

artevino Magazine

"Grupo Artevino" news magazine
Nº 8- SEPTEMBER 2013

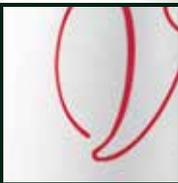
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Joachim Wissler, the perfectionist

Edited: Artevino Group

Editorial Office: Marketing Dept. Artevino Group

Design: Calcco Comunicación Visual

Printed by: Gráficas Lizarra (Navarra)

Photography: Víctor Hugo Antón

Sergio Aja

Eduardo M. Conde

Lluis Laso

Artevino Group.

Herrería Travesía II, 5.

01307 Villabuena de Álava (Álava)

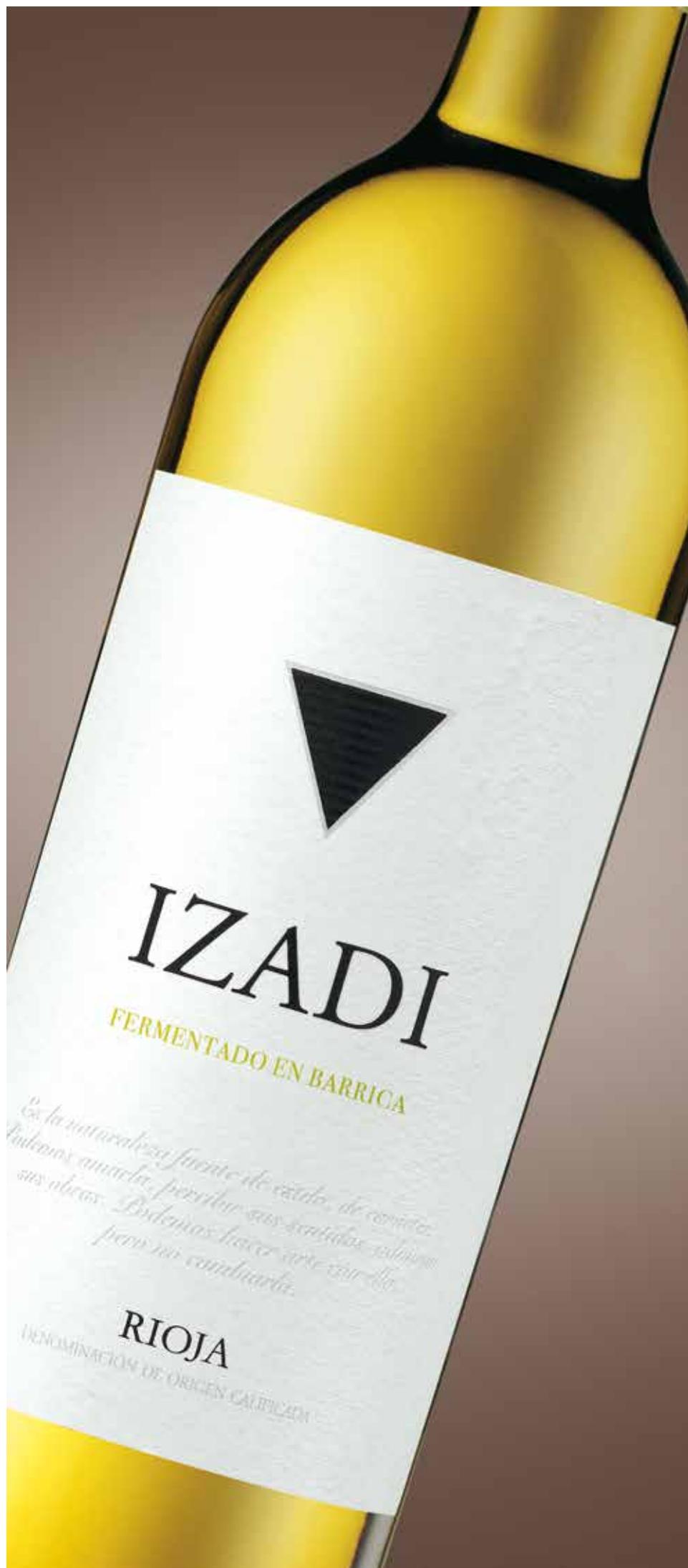
Tel.: +34 945 609 086 · Fax: +34 945 609 261

marketing@izadi.com

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Wine's new press

Lately there have been many forums in which the new communication channels in the wine-making industry have been discussed. Until a few years ago, specialist magazines, guides and the gastronomy sections of local and national newspapers were the voice of news related to one of Spain's most important mass consumed products.

