



MORE THAN A *PASSING TREND*



In recent times, gastronomy has become a full-fledged global phenomenon. TV shows with massive audiences, world-renowned chefs who are treated like rock stars wherever they go, long waiting lists for those wishing to dine at the best restaurants in the world, technological innovations worthy of the most advanced laboratories, etc.

In short, it's a real boom. But, as always, there are real people behind this phenomenon. And, in this case, real geniuses. Joan, Josep and Jordi Roca have always realized that you can go much farther when you work together, and this has helped them blaze new cooking trails with their commitment to continuing to innovate while respecting their origins, territory and roots. They are El Celler de Can Roca, a three Michelin star restaurant recognized as the best in the world in 2013 and currently listed as number 2 in The World's 50 Best Restaurants Guide 2014.

Cooking Up a Tribute is their latest and most adventurous project... Bon appétit!



A ROAD (*COOKING*) MOVIE

Cooking Up a Tribute, produced by BBVA, is a behind-the-scenes documentary about a tour... but the journey taken by El Celler de Can Roca is unlike any other trip. It is a journey in which food and cuisine become an adventure that poses a challenge, a chance to exchange knowledge, learn even more, and discover the unimaginable. This is a generous way to prove that being number one is not what matters... because, what matters is not so much getting there as what you learn along the way.

This tour is an unprecedented experience, a never before seen milestone in gastronomic history. Over the course of five weeks during the summer of 2014, the tour visited six cities in four Latin American countries, preparing nearly 50,000 dishes for over 2,700 people. Up to 56 new and different dishes were adapted to Texan, Mexican, Colombian and Peruvian cuisine. Up to 200 ingredients and 29 different wines were used for each menu in each country.

But, there's more. Much more. Because this tour, subtitled "Haute Cuisine with Values", was, above all, a tour with a social mission. The Roca brothers provided training for over 7,000 hospitality students, 13 of whom were lucky enough to be offered training scholarships in Gerona, which

these promising young cooks are now enjoying in the kitchen of El Celler de Can Roca.

The best talents in each of the cities visited (Dallas and Houston in the US; Mexico City and Monterrey in Mexico; Bogota in Colombia and Lima in Peru) are now training in Gerona hand in hand with the world's best. The aim is to promote local talents and help these promising young chefs realize their dreams and become famous in their cuisines of origin. Following this internship at El Celler de Can Roca, the chefs will go back to their native countries where, with BBVA's support, they will have a chance to set up their own projects and restaurants. The restaurant receives over 400 applications a year from aspiring interns, so, joining El Celler de Can Roca team for a few months is truly the best possible prize for these young chefs.

The documentary and the tour were born of the firm conviction that cooking and gastronomy can become a motor for social and economic development. With this strong emphasis on the social implications and the common principles of commitment, responsibility and a global vision, the Roca brothers have sourced the best ingredients from each region, finding the small local producers who continue to make them possible.

In this sense, this road-cooking movie, is also an ensemble film with the Roca brothers are featured alongside a cast of co-stars: each and every one of the enthusiastic producers, young culinary and hospitality students, the cooks and the farmers to which the film pays tribute. A tribute to their cuisines and their pantries, which travelled to old Europe enriching our recipes centuries ago and to which we now pay tribute hand in hand with one of today's best restaurants. "Above all, it is a tribute to America and its contributions to world cuisine," affirms Joan, the Roca's elder brother and chef of El Celler.

This is the first time diners in these countries have had the chance to enjoy a gastronomic experience with the best cuisine in the world without having to cross the Atlantic. And, it's also the first time the Roca brothers have tackled a project of such global scale.

The tour also reached other continents; Joan Roca presented this adventure at the World Economic Forum in Dubai, which welcomed him as one of the guests at the biggest annual gathering of world experts; and in Geneva, where he offered a gala dinner commemorating the UN's Human Rights Day and shared the gastronomic milestone "The BBVA Cooking Tour Experience" with those attending.

“COOKING UP A TRIBUTE”, *THE FILM*



In their ongoing quest to innovate and being well aware of the need to open their kitchen up to the world, the Roca brothers, co-owners of one of the best restaurants in the world, made an unprecedented decision: they would close the restaurant for five weeks and take it on the road.

Their challenge was to tour six cities in four different countries with the entire kitchen and dining room staff and design 57 new dishes in order to pay tribute to local food traditions and ingredients, offering their own reinterpretations of these local cuisines while searching for the perfect combination.

While Josep, head waiter and sommelier, travels to Mexico, Colombia and Peru looking for answers that will help him understand the keys to translating the restaurant's gastronomic discourse into each country's culinary culture, Joan and Jordi work with El Celler's team in Gerona to design the dishes featured in the tribute menus.

