



TASTE PORTUGAL

LONDON 2014/15

THE FLAVOUR OF PORTUGAL

AS THE VERY SOUTHWESTERLY tip of Europe, forming the western end of the Iberian Peninsula, Portugal is blessed by its unique location and enjoys a varied geography comprising woodlands, mountains, almost desert-like areas in the south, and, of course, some 943km of stunning coastline, alternating between rough cliffs and fine sandy beaches. The southernmost region of the Algarve is beloved by tourists, as are the archipelagoes of the Azores and Madeira, tranquilly floating in the Atlantic Ocean.

Each region of Portugal has its own traditional culinary specialties, including various kinds of meat, seafood, fresh fish, dried and salted cod (bacalhau), and the famous Cozido à Portuguesa (a Portuguese

stew). The soft cheese, Queijo Serra da Estrela, from the mountainous region of the same name, boasts a recipe more than 2000 years old.

Known since Roman times as a country of wine lovers and winemakers, today many Portuguese wines are known across the globe: Port, Madeira and Moscatel being just a few.

Now the delights of these varied and sumptuous Portuguese food and wine traditions can be enjoyed in London in 2014 and 2015, with a massive round of culinary events, involving some of the most exciting internationally recognised Michelin-starred chefs, in locations spanning the capital and beyond.

A PROMISE OF SUMMER

Sumptuous epicurean delights, curious traditions and modern day multiculturalism come together as TASTE PORTUGAL launches its culinary celebrations in London.



From classic to cutting edge cuisine – TASTE PORTUGAL will present Portuguese culinary specialties, both old and new

London, as well as being the world's most-visited city, is officially culinary capital of the world. Last year alone, 16 British restaurants were honoured with their first Michelin star, and almost half of them are based in the capital. Indeed, with a wealth of multiculturalism, alongside a solid gastronomic tradition of its own, London has become the city of choice for some of the world's finest chefs, including some of Portugal's biggest stars. High-end haute cuisine restaurants stand alongside gastropubs specialising in fresh, seasonal, and authentic British fare. Curries, sushi, tapas, smörgåsbord – nothing cannot be found. London was therefore the natural choice for TASTE PORTUGAL, a project organised by the Portuguese Board of Tourism (Turismo de Portugal), to take place.

Trendy, vibrant, and eclectic destinations proffer the epicure's dream platters. Whilst most are acquainted with London's oldest food fair, Borough Market, and Portobello Road has long been known as one of the funkiest street markets in town, fewer, perhaps, are aware of the gastronomic renaissance currently underway in Marylebone Village, or the Turkish meze available up north in Green Lanes, not to

'EACH EVENT WILL BE GIVEN A CLASSIC PORTUGUESE TWIST, BRINGING AN ATLANTIC SPLASH TO ENGLAND'S SHORES'

mention the Portuguese delights in up-and-coming VoHo.

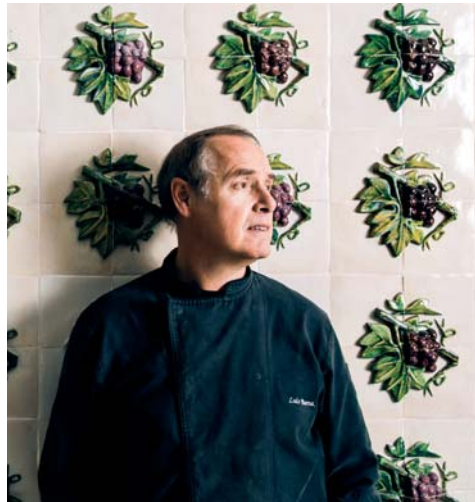
The arms of the British capital are therefore wide open to welcome the very best Iberian chefs as part of this cultural exchange to promote Portuguese cuisine in the UK. A range of activities for each nation's top chefs to showcase and enjoy each other's tastes

and talents will strengthen the burgeoning touristic and gastronomic links. With a series of dinner events bringing out the very best of Portuguese *haute cuisine*, with fresh fish, seafood, and wine aplenty, the venues have been carefully selected

to marry the pinnacles of British and Portuguese culture and tradition and make guests wonder why it has not been done before.