Much as it has revolutionised our lives, the Internet has also marked a before and after in the way that consumers interrelate with wine-related information. Social network have now also joined the fray; something which has converted the network into an area for the debates and the relations between brands and consumers, specialists and novices.

Despite the reticence of the ultraconservative, new digital communication models have now firmly established themselves as one of the main shop windows for wineries and their products. Ultimately, these new means of communication have done nothing more than reproduce normal cohabitational methods. However, conversations that were previously private and conducted around a table, are now public, visible, expandable and copiable.

Under these premises, the communication revolution that is occurring in our society is positive, although obvious risks and failings exist. Therefore, the presence of specialist means such as qualified journalists and reputable, responsible journalistic entities that use selection criteria, continue to be vitally important when guiding and offering consumers a direct and reliable route to the information they seek.

The secret lies in how to blend the professional information of the journalistic sector with the freedom of expression that many other forums, blogs or social networks offer. Information and opinion must be complemented and monitored in this ever more global and interconnected world. It should guide consumers and provide them with alternative points of view, which, in turn, allow them to give their own opinion. Just one thing. The world of wine must not distance itself from this field. It has to know, understand and work on these new communication models in order to avoid being excluded from a changing future that is already here.

Club Artevino



arteimage. "Prunito" a small friend who visited Finca Villacreces. © Lluís Laso





Flor de Vetus Verdejo, on the Mi Vino guide's roll of honour.

With a score of 8.5/10, the Bodegas Vetus Verdejo is positioned as the second best Rueda of the Mi Vino daily Wine Guide, which classifies the best wines according to price. In only two years, Flor de Vetus Verdejo has become one of the most exclusive Spanish Verdejos, thanks to its personality and style.

Only one tenth behind Flor de Vetus Verdejo is José Pariente, one of the historic wines of the denomination, whose in-store price is two Euros greater. Thanks to a selection of plots in the most western area of the Rueda denominated region, Flor de Vetus achieves a more personal and long-lasting wine with greater acidity. This is due to a cooler climate and the altitude of its vineyards, which lie at around 900m above sea level.

The Mi Vino guide lauds the “mineral base” and “almost citric freshness” of Flor de Vetus Verdejo. It also mentions its clear “Segovian” personality, which is more austere and elegant than other wines from the Rueda region. “Good nerve and strength” are other tributes that the well-known Spanish publication dedicates to it.

This recognition goes alongside the award that Flor de Vetus Verdejo won as soon as it appeared on the market. In this case, it was awarded by the printing industry of Catalonia for the unique and amusing design of its label, which includes a thermochrome ink that changes colour when the wine is at a suitable drinking temperature.



Pruno 2011 triumphs in the media

The already prestigious and recognised Finca Villacreces wine was the most hotly-debated in the press during the first half of 2013, according to a report written by the consulting firm Castro Galiana. This study analyses the image of Spanish wines in the written press over the first months of the year and investigates the coverage that the media has given to different wine-making brands.

Pruno 2011 was launched in January 2013 and today is the second wine (the first Ribera de Duero) that has occupied most column inches in Spanish newspapers and magazines this year. In 2012, the pre-

vious season's 2010 wine became one of the most high-profile in the media, after Robert Parker considered it to be the best ever Spanish wine for under \$20 USD.

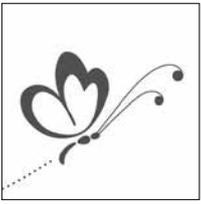
In this case, Pruno has awakened the interest of the main Spanish critics and publications, who have understood how to appreciate the "great price quality relationship" highlighted in a more detailed report. The opinion of the main Spanish specialists and experts "usually coincides with recalling the score given by Parker" to the 2010 wine.

All this coverage and news has raised Finca Villacreces to one of the most com-

mented on wineries in Spanish publications. What's more, according to the study which has analysed the impact of more than 1,200 wine brands of all the Spanish denominations, the perception of the winery by the media borders on excellence.