Cooking Up a Tribute is a simple and direct immersion into the six-months of preparation and execution that went into this project in which each and every aspect of a dining experience as unique as that offered by El Celler was revised and adapted. From the creative strategies to the travel logistics and adapting each of the spaces.

Narrating this journey also serves as a way to promote the strengths Latin American cuisines and their contributions not only to global food culture, but also in terms of constructing an identity that goes way beyond food and is a real tool for social change.

But, above all, Cooking Up a Tribute is a ensemble film with Joan, Josep and Jordi as the central pieces of a puzzle in which the collective efforts of an exceptional team is combined with the generosity and support of friends and colleagues in each of the countries visited on the tour.

JOAN

Chef at El Celler de Can Roca

“For us, this adventure has meant hoisting our restaurant’s anchor for the first time, setting off to Latin America and anchoring our dreams in bona-fide gastronomic paradises, paradises that we have always admired. Because, although it was the global nature that conquered us, respect for indigenous products and for the value of all that is local and familiar was another non-negotiable requirement when we embarked on this adventure. We have learned a lot and we’ve learned it well, and now we’re applying what we learned to our own particular cuisine.

America revolutionized Europe’s pantry. Cooking lights the fire of understanding, and that’s what I saw in the excited look on my brother Pitu’s face when he got back from his prospecting trip to Mexico, Colombia and Peru when we were preparing for the tour.

For 5 weeks, we’ve had a real local experience and met a lot of talented people, talents we have now welcomed into our home in Gerona. Now, everyday, they’re eating with us side by side at our parents’ restaurant and learning new techniques in our kitchen, and they’ll have a chance to begin their own projects even more enriched, if possible, more local and more global.”

Joan, who was already recognized as Chef of the Year 200 by the Spanish Academy of Gastronomy, is the elder brother and chef and, as such, is in charge of cooking, head of this techno-emotional kitchen that combines research on modern techniques and novel applications with traditional dishes. Among Joan Roca’s most celebrated creations are his 10 menus for a concert (Galerada). These are 10 meals designed around 10 pieces of opera and classical music.

Sense, sensibility and intelligence define this 50-year-old creator who takes his kids to school on a bicycle and has his daily meals with his team at his parents restaurant, where his mother who is almost in her eighties still cooks up traditional Catalanian fare.

Joan has co-authored a book called “Sous-vide cuisine” that has been translated into French, English and Italian and has become a world-leading handbook on this cooking technique that respects the flavors and properties of ingredients. The book is considered fundamental for the new course and future evolution of cuisine. This author of numerous publications has an honorary doctorate from the University of Gerona, proposed by the Tourism Department.



JOSEP

Head Waiter and Sommelier



“This has been a challenge, a dare, an act of bravery, cloaked in responsibility and with a code of ethics. A chance to continue to learn, look for inspiration and get closer to our own training, which we can now share with so many hospitality students in the places we visit.

Logistics has been one of the most important challenges; we would arrive in each city when part of our team had already gotten a head start preparing things. We went with a wonderful team, our team. Their commitment to the project was key; they went along with use feeling really eager to have this experience. The wait staff connected the kitchen to the diners, seducing them so that the cooking would also seduce them. We’ve tried

to prove that Spanish cuisine, which has given the world so much to talk about, is capable of paying tribute to American gastronomy.”

Josep Roca is Sommelier (or wine waiter, as he defines himself) and Head Waiter at El Celler de Can Roca. According to critics and the specialized press, he has, “an almost infinite ability to associate dishes with wines, as infinite as the nuances of each dish.”

One of his theoretical recreations consists of eating a wine and drinking a meal. With his talent, wine transcends the dining room and becomes part of the kitchen and the dishes’ creation; the idea is to use wine as a starting point for the

process of creating a dish. With Josep, textured wine is part of the dish.

He doesn’t stop at that. He is constantly coming up with new formulas, including creatively combining two wines in a single glass. “Why not a wine cocktail?” he asserts. The pisco-fino is one of his latest creations, served for the first time in Lima during this tour.

As for the dining room, which Josep defines as, “a universe of emotional connections enriched by the feedback of proximity,” he believes the profession should be reinterpreted now that cuisine is experiencing a boom so that it may grow in consonance with the “white jackets”.