Alongside the dinners, the TASTE PORTUGAL programme will include a series of workshops, activities and excursions providing a privileged insight into the charms of the host country, from its century-old traditions to its modern day multinational culture. Each event will be given a classic Portuguese twist, bringing an Atlantic splash to England's shores. The first event of its kind, TASTE PORTUGAL is the very essence of the fine art of food and travel.





Luís Baena



Dieter Koschina



José Avillez

CHEFS

Bringing together some of Portugal's premium chefs, in collaboration with celebrity chefs working in the UK, TASTE PORTUGAL creates an explosion of gastronomic excellence.



THROUGHOUT the TASTE PORTUGAL programme, some of the greatest masters of *haute cuisine*, from both Portugal and the UK, will meet in London to showcase their award-winning culinary prowess, each representing their own style and personality, at some of the most exclusive addresses in town.

Rising star **José Avillez** has been described as one of Portugal's top chefs, set to lead the new generation and bring prestige to Portuguese cuisine. Taking on the sophisticated and well-reputed place-to-be-seen Belcanto in Lisbon was both a risk and a challenge, but, having revamped it thoroughly, it earned him a Michelin star within its first new year.

Ricardo Costa, executive chef at the Yeatman Hotel, is likewise drawing in

considerable success, making him the only Michelin starred restaurant in Porto. Married with one daughter, Ricardo received the annual Chef of the Year award in 2009 from the Portuguese magazine *Wine*. Clearly he knows how to juggle his commitments.

For **Vitor Matos**, chef at Casa da Calçada, gastronomy is more than art, it is passion. His cuisine is based on four key pillars: influences and memories, the quality of the products, a sensory component, and techniques and technology. His work is driven by a constant search for perfection.

Austrian-born **Dieter Koschina** is the name behind Vila Joya, a two-Michelin-starred restaurant combining local produce from the Algarve with northern European cooking techniques. He works together with **Matteo Ferrantino**, who travelled around the globe honing his culinary technique in some



Ricardo Costa



Vitor Matos



Matteo Ferrantino

of the world's most prestigious restaurants. His idea of contemporary cooking is translated through taste, colour, presentation and precise processing.

Joining these trail-blazing Portuguese chefs will also be **Hans Neuner** from Ocean, **Benoît Sinthon** from Il Gallo d'Oro and **Miguel Laffan** from L'AND Vineyards.

Two further Portuguese superchefs will also be involved in the TASTE PORTUGAL programme, namely **Luís Baena**, now running the Notting Hill Kitchen, and **Nuno Mendes**, recently appointed at the Chiltern Firehouse, both in London.

Baena grew up in a large family, where mealtimes were a focal point. With his grandmother the daughter of the Spanish ambassador, he acquired, from a young age,



Phil Howard



Brett Graham



Nigel Haworth

'MANY OF THE GREATEST MASTERS OF HAUTE CUISINE, FROM BOTH PORTUGAL AND THE UK, WILL MEET IN LONDON TO SHOWCASE THEIR AWARD-WINNING CULINARY PROWESS'

a taste for fusion cuisine. It is not surprising then, that his successful culinary career is marked with a personal stamp, not only of sumptuous new signature dishes, but also reinterpretations of many traditional recipes.

A latecomer to cooking, Mendes studied marine biology at home in Portugal before enrolling in the California Culinary Academy in San Francisco aged 23. Mendes is a pioneer in gastronomy who has explored the globe in search of unique ingredients, innovative techniques and first-hand experience on local farms (as well as the must-be-mentioned month-and-a-half stint at El Bulli).

Alongside them, six further UK-based chefs will be adding to the star-studded programme, including **Brett Graham** from the Ledbury, **Phil Howard** from the Square, **Nigel Haworth** and **Lisa Allen** from Northcote, **Simon Rogan** from L'Enclume and **Theo Randall** from the eponymous restaurant at the Intercontinental, Hyde Park. All in all, a roll call of exceptional chefs for a programme that is nothing short of outstanding.