The media groups that have written about the new season Pruno are, among others: ABC, El País, El Mundo, El Correo or Cinco Días. Likewise, media parties in Madrid and Castille and Leon lead the press who dedicate most coverage to Pruno 2011.





Summer de flor en flor

This summer, Bodegas Vetus offers the opportunity of visiting some of the best establishments in cities such as Oviedo, Santander or Malaga, among others. What's more, you'll receive a wine glass as a gift when you order one of its Flor de Vetus wines, whether it's a Rueda denominated verdejo or a Toro denominated red.

All the locations listed on the signs can be found the most popular tourist areas of these cities, and in each a sticker will be received with any Flor de Vetus wine. When the de Flor en Flor ("from Flower to Flower") promotion card is completed, a printed glass will be directly given as a gift, not via a draw. Furthermore, those who include their details on the promotion card will enter a draw to win a selection of wines from the winery located in the heart of the Toro denominated region.

This promotion, which will last throughout July, will be launched in high summer season in the most popular Spanish tourist cities. All information relating to the promotion can now be found on the Vetus facebook page: www.facebook.com/bodegasvetus

de flor en flor
RUTA CON REGALO
Del 1 al 31 de julio, Oviedo

Pide un vino Flor de Vetus Toro o Flor de Vetus Verdejo en los establecimientos de la ruta y podrás llevarte una copa de diseño de regalo.

Recoge la cartilla "de flor en flor" en cualquiera de las locales participantes. Con cada copa de vino de Flor de Vetus que bebas, ya sea vino de blanco, verdejo o una gota de vino de Toro. Cuando completes la cartilla con cinco copas gratuitas obtendrás una copa de diseño de regalo, si en cualquier momento que quieras en la Tienda Gourmet Cuervo de Bías OZ (Avda. de la Paz 7, Oviedo). Además puedes participar en el sorteo de varias botellas de vino de Bodegas Vetus. Consulta todos los detalles en la tienda o en: [Facebook: Bodegas Vetus](https://www.facebook.com/bodegasvetus)

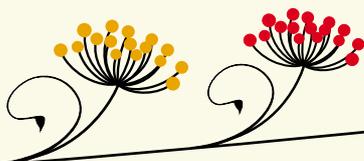
LOCALES QUE PARTICIPAN:

LA TAPA BONA	EL TRINIDAD	TORQUE	EL MONTE DE PIEDRA	EL MONTE DE PIEDRA
WINE DE JAVIER	EL MONTE DE PIEDRA			
WINE	EL MONTE DE PIEDRA			
LOS TALLERES DEL COMERCIO	EL MONTE DE PIEDRA			
EL MONTE DE PIEDRA	EL MONTE DE PIEDRA	EL MONTE DE PIEDRA	EL MONTE DE PIEDRA	EL MONTE DE PIEDRA

vetus

914 32 000 en Oviedo | 914 32 000 en Malaga | 914 32 000 en Oviedo | [Facebook: Bodegas Vetus](https://www.facebook.com/bodegasvetus)

De flor en flor poster



Finca Villacreces 2008

Finca Villacreces 2008 was produced with a selection of the best parts of the vineyard from which Pruno is also developed, in a year that bordered on excellent. Despite an extremely rainy spring, the growing cycle hardly suffered anything untoward, something which has enabled the wine to follow in the steps of previous seasons and reflect the very vineyard where it was born. Finca Villacreces 2008 has a clean, cherry red granite colour, with hints of cocoa and ripe, dark fruit. On the palate, its well-assembled smooth entry and acidity stand out, as does the pleasant aftertaste.



Finca
VILLACRECES
RIBERA DEL DUERO



Izadi Blanco F.B. 2012

Izadi is also Viura and Malvasia. Years ago in this part of Rioja Alavesa, red and white varieties were planted together in the same vineyard, depending on the wine that each winemaker wanted to produce. Today, Izadi isolates the headland of these now aged vineyards, where mainly the Viura and Malvasia white varieties of grape are planted in order to produce a small quantity (35 barrels) of its barrel-fermented white wine. A fruity and aromatic white with good acidity that makes it long and lingering.