JORDI

The Best Pastry Chef in the World

“Over the last few years, we’ve received several proposals encouraging us to replicate El Celler de Can Roca in various different places around the globe. This interest, which we find very flattering, led us to reflect on the future. We’re convinced that, because of the way we conceptualize and experience the restaurant, it wouldn’t make sense to open Celler far away from Gerona. And that was precisely the challenge. With excitement, eagerness to learn, a lot of modesty and as a real professional and personal challenge, we’ve taken all our kitchen and dining room staff and moved continents. Latin America has a dream pantry of fruits, spices and, obviously, the best cocoa in the world, and it has been really inspiring, in fact we’ve found this inspiration in innumerable native products, such as corn, a fantastic ally in the world of sweets. Also, vanilla from Veracruz, which we were already very familiar with, cocoa from the Peruvian Amazon and from Mexico, exotic fruits from Colombia, in short, an abundance and pantry that is really quite a joy for us at the Lab. If there’s one thing this project has taught us it is that, in cooking, there are no geographical barriers, everything is possible if you dare, whether it harmonizes or creates a contrast.”

Having the best possible school in his own home and having imbibed the knowledge of his older brothers, Jordi has distinguished himself with his interpretations of sensory

exchanges in his desserts. Rather than smelling a dessert, he sets out to eat a fragrance. This gave birth to the dishes created based on the ingredients used in some of the best perfumes in the world, his famous adaptations of perfumes such as Eternity by Calvin Klein or Carolina Herrera, which later resulted in a series, inspired entirely by fragrances.

Eating a perfume. These dishes are based on a concept that is completely novel in cooking: capturing the volatile essence of a perfume by deciphering its formula and adapting it to an edible reality. “We wanted to be able to eat the smell, the adventure was a great incentive, we felt like Grenouille in Perfume, and we shared his fascination,” the younger Roca has been known to affirm.

Some of his latest co-creations were derived from reflections on smoke. Along this path, Jordi discovered Volcano, a vaporizer that uses air at a controlled temperature. A stream of hot air is applied in order to vaporize active ingredients and aromas in herbs, spices, plants, flowers, seeds and resins. This aromatized air is put in a bag so that it can later be poured on a product or dish.

In 2014, Jordi was named Best Pastry Chef by the UK’s Restaurant Magazine.



CAST & CREW

PRODUCTION COMPANY

CONTENTS AREA

FEATURING

JOAN, JOSEP & JORDI ROCA

DIRECTED BY

LUIS GONZÁLEZ
& ANDREA GÓMEZ

SCREENPLAY BY

LUIS GONZÁLEZ
& ANDREA GÓMEZ

IN COLLABORATION WITH

JAVIER GULLÓN
& JESÚS DE LA VEGA

PRODUCED BY

BBVA CONTENIDOS

EXECUTIVE PRODUCER

IGNACIO MOLINER
& MANUEL DE MORA
FIGUEROA

CINEMATOGRAPHY BY

JAIME REBATO
& FELIPE VARA DE REY

EDITED BY

NACHO RUIZ CAPILLAS

ORIGINAL SCORE BY

ESTEBAN TESTOLINI

in collaboration with

RAÚL ANDREU, MOVUS
& SOUNDTRACK



TOUR *DATES* 2014



U.S.A

HOUSTON
4-6 august

DALLAS
8-9 august

MÉXICO

MONTERREY
12-15 august

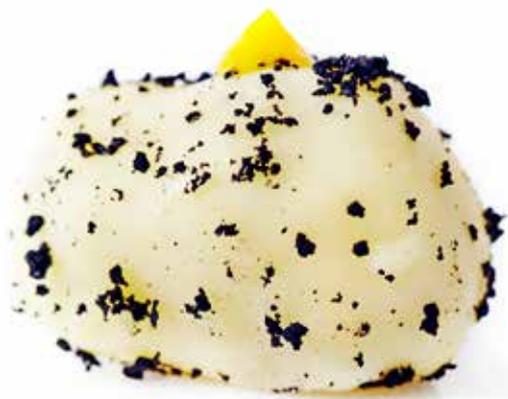
MEXICO DF
18-22 august

COLOMBIA

BOGOTÁ
26-29 august

PERÚ

LIMA
1-5 september



FILMOGRAPHIES

Andrea Gómez and Luis Gonzalez

are in charge of developing and producing audiovisual projects for BBVA's content agency, Contents Area.

Roca Brothers

"el somni" is a unique film promoted and produced by MEDIAPRO in collaboration with the Barcelona City Council that follows the creative process of more than 40 artists who took part in a dinner articulated around an opera in 12 dishes, which featured the Roca brothers' gastronomic creations and was directed by Franc Aleu, an outstanding innovator in contemporary opera, offering audiences the completely novel experience of a multi-format show.



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