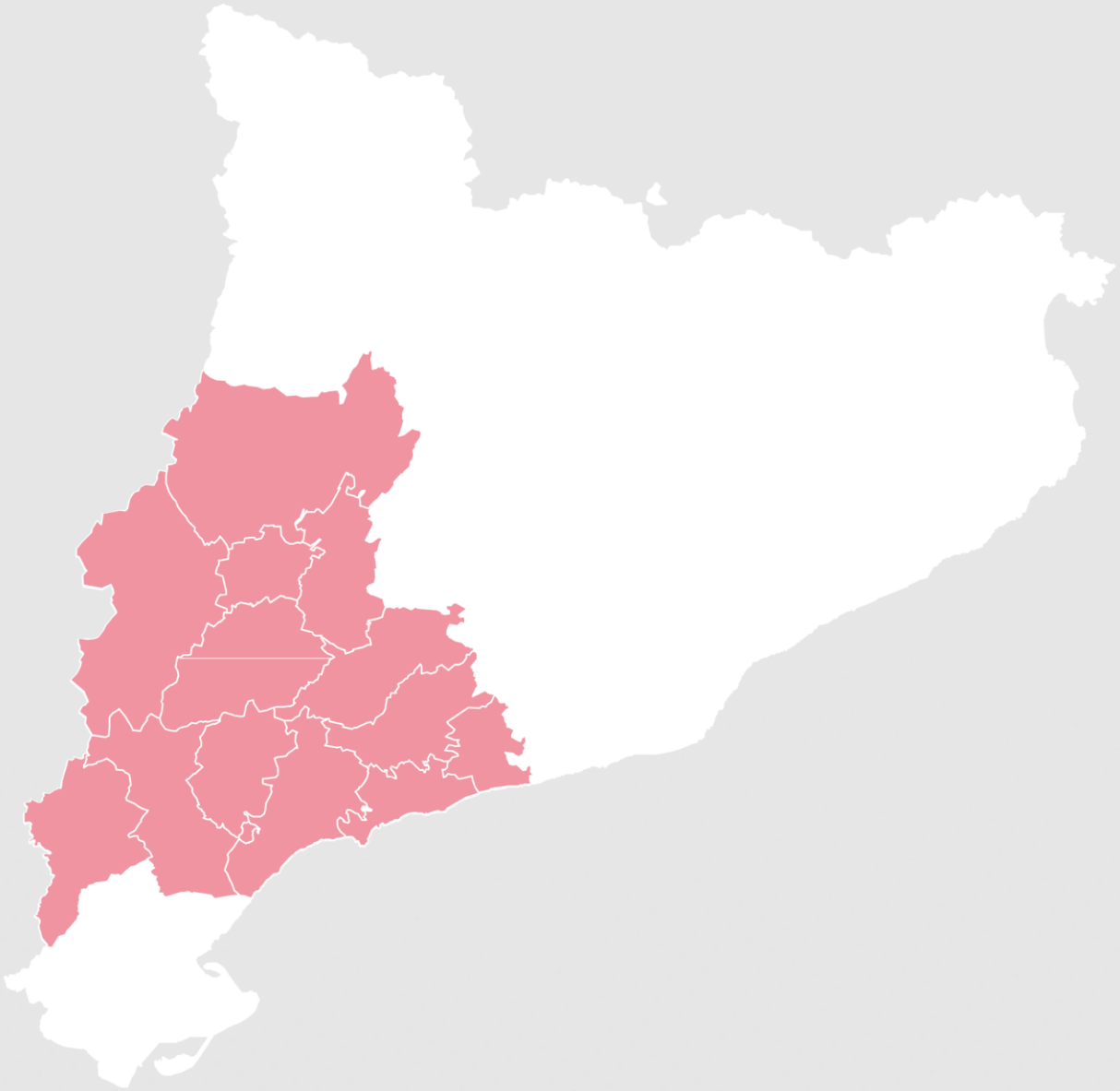
Landscapes include: olive groves, protective forests and mountain rivers (mushrooms, truffles, Hunt), mosaic of orchards and agrarian parks, fruit and vineyards, Mediterranean coast, cereals, traditional mills and workshops, farmhouses and traditional flavours, beehives, flowers and aromas, dry-stone landscapes, resilient agriculture and calm plains, deltas and wetlands, and high pastures and transhumance routes

*The initiative will include a grant line to support local projects.

Responsible: Secretaria Alimentació

DRY-STONE LANDSCAPES

- **January**
- February
- March
- April
- June
- July
- August
- September
- October
- November
- December



DRY-STONE LANDSCAPES

EXAMPLES

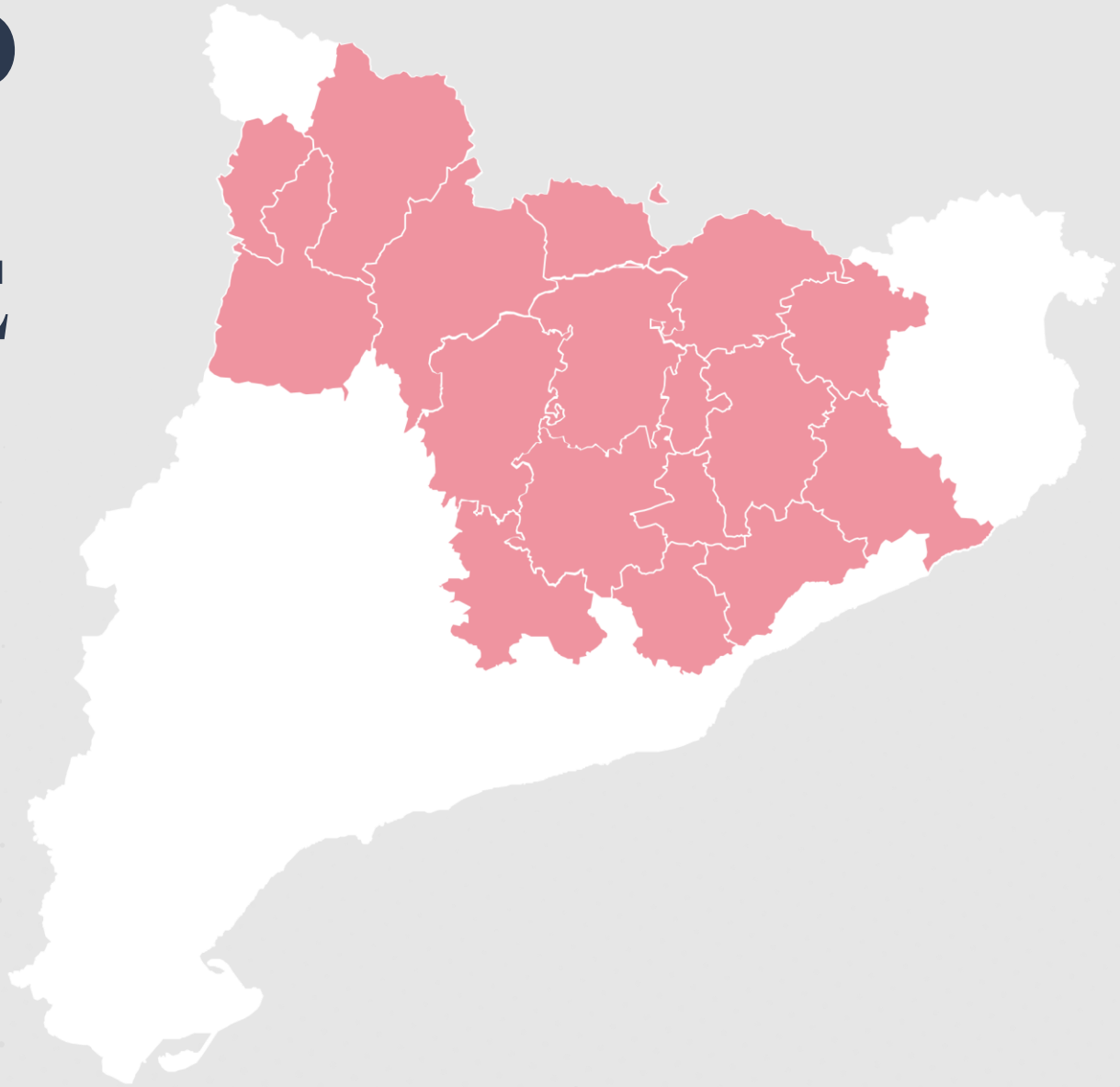
- **January**
  February
  March
  April
  June
  July
  August
  September
  October
  November
  December