London: a city where tradition and modernity stand hand in hand

VENUES

To honour Portugal’s culinary prestige, only the most exclusive British restaurants will do. Fortunately, London has its fair share of fine and cutting edge establishments keen to play their part.



FROM MODERN daring to traditional elegance and style, London is home to some of the world's most famous culinary venues, whose ambience and overall standards of gastronomy are second to none. Several of the city's most eminent establishments will host exclusive events as part of the TASTE PORTUGAL 2014/15 programme.

Located in central Portobello, the **Ledbury** boasts a proud two Michelin stars and offers a Modern French menu with hints of Pacific and British. Antipodean head chef Brett Graham has a down-to-earth attitude and isn't afraid to play. His menu is bold and complex and the seven course tasting option to be recommended. The décor is equally classy: all dark wood with cream leather chairs and thick linen cloths.

Likewise commanding two Michelin stars, the **Square** in Mayfair has been under the direction of chef and co-owner Phil Howard since its opening in 1991. While his style of cooking has progressed in tandem with the number of awards and accolades he has received, the Square's fundamental ethos of working with seasonal ingredients of unsurpassable quality, brought together in a harmonious, elegant, yet satisfying manner, has remained constant.

‘LONDON IS HOME TO SOME OF THE WORLD'S MOST FAMOUS CULINARY VENUES’

The newly opened **Chiltern Firehouse** in Marylebone has already been wreathed with laurels, not least in being described as ‘hotter than the surface of the Sun’ by critic Tom Parker-Bowles. With executive chef Nuno Mendes conjuring up a simple but stylish fare, and the open kitchen and artfully placed mirrors radically transforming the Gothic building, this venue offers an all round experience not to be missed.

Located just next to London’s famous Portobello Road, in an old character property with multiple rooms, the **Notting Hill Kitchen** builds its menus around three core principles: a huge variety of fresh and seasonal Atlantic fish; traditional black pig from Alentejo; and good quality, often little known, Iberian wines. Branding itself Spanish-Portuguese fusion, influences also abound from Gallic cuisine, but with first courses designed to be shared, executive chef Luis Baena’s childhood memories of convivial familial mealtimes are brought back to life wholeheartedly.

Finally, Theo Randall at the **Intercontinental**, Hyde Park, offers up Italian cuisine in rustic style. Since its launch in 2006, the restaurant has won numerous awards and therefore completes the quintet of lavish and luxurious culinary venues.