Flor de Vetus 2011

Flor de Vetus 2011 takes over from its 2010 namesake, with the same spirit and style that the youngest red wine of Bodegas Vetus has been forging since its birth. Flor de Vetus 2011 continues to hoard that pleasant style of the Toro Red that makes it fantastically sweet. In turn, it also displays a freshness and joviality thanks to early harvest and ageing in new fine-grain French and American Oak barrels (of 50 %) that lasts no longer than 9 months. Furthermore, the grapes with which Flor de Vetus is produced, grown in the vineyard that encircle the winery, have been cultivated following integrated wine-growing criteria that fully respect the natural environment in which they are born.



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News in brief



Vicente Fox visits Finca Villacreces

The ex-President of Mexico, Vicente Fox, visited Finca Villacreces last month to get to know Pruno first-hand, one of the wines that left an indelible mark on him during a journey around Spain. The former Mexican leader, whose mandate lasted six years, wanted to travel to Quintanilla de Onésimo in order to personally visit the Villacreces vineyards

and winery, and discover, in situ, where wines such as Pruno 2011 were born and produced. During his visit, Fox wanted to highlight the great awareness Mexicans passed toward a denomination such as Ribero del Duero and the “great interest that concepts like Pruno had awoken”.



Orben exhibits at Hotel Viura

The tasting room of La Casa de los Diezmos, at the Hotel Viura in Villabuena de Álava, hosts the resulting exhibition of the first “Capture your Orben moment” photography competition. A total of 12 photographs related to the world of wine and its natural surrounding environment made up the exhibition, which was

given a very special inauguration. A vertical Orben tasting session, starting from the year of its birth in 2005, and a wine-pairing dinner which also included Malpuesto, kicked-off this photographic exhibition that can still be visited at the modern Hotel Viura.



Izadi takes Soria truffles to the Museum of Evolution

The Museum of Evolution in Burgos hosted a wine-pairing dinner centred on truffles, organised by Bodegas Izadi, at which the Sorian restorer, Óscar García, from the Baluarte restaurant, was in attendance to divulge all his knowledge about this prized product with the near 100 guests present. Some of the most prominent dishes of the dinner were the eggs

served with cream of risotto and truffles, lamb roll with blue potato stuffed with truffles, or an Oncala cheese sponge cake with truffle flavoured ice-cream. What’s more, the dinner also acted as the presentation and launch of the new 2012 Izadi White in the capital of the province of Burgos.



Artevino presents the three faces of Tempranillo in La Tavina

Thanks to Artevino wineries, one of the most fashionable gastrobars focused on wine in Logroño, La Tavina hosted a comparative tasting session of Rioja, Ribera and Toro tempranillos. Through Izadi, Finca Villacreces and Vetus, a selection of some 50 wine lovers got to know

the characteristics of the tempranillo grape in three of the most important Spanish denominations. Guided by Artevino’s Technical Director, Ángel Ortega, wines such as Izadi, Pruno or Flor de Vetus were tasted and compared with a fantastic selection of La Tavina tapas.

Noticias Breves



Read with Pruno

Lé ('Read!'), one of Madrid's most emblematic bookshops, in the Paseo de la Castellana in Madrid, not only focuses on literary culture, but is also a great guardian of other less well-known arts, such as wine making. However, the great affinity that its owner, Miguel Casola, hold for wine, has led him to unite wine

and culture. Recently did he praise Pruno 2011 in an interview with the culture supplement of the El País newspaper, stating what a great pleasure it was for him to read with a glass of Finca Villacreces wine in hand.



Bodegas Izadi sponsors the 50th Anniversary of the Porsche 911.

It seems like only yesterday that Porsche released their epic 911. Nonetheless, this year marks 50 years since the milestone for the car manufacturer; an opportunity to celebrate that the Porsche Club did not want to let slip by. Via its office in the Basque Country, Izadi will sponsor

different activities and events in 2013 related to this four-wheeled legend, including a commemorative dinner and a parade route with more than 50 Porsches that will stop at the winery.



Izadi and Orben presentations at Los Parajes

In the centre of the Main Square in Laguardia, capital of the sub-region of Rioja Alavesa, lies a pretty hotel themed around the world of wine. Hospedería de los Parajes takes the visitor back in time to the oldest constructions of a medieval village, whose long and extended underground tunnels take centre stage and

are fully adapted for wine and food tasting sessions. It was here that a joint Bodegas Izadi and Bodegas Orben dinner was held, with the hotel also providing a selection of its finest wines. 40 guests marvelled at wines such as Izadi Blanco f.b., Izadi Crianza, Izadi el Regalo, as well as Orben and Malpuesto.