Concert cabana Mas Llauradó.
Aitona. 19 de gener de 2025

Gran calçotada.
Valls. 26 de gener de 2025

FARMHOUSES AND TRADITIONAL FLAVOURS OF THE TERRITORY

- January
- **February**
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December



FARMHOUSES AND TRADITIONAL FLAVOURS OF THE TERRITORY

- January
- **February**
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

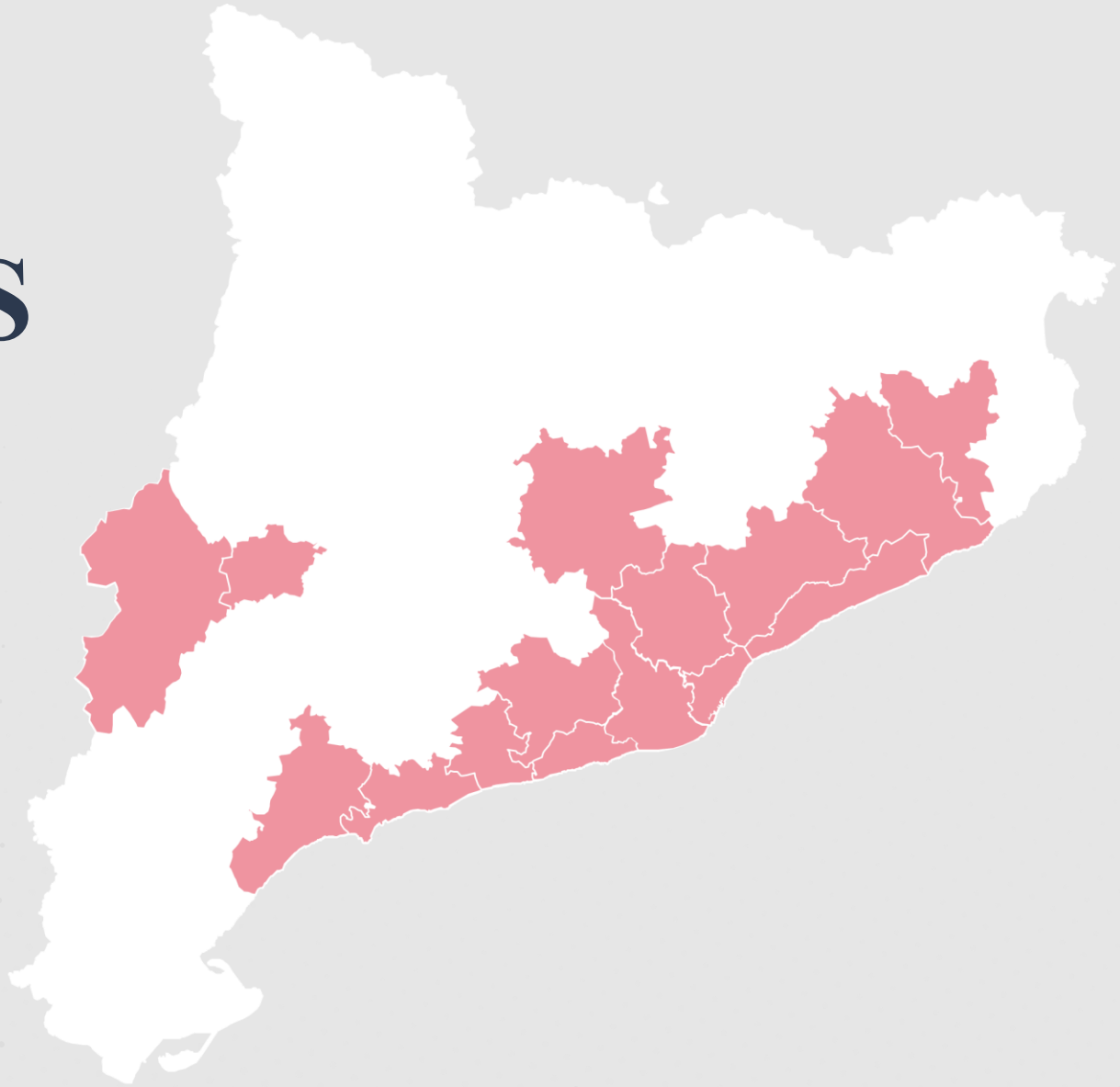
EXAMPLES

Trufforum.
Vic. 8-9 de febrer de 2025

Païssa Gastronòmica.
Lluçanès. 8 de febrer de 2025

MOSAIC OF ORCHARDS AND AGRARIAN PARKS

- January
- February
- **March**
- April
- May
- June
- July
- August
- September
- October
- November
- December



MOSAIC OF ORCHARDS AND AGRARIAN PARKS

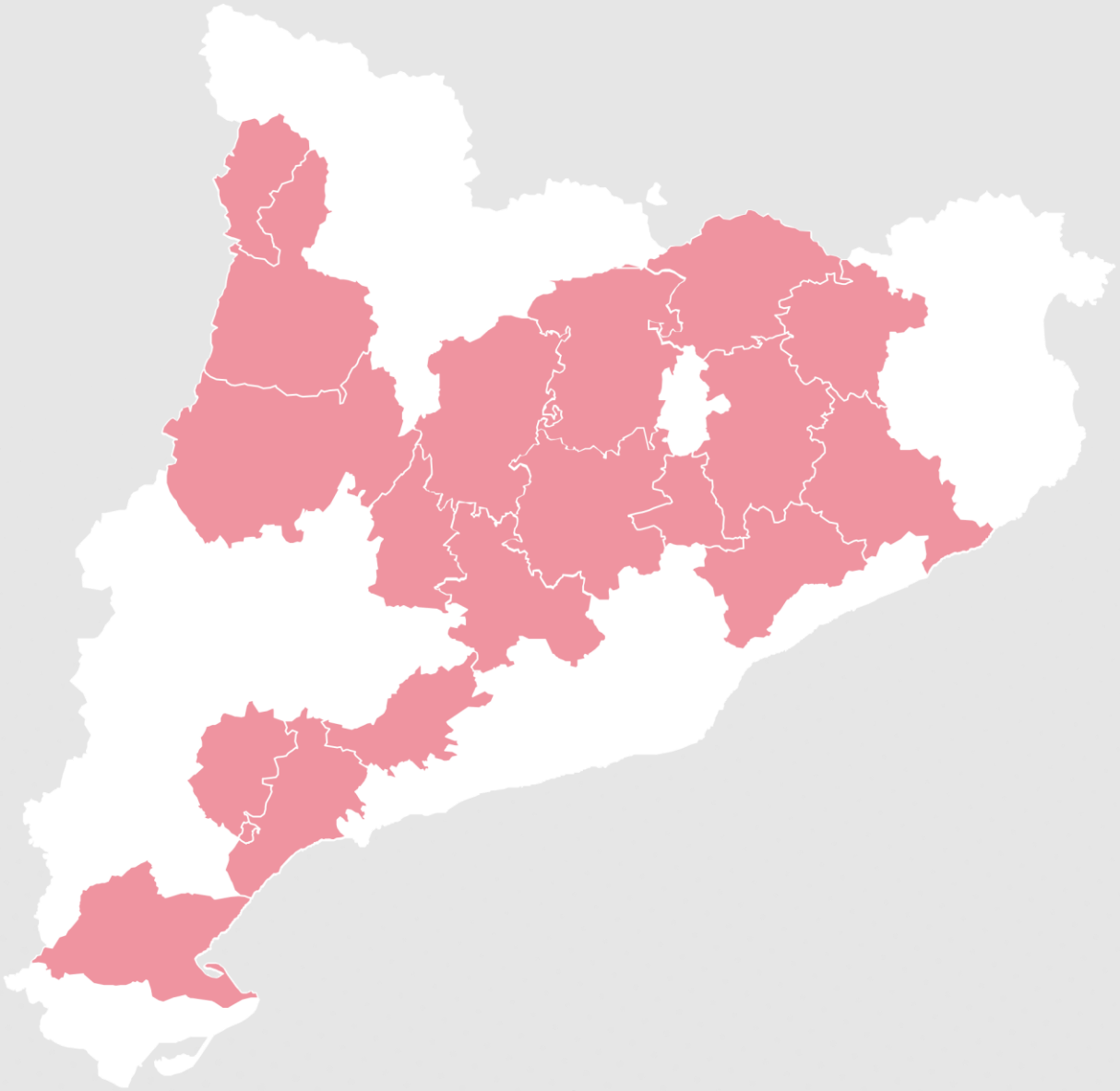
January
February
March
April
May
June
July
August
September
October
November
December