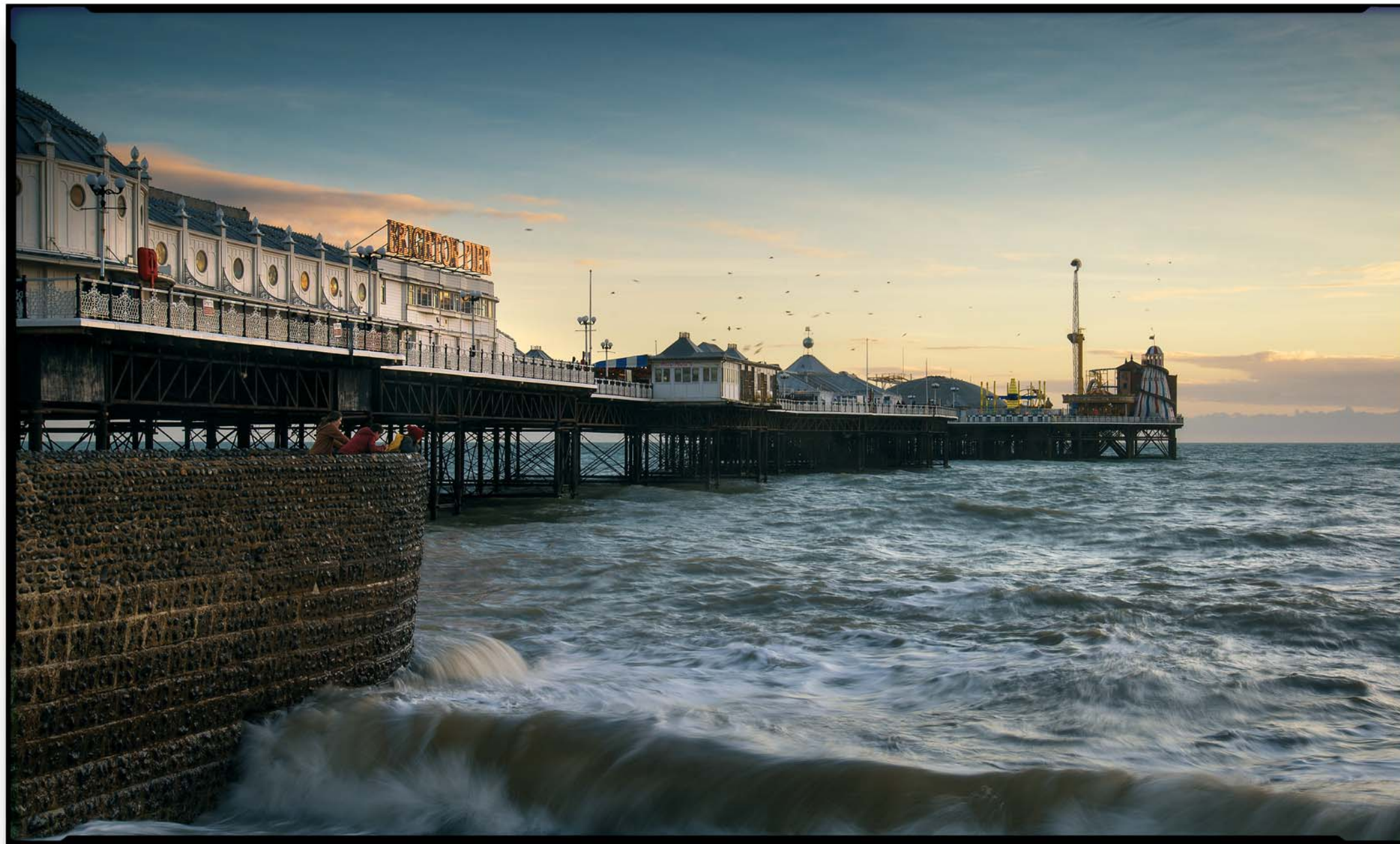
The Ledbury, Notting Hill



Intercontinental, Hyde Park



The Square, Mayfair



SPECIAL EVENTS



TASTE PORTUGAL's programme cleverly combines each country's cultural and culinary capstones: hunting, fishing, fresh food and wine tastings, and an Iberian-style BBQ on Brighton beach.

Bringing together the highlights of Portuguese cuisine and British tradition, TASTE PORTUGAL's unique programme of special activities and excursions leaves no stone unturned.



TRUE TO ITS philosophy founded on the fine art of food and travel, alongside the exceptional dinners, the TASTE PORTUGAL programme will be filled with special activities and excursions offering a unique opportunity to bring some longstanding British traditions together with mouthwatering contemporary Portuguese cuisine.

Aimed at guests, chefs and members of the press, each activity has been carefully put together to bring out the best of each culture. From the royal tradition of hunting, to a more relaxed fishing expedition, typical English pastimes will be enjoyed. A nostalgic day at the seaside will be combined with an Iberian

style beach BBQ, and for those wishing to stay closer to base, an inner city safari will uncover the feisty, fresh flavours that the capital's street-food subculture has to offer. As if that weren't enough, dégustations, tapas workshops and cooking demonstrations will offer a rare opportunity to experience the very best of Portuguese cuisine, fresh and live, here in London.

