The Office of Tourism of the Consell de Formentera reports that between 23 and 25 January, five local restaurants and six hometown producers will take part in Madrid Fusión, a gastronomic convention at the Ifema fairgrounds in Madrid. Alejandra Ferer, vice president and tourism councillor, will attend the fair and applauded the participation of the island's restaurateurs, growers and producers.

"Gastronomy has become a tourist attraction, and local restaurant owners and producers alike have gone full-speed ahead with quality products faithful to their origins whilst delivering new sensations tuned to the imperatives of our times. Crowds at Madrid Fusión will experience this first hand as yet another of our island's draws", said Vice President Ferrer.

Formentera will have a six-meter stand offering information on the island and a special focus on gastronomy, including the book "Sabors de Formentera". Visitors to the stand will also find details on "From Formentera with loads of flavour", a campaign to elevate and promote local produce, as well as the Formentera Slow Food map, which pinpoints growers and distributors of made-on-Formentera products. There will also be a section where videos are shown, as well as tables and chairs for interviews with travel agents and members of the press.

Cooking demonstrations and product tastings

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.

20 January 2023
Communications Office
Consell de Formentera