EXAMPLES

Pícnic d'horta.
Lleida. 29 de març de 2025

LANDSCAPES OF BEEHIVES, FLOWERS AND AROMAS

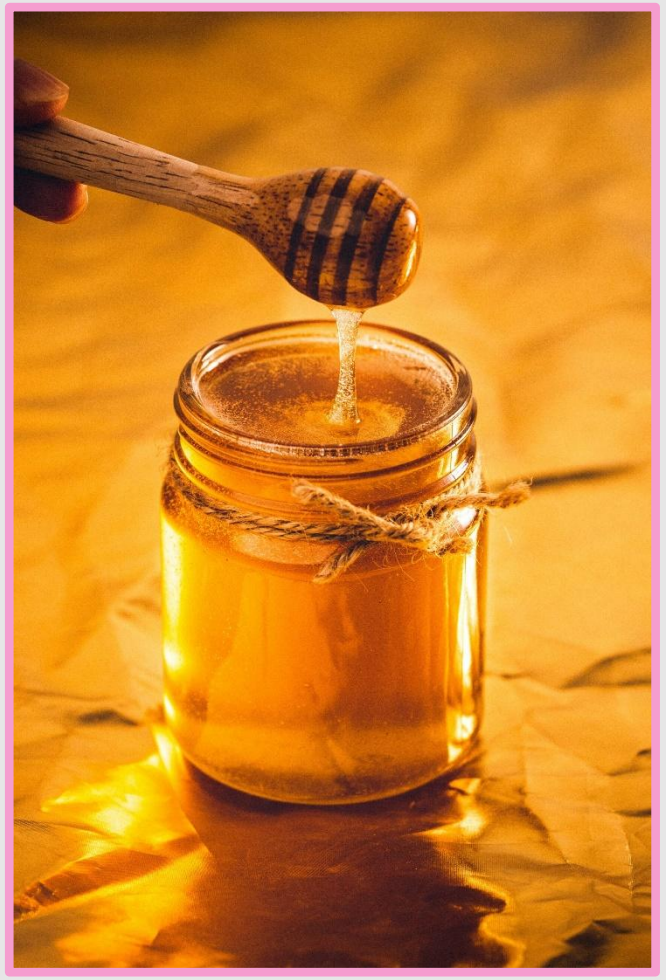
- January
- February
- March
- **April**
- May
- June
- July
- August
- September
- October
- November
- December



LANDSCAPES OF BEHIVES, FLOWERS AND ARMOSAS

- January
- February
- March
- **Abril**
- May
- June
- July
- August
- September
- October
- November
- December

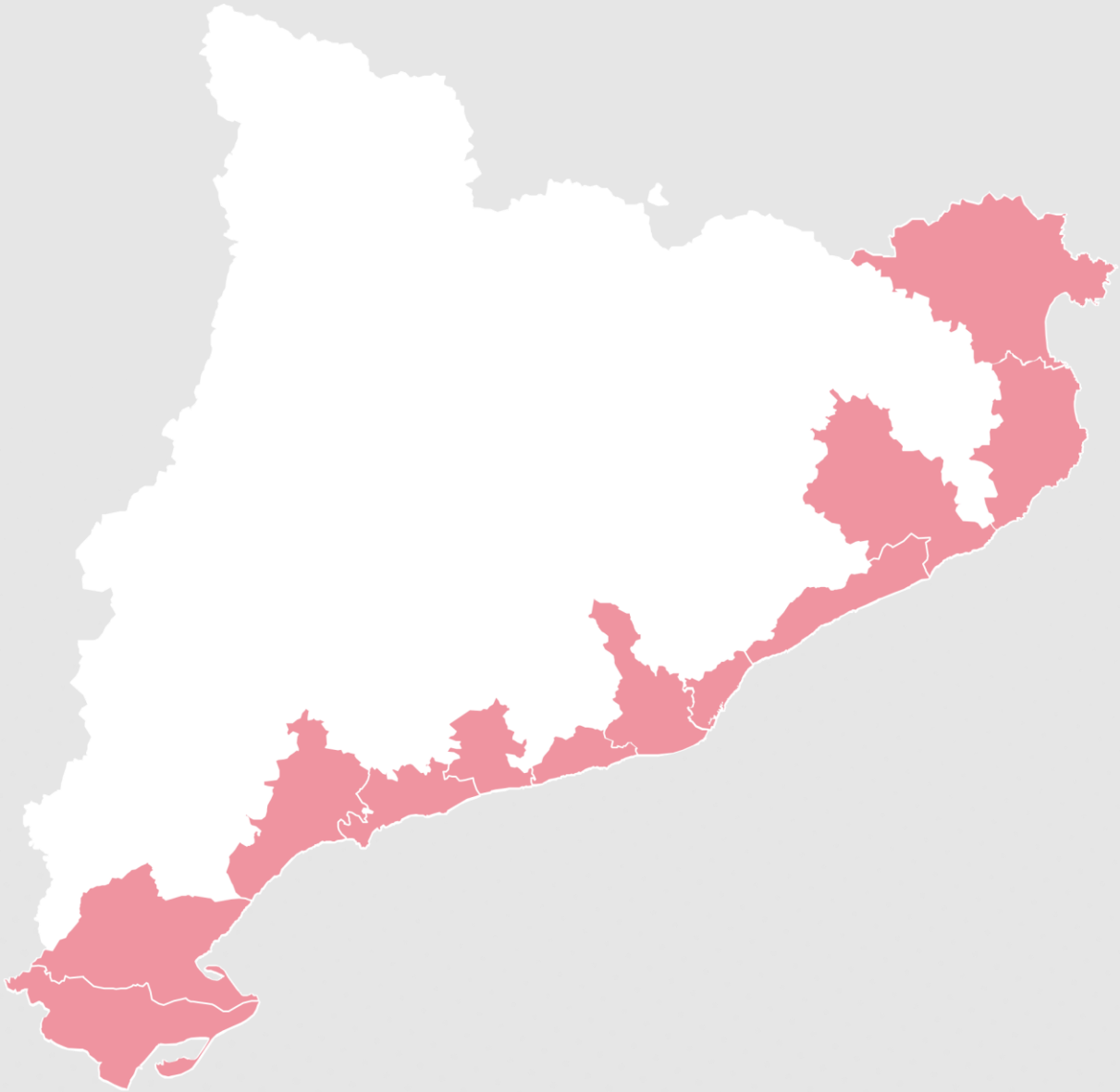
EXAMPLES



La cuina de la mel, les flors i les seves propietats
La Noguera. Abril de 2025

MEDITERRANEAN COAST

- January
- February
- March
- April
- **May**
- June
- July
- August
- September
- October
- November
- December