Hunting and shooting have long been a staunch part of British rural culture, typically royal sports, enjoyed by the kings and queens on their country estates. Although hunting with hounds in the traditional manner is now illegal, game shooting continues. We propose to invite participants to enjoy the thrill of bringing in their own dinner (albeit inedible

clay pigeons, in this instance), before being rewarded by a regal feast, Portuguese style. Another popular British pastime is fishing – what better way to enjoy the peace and quiet of a Sunday afternoon than to sit silently on the riverbank, and, at the end of it, to proudly carry home your catch? It's a shame then, that, traditionally served in batter, fresh fish can be somewhat underappreciated in British cuisine. Cue our Portuguese chefs! Coming from a culture where it is claimed there are more than 365 ways to cook cod – one for every day of the year – they are bound to shake things up a little.

Portugal is a seafaring nation, and Britain an island, known for its love of seaside vacations. What better way to bring out the

best of each culture than to take a daytrip to the coast, and, instead of unpacking a picnic basket full of sandy sandwiches and hardboiled eggs, being invited to help prepare a freshly grilled lunch of Atlantic seafood delights?

For those keen to stay closer to base, there will still be plenty on offer: dégustation dinners with coordinated wine menus, tastings of top quality Portuguese food and wine products, cooking demonstrations by superstar chefs, and workshops with finger-food and tapas. And last but not least, we invite you to transport your taste buds around the world at some of London's best informal eateries.

'THE TASTE PORTUGAL PROGRAMME WILL BE FILLED WITH SPECIAL ACTIVITIES AND EXCURSIONS'

Originally initiated to bring hot food to the hungry workforces in poorer areas of the city, finishing their shifts long after shops and restaurants had shut, London's street-food scene has burgeoned over the past few years, with vendors popping up all over town. The days of greasy sausages and floury baps are gone: now the vans and stalls are manned by avid foodies who know what they're about.

Participants of TASTE PORTUGAL's exciting programme will certainly know what they're about by the end of the festival too.

COMMUNICATION

TASTE PORTUGAL: LONDON 2014/15 offers an exclusive insight into London and the UK, while also promoting the delights of Portuguese culinary culture and tradition

TASTE PORTUGAL will be promoted extensively across all media platforms.



TASTE PORTUGAL LONDON 2014/15 will have its own magazine, website and active social media presence

AN EVENT OF this calibre and of such a unique nature is guaranteed to receive excellent coverage from the press – locally, nationally and internationally – as well as attention from several of the world's leading food publications.

As well as this, TASTE PORTUGAL 2014/15 will boast a detailed website covering all aspects of the festival, including news, special insights and all the essential information throughout the programme. This comprehensive platform will provide an exclusive insight into London and the UK, while also promoting the delights of Portuguese culinary culture and tradition, and the uniqueness of this innovative programme, which brings the two together.

Through carefully selected social media, the TASTE PORTUGAL team will post all the

highlights and important updates for the online community, allowing readers, regardless of their location, to participate in the numerous events taking place.

Several publications entirely dedicated to TASTE PORTUGAL 2014/15 will also be produced, featuring interviews with the master chefs, inside stories and general

'EACH PUBLICATION WILL ALSO SERVE AS A VITAL OUTLET FOR SPONSORS AND PARTNERS'

articles on all aspects of this pioneering programme of cultural exchange. To be distributed in the UK and Portugal, each publication will also serve as a vital outlet for sponsors, who will have the opportunity to promote and market their products

and services throughout this series of exceptional events. Also creating exclusive programmes and advertisements, the TASTE PORTUGAL team will produce a series of promotional and informative videos, capturing the dinners and events, for the festival's website, as well as for general use.







For more information please contact Justin Ultee/TASTE PORTUGAL: LONDON 2014/15
Tel: +351 911 903 838 email: justin@tplondon2014-15.com

TASTE PORTUGAL: London 2014/15 is organised by Turismo de Portugal

Visitportugal is the official website for Portugal as a tourist destination, and is developed by **Turismo de Portugal, I.P.**, the national tourist board.

Forming an integral part of the Ministry of Economy, **Turismo de Portugal, I.P.**, is responsible for the promotion, development and sustainability of tourist activity. It thus unites in one single body all the institutional powers relating to the development of tourism, in all areas ranging from supply to demand.