MEDITERRANEAN COAST

EXAMPLES

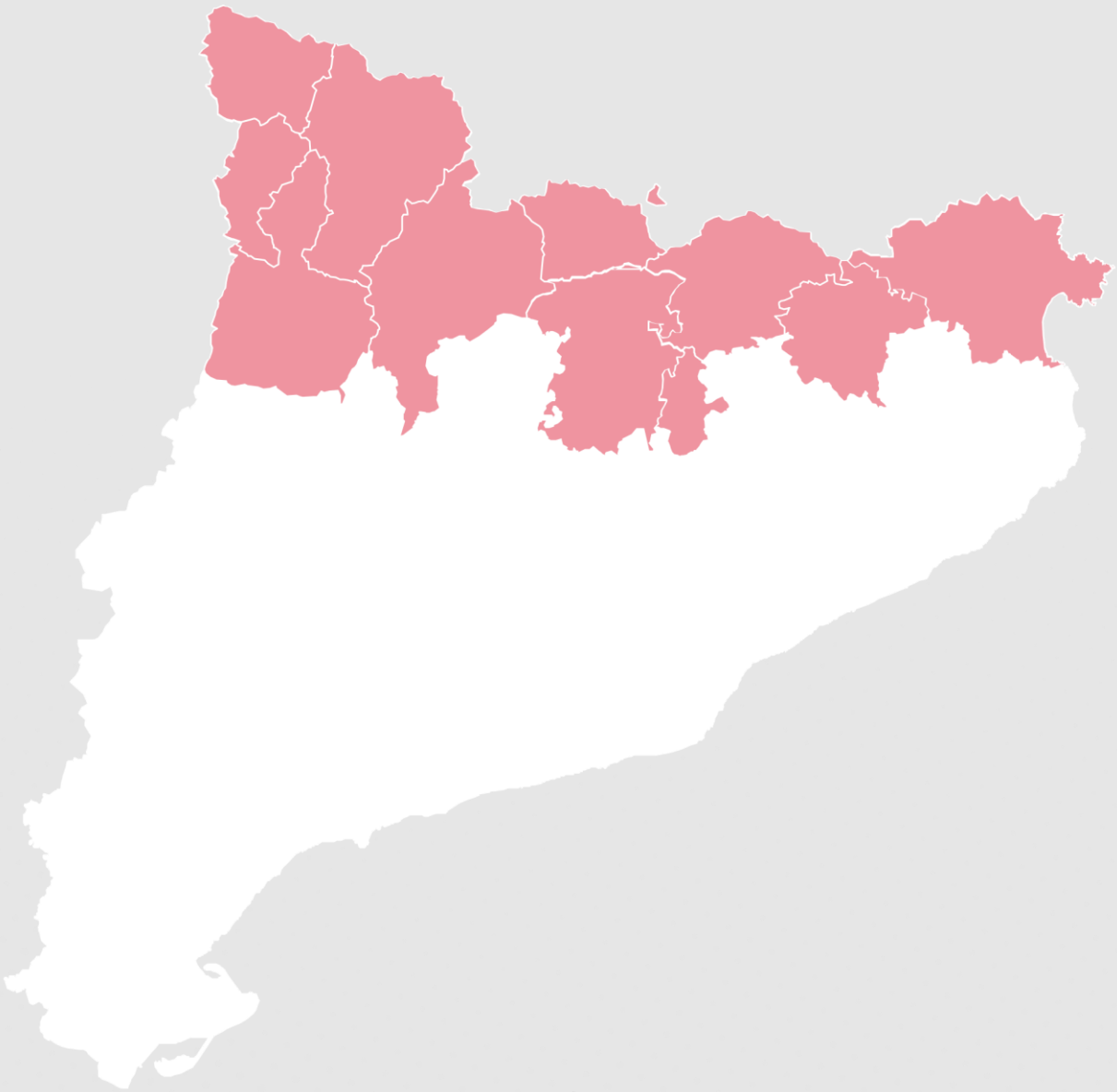
- January
- February
- March
- April
- **May**
- June
- July
- August
- September
- October
- November
- December

Setmana de la gastronomia
Del 5 al 11 de maig. Vilanova i la Geltrú

Jornades de gastronòmiques de l'ostra
Del 10 al 25 de maig. L'Ampolla

PASTURES AND TRANSHUMANCE ROUTES

- January
- February
- March
- April
- May
- **June**
- July
- August
- September
- October
- November
- December



PASTURES AND TRANSHUMANCE ROUTES

- January
- February
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- April
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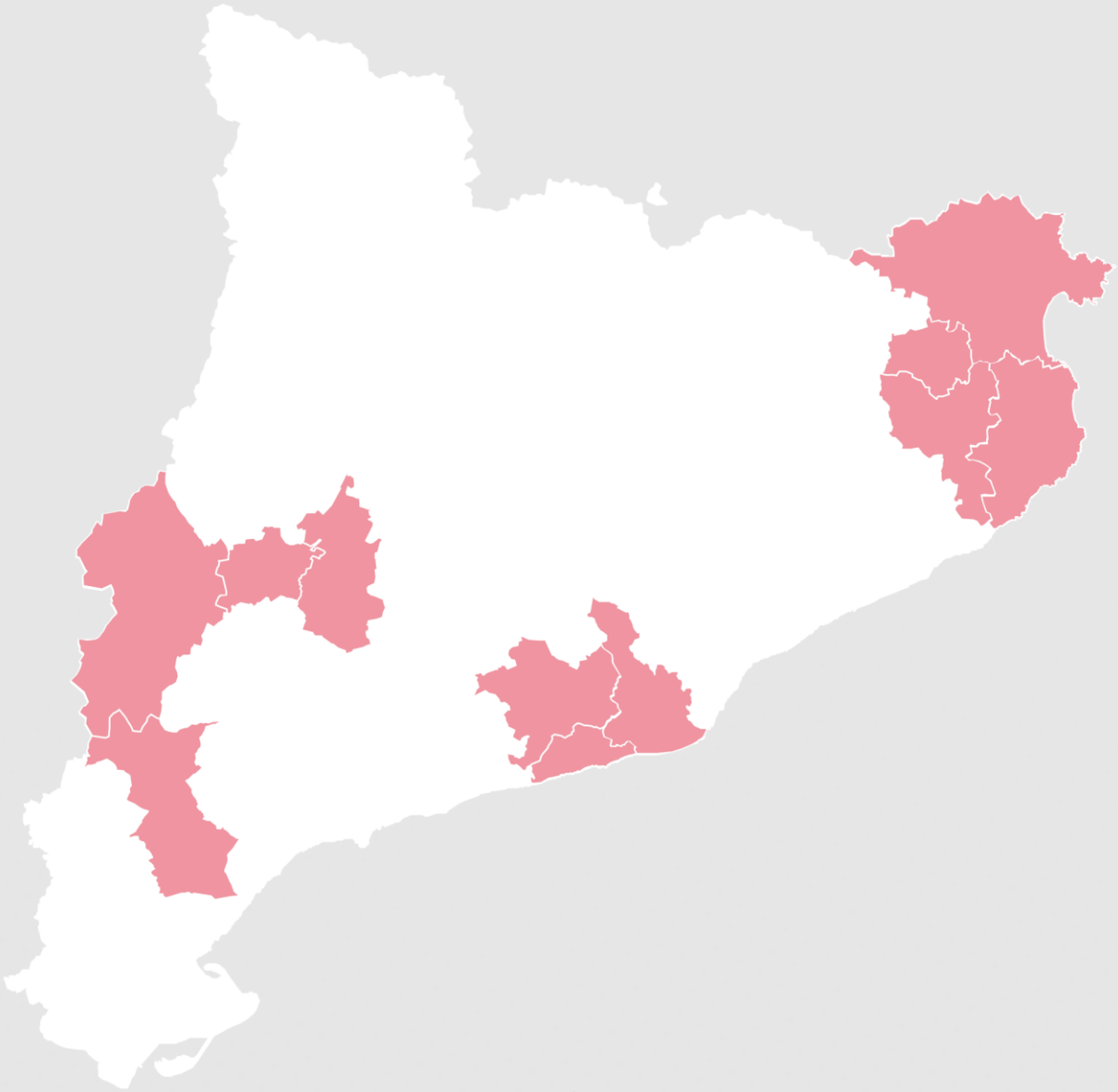
EXAMPLES

Camins de vida 2025.
5 de juliol - 15 d’octubre. Monestir de Poblet

THE COLOURS OF FRUIT

- January
- February
- March
- April
- May
- June
- **July**
- August
- September
- October
- November
- December



THE COLOURS OF FRUIT

EXAMPLES

- January
- February
- March
- April
- May
- June
- **July**
- August
- September
- October
- November
- December

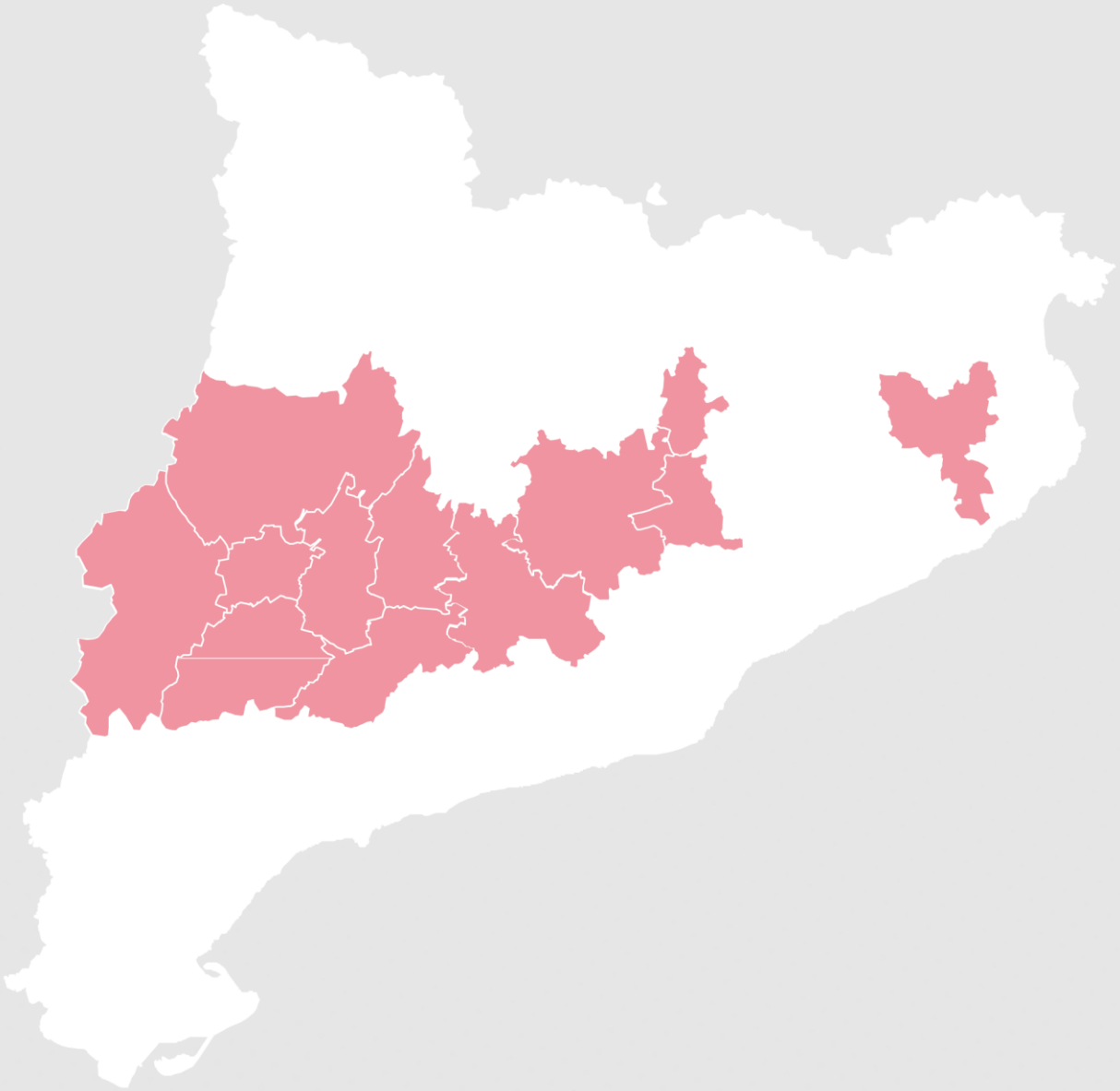
Jornades de la poma amb Gastrosàvies.
20 de juliol. Ajuntament de Barbens i Consell Comarcal del Pla d'Urgell

Gastrofruit dolç Flix 25.
6 i 7 de juliol. Flix

Fruita baix. Vistes a Pagès & Còctels als restaurants Sabors de l'Horta del Baix Llobregat
1 de juliol - 15 de juliol. Baix Llobregat

GOLDEN SPIKE LANDSCAPES

- January
- February
- March
- April
- May
- June
- July
- **August**
- September
- October
- November
- December



GOLDEN SPIKE LANDSCAPES

- January
- February
- March
- April
- May
- June
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- **August**
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- October
- November
- December

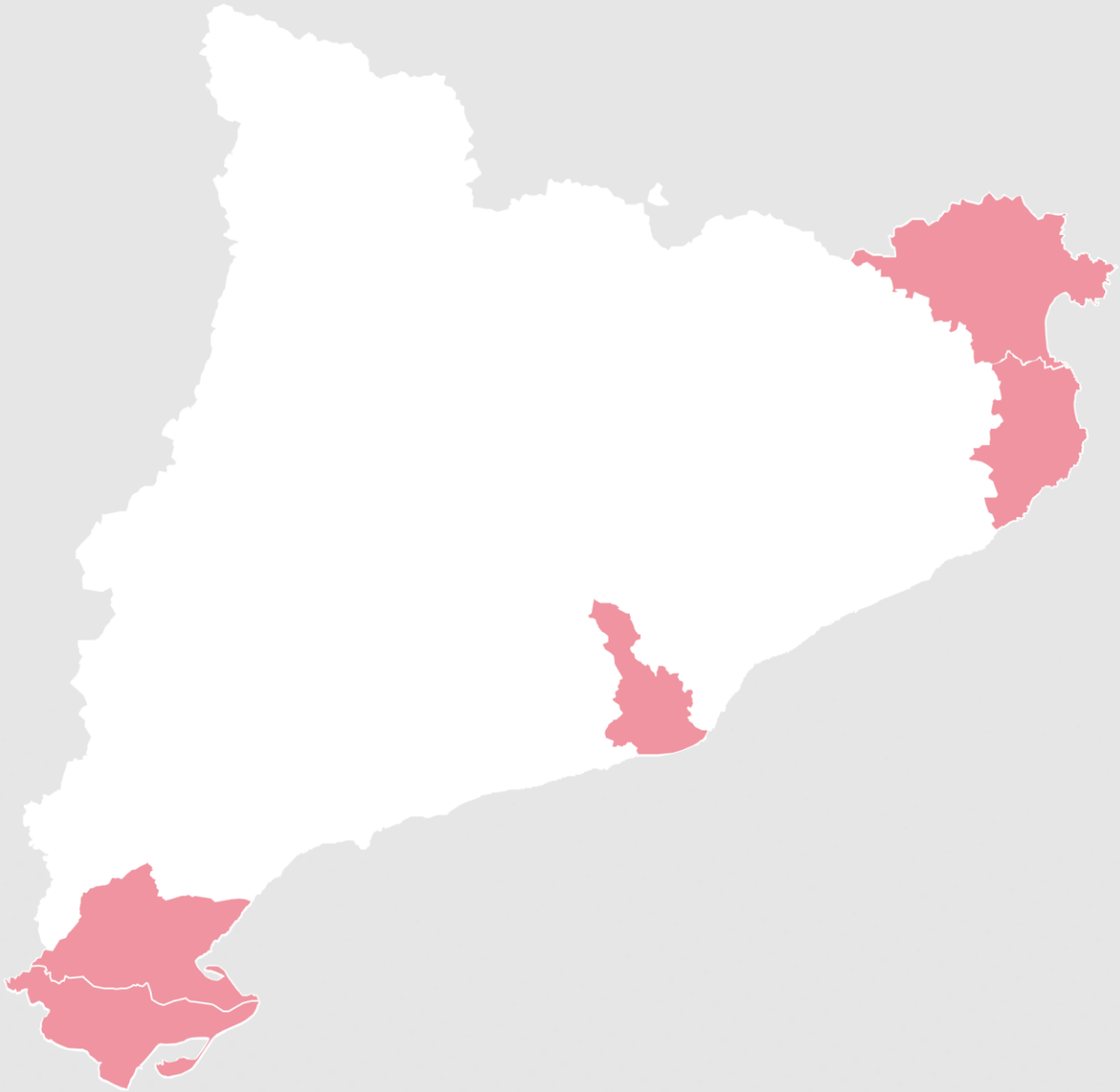
EXAMPLES

La taula dels artistes d'agost - El pa tradicional i les havaneres.
2 d'agost. Sant Feliu de Guíxols

Lliga del porc i la forquilla.
Semifinals Demarcació Lleida
10 d'agost. Torrelameu

DELTA PLAINS

- January
- February
- March
- April
- May
- June
- July
- August
- **September**
- October
- November
- December



DELTA PLAINS

EXAMPLES

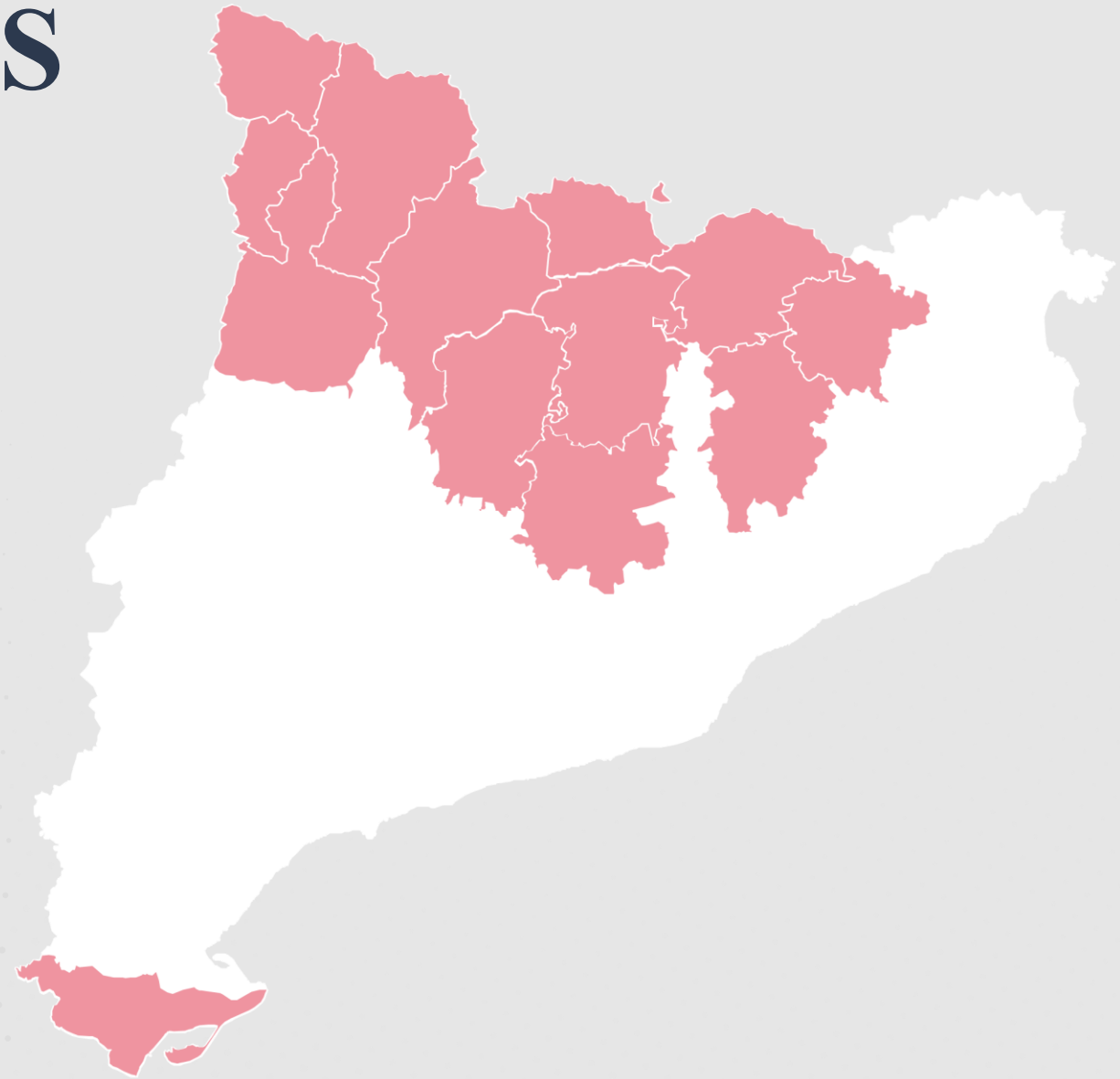
- Jauary
- February
- March
- April
- May
- June
- July
- August
- **September**
- October
- November
- December

MOS Lleida (Fira de Sant Miquel).
27 - 29 de setembre. Lleida

Festa de la Sega de l'Arròs 2025.
7 de setembre. La Ràpita

UNIQUE FORESTS AND MOUNTAIN RIVERS

- January
- February
- March
- April
- May
- June
- July
- August
- September
- **October**
- November
- December



OLIVE GROVE LANDSCAPES

January
February
March
April
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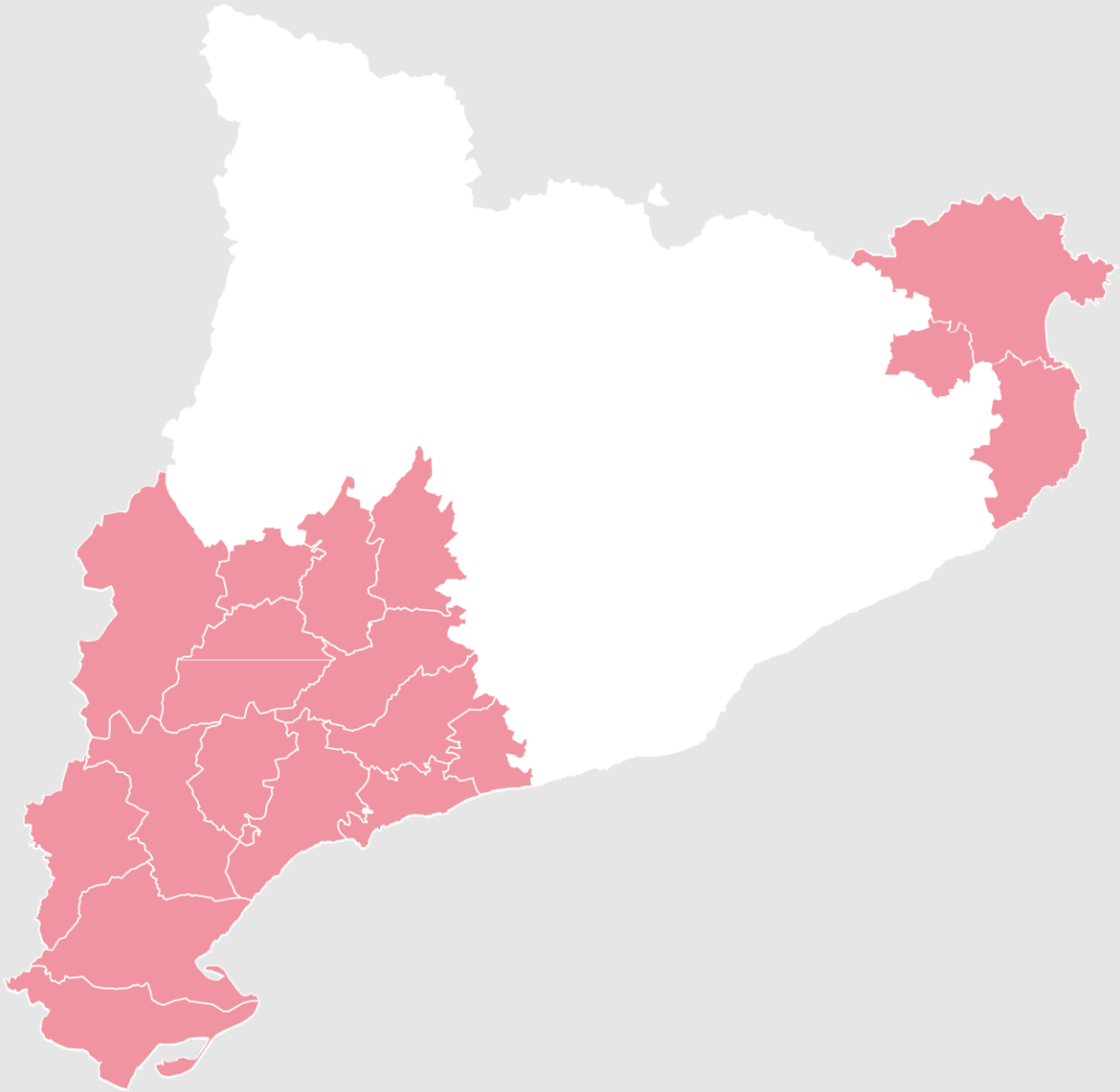
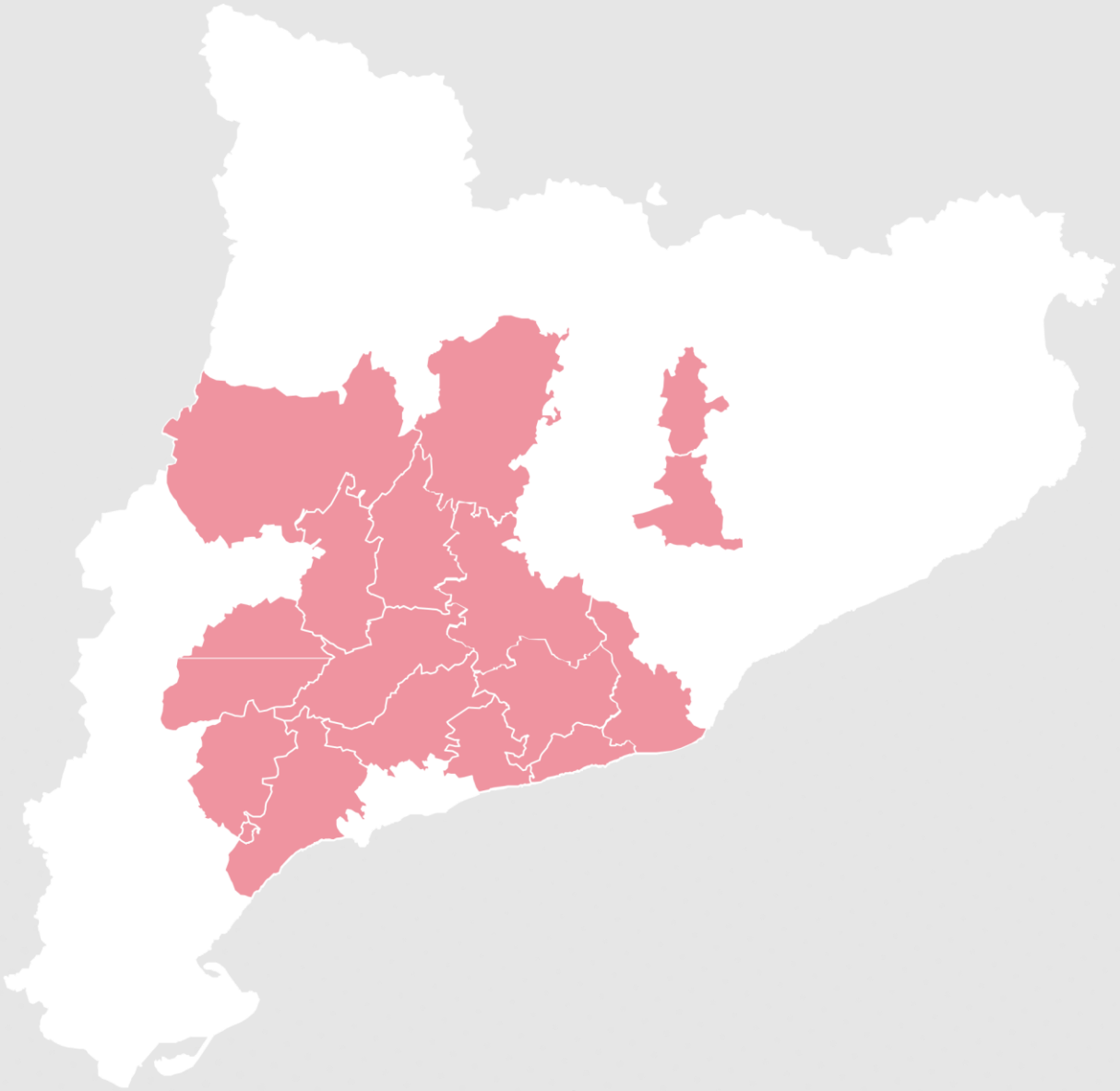
June
July
August
September
October
November
December



RESILENT AGRICULTURE AND CALM PLAINS

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- **December**



HEROES OF THE PANTRY- Traditional Catalan Food Heritage Products

Objective

To foster a sense of pride and self-esteem among Catalans regarding our gastronomic culture and food system.

Description

Project designed to encourage the productive sectors of essential and primary Catalan gastronomic products to develop joint promotion and valorisation projects

The initiative will include a grant line to support the projects.

- Cheese and dairy
- Honey
- Olive oil
- Meat products: rabbit, poultry, pork, beef, lamb, goat, foal, hunt
- Calçots
- Chocolate
- Seafood: fish, shellfish, crustaceans, molluscs
- Artisan products
- Fresh fruit
- Dried fruit
- Rice
- Truffle
- Snails
- Traditional Liqueurs
- Vegetables
- Citrus
- Eggs
- Wine
- Nougat

Responsable: Secretaria Alimentació

Generalitat de Catalunya

REGIÓ MUNDIAL DE LA GASTRONOMIA
CATALUNYA 2025

HEROES OF THE PANTRY- Traditional Catalan Food Heritage Products

HEROES OF THE PANTRY- Traditional Catalan Food Heritage Products

Product: Rice

Presentation La RUTA DE LA SEGA (The Harvest Route): 27 de maig

Consell Regulador DOP Arròs del Delta de l'Ebre

Ajuntaments de: Amposta, Aldea, Ampolla, Camarles, Deltebre, La Ràpita, Sant Jaume d'Enveja

HEROES OF THE PANTRY- Traditional Catalan Food Heritage Products

fecic
FEDERACIÓN EMPRESARIAL DE CARNES E INDUSTRIAS CÁRNICAS

anafric
ASOCIACIÓN EMPRESARIAL CÁRNICA

asoprovac
CATALUNYA

fac
FEDERACIÓ AVÍCOLA CATALANA

ENOTOURISM DAY AT BARCELONA WINE WEEK

Objective

Organize and participate in wine-gastronomic events of international scope in Catalonia

Description

To highlight wine tourism in Catalonia through a day of debate and specific presentations on this topic within the framework of Barcelona Wine Week 2025. The program will be framed under the umbrella of Catalonia, World Region of Gastronomy 2025 and aims to be an initiative that highlights knowledge regarding this topic.

5 February 2025

Responsible: ACT

MEET FOODIES INFLUENCERS

Objective

Develop innovative and segmented marketing actions per buyer persona

Description

A large-scale event aimed at content creators, both national and international, to promote Catalonia as a leading destination in food and wine tourism. **40 multi-market prescribers** specialized in food and wine tourism are expected.

A day where the attributes of Catalonia as a food and wine region are explained and a second day of trips to different destinations in Catalonia with food and wine as the common thread.

24-28 March 2025

Responsible: ACT

GASTRONOMIC FICTION PRODUCTION WITH INTERNATIONAL REACH

Objective

To gain International recognition for Catalonia as a leading enogastronomic destination, highlighting its products, food excellence, and related tourists experiences.

Description

Catalonia will produce a high-quality **fiction series** showcasing its culinary and landscape richness both locally and internationally, featuring the renowned chef Ferran Adrià. The territory, the landscape, the product, the cuisine, the traditions, the related experiences... will be the protagonists of the production.

The production, by 3Cat, will be filmed in 2025 and released in the second quarter of 2026 on 3Cat and International platforms.

The Project also aims to extend its impact beyond the screen, participating In festivals and events worldwide alongside the Gastronomic sector.

Production 2025. Release 2026

Responsible: Secretaria Alimentació + ACT + 3CAT

LLADONOSA AWARDS. Give visibility to the Awards

Objective

Give visibility to new talents in the restaurant sector in Catalonia

Description

Boost for the awards to become the benchmark awards for Catalan talent linked to the tourism and hospitality sector. Recognitions aimed at students from tourism and hospitality schools in Catalonia. The year 2025 will be the 5th Edition and, commemorating the 700th anniversary of Sent Soví, medieval cuisine will be the protagonist.

This competition is organized by the City Council of Les Borges Blanques, the City Council of Reus and is sponsored by Hermanos Torres. On the occasion of CRMG25, the 2025 final will be in Barcelona.

May 2025

Responsible: Secretaria Alimentació

ADVERTISING CAMPAING

Objective

To gain International recognition for Catalonia as a leading enogastronomic destination and to foster pride and self-esteem among Catalans about their food culture and food system.

Description

The advertising campaign for Catalonia, World Region of Gastronomy 2025 was launched on 30 June 2025, targeting the general public.

https://www.catalunya.com/ca/catalunya-la-millor-cuina-del-mon

Kick off 30 June 2025

Responsable: ACT

ADVERTISING PUBLICITY

Responsible: ACT

PLATFORM MEETING IGCAT & 1st WORLD GASTRONOMY SUMMIT

Objective

Exchange experiences between regions members of the IGCAT platform (International Institute of Gastronomy, Culture, Arts and Tourism).

Description

Meeting of regions that are, have been or are candidates to be European Regions of Gastronomy or World Regions of Gastronomy and are part of the IGCAT platform. Visits to the territory are organized to publicize good practices of the host region, which next year will be Catalonia.

24-27 September 2025

Responsible: Secretaria alimentació + ACT

Generalitat de Catalunya

REGIÓ MUNDIAL DE LA GASTRONOMIA
CATALUNYA 2025

PLATFORM MEETING IGCAT & 1st WORLD GASTRONOMY SUMMIT

Celler Abadal

Soler de n'Hug

Responsible: Secretaria alimentació + ACT

PLATFORM MEETING IGCAT & 1st WORLD GASTRONOMY SUMMIT

1st World Gastronomy Summit

Responsible: Secretaria alimentació + ACT

FOOD FILM MENU 2024 & 2025

Objective

Recognizing and highlighting audiovisual content linked to IGCAT member regions

Description

Competition of audiovisual projects linked to gastronomy presented by the regions belonging to IGCAT. It will be held in Catalonia in 2024 and 2025.

In 2024, the Gala was on **September 19 in Tortosa** and in addition to organizing the award ceremony and dinner, a gastronomic activity was organized in Horta de Sant Joan to promote “la clotxa”, as a typical dish of Terres de l’Ebre, and the EVOO from the Terra Alta area.

In 2025 it was on **September 26th in Barcelona.**

2024 and 2025

Responsable: Secretaria alimentació + ACT

FOOD FILM MENU 2024 I 2025

Responsible: Secretaria alimentació + ACT

MONDIACULT 2025 BARCELONA

Objective

Obtain outstanding recognition worldwide as a gastronomic destination, for our products and the excellence of our food system

Description

UNESCO World Conference on Cultural Policies and Sustainable Development. It is attended by ministers and government representatives from practically every country in the world with a participation of more than 3,000 people.

It is an extraordinary opportunity to explain that Catalonia is a country of food excellence. Work is underway to include a secondary event within the framework of the event.

29th september-1st october

Responsable: Secretaria Alimentació + Dept. Cultura + DG Acció Exterior + DGT/ACT

Generalitat de Catalunya

REGIÓ MUNDIAL DE LA GASTRONOMIA
CATALUNYA 2025

MONDIACULT 2025 BARCELONA

29th september-1st october

Responsable: Secretaria Alimentació + Dept. Cultura + DG Acció Exterior + DGT/ACT

10th EDITION OF BENVINGUTS A PAGÈS – “The Party”

Objective

To reconnect the rural and urban worlds

Description

The tenth edition of “Benvinguts a pagès”. In 2025, coinciding with Catalonia's title of World Region of Gastronomy and its 10th edition, Benvinguts a Pagès will organize a special edition.

During 2025, the strategy to be followed by BaP is being worked on, through all year.

4-5 October 2025

Responsible: Secretaria Alimentació + ACT

10th EDITION OF BENVINGUTS A PAGÈS – “The Party”

Responsible: Secretaria Alimentació + ACT

EUROPEAN YOUNG CHEF AWARD

Objective

Organize and participate in gastronomic events of international scope in Catalonia and network among IGCAT members.

Descripció

The event is a **competition organized every year and promoted by IGCAT in collaboration with the hospitality schools of the Gastronomy Regions** and where the finalists of regional competitions from all over Europe compete, judged by star chefs and international experts.

In 2025 Catalonia will be the host of the competition and it will be held at the Sant Pol de Mar school by pre-agreement with IGCAT and the final gala in Pedralbes.
10 regions will be received and the entire production of the event will be organized.

24-27 November 2025

Responsible: Secretaria alimentació + ACT

CATALAN CUISINE BRAND

Objective

To highlight Catalan cuisine as a key element of differentiation and positioning of Catalonia as a gastronomic region.

Description

Guarantee the continuity of Catalan cuisine in restaurants in Catalonia through a quality seal plus a network of different producers, farmers, restaurateurs, pastry chefs and gourmet establishments that guarantee its preservation.

2025

Responsible: Secretaria Alimentació

PARTICIPATION IN MAIN INTERNATIONAL FAIRS IN THE AGRI-FOOD SECTOR

Objective

Obtain outstanding recognition worldwide as a gastronomic region.

Description

Incorporation of the CRMG25 image in international and national fairs and planning to organize cooking and product presentations, tomato bread workshops, master classes on Catalan wines (options depending on audience orientation) in Catalonia spaces or show cooking areas of international fairs: Sial 2024, Barcelona Wine Week 2025, Seafood 2025, Prowein 2025, Anuga 2025, Saudi Food Show 2025.

2024 - 2025

Responsible: Secretaria Alimentació

CATALONIA PLATE WORLD REGION OF GASTRONOMY

Objective

Involvement and promotion of restoration.

Description

CATALANS' FAVORITE DISH Project.
The establishments will be identified with a vinyl and will be published and disseminated on the participants' networks.

Responsible: Secretaria alimentació + ACT

REGIÓ MUNDIAL DE LA GASTRONOMIA
CATALUNYA 2025

Generalitat de Catalunya

El Govern de tothom

SOM GASTRO~ NOMIA

CATALUNYA,
REGIÓ MUNDIAL DE LA GASTRONOMIA 2025

https://somgastronomia.cat/

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