Follow us on social networks



Artevino on twitter @_artevino_

Izadi at facebook/bodegasizadi

Vetus at facebook/bodegasvetus

Orben at facebook/bodegasorben

Villacreces at facebook/fincavillacreces



Joachim Wissler: “Cooking has to be a perfect art”

In an imposing white castle, only a few kilometres away from Cologne, is found one of the most exclusive restaurants in Europe. With three Michelin stars proudly displayed on its façade and the honour of being one of Restaurants magazine top ten establishments, Vendôme defends the best of German cuisine behind its walls. At its head stands Joachim Wissler, the great defender of a booming Teutonic school. As expected, Wissler matches an inimitably perfectionist style; one that boasts common sense, seeks its own identity and refuses to imitate other styles. In fact, Vendôme distances itself from excessively molecular cuisine, where techniques are the bases upon which culinary ideas are founded, in order to use new methods in a more prudent way, that is, techniques as a means and never as an end.

Is signature cuisine synonymous with techniques?

Not necessarily. All cuisine is signature cuisine when what lies behind is a chef with a particular gastronomical vision, one who looks to transfer his or her style to food by differentiating it from the rest and making it original. Techniques are only a tool that chefs use to cook.



Down to every single detail, Wissler is a perfectionist.

So the most important thing is the product.

Undoubtedly, the product is very important. Above all, you must know - and experienced chefs must explain it to youngsters - that a bad product cannot be redeemed with sachets or by using techniques that mask its failings. Never has it been so true to say that cooking is a mix of ingredients, with each one being important in relation to the others: the product, technique, creativity and presentation.



Joachim Wissler during a presentation in Spain.

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And that requires...

It means that you have to fully understand what you're doing. Understand all the possible techniques, fully understand the products, where they're from and what their characteristics are, in order to get most out of each and every dish. Today's chef has to understand everything, from chemistry to mathematics; only then will he be able to select the best option for his creations at each moment.

Joachim Wissler believes that creativity is the driver of modern cuisine.

Of course, creativity means surprising, differentiating. Creativity does not have to be understood as modernity or discovery, since being creative can come from using traditional methods. There was a revolutionary moment when creativity was based on foams and jellies. Even the most creative chef has returned to the well-cooked product, not least without being less creative, since the roots of cuisine, regions and countries can be researched.

You mean a country like Germany or a cuisine like the German one?

Up until a short time ago, many German chefs copied, almost imitated French cuisine, thinking that it was the way to cook well. However, by limiting themselves they were losing the essence of signature cuisine, which transmits personality to the restaurant. This is changing and German cuisine is now returning. We have a new generation of very intelligent chefs who know how important it is to not copy other cuisine, such as Italian, French or Spanish. Rather, they reinterpret traditional German cuisine and take from it in lighter measure.





arte people



Wissler's restaurant, Vendôme, boasts three Michelin stars.

What are the characteristics of the new wave of German cuisine?

Cooking doesn't refrain from being an art and is therefore influenced by many other types of cuisine, as well as its own identity. It's a deep-rooted gastronomy, traditional cuisine with years of history that, thanks to new chefs, is now being offered more attractively and creatively, using good products and knowing how to transform them according to a well-defined objective. Quality and perfection are key to the success of our cuisine. We have to make cuisine a perfect art.

What relationship does Vendôme and German cuisine in general have with Spanish wine?

Spanish wine in Germany is very important. Many German tourists go to Spain and taste various alternatives that they then demand in our country. One of the strong points of Spanish wine is that it has never caused us any problems, like wines from other countries. It maintains a very high quality and, furthermore, is sold at a very affordable and stable price. For this reason, Spanish denomination wines such as Rioja or Ribera have occupied a very important place in our kitchens over the last 10-15 years.



Wissler, main guardian of Teutonic cuisine.



Ibiza, Mediterranean paradise

The white island. The island of a thousand and one faces. In two words, THE island. For many years, Ibiza has been the heart of the Mediterranean summer. Nightlife, beaches, sun, escape. There are hundreds of attractions to be found on the most lively of the Balearic Islands, halfway between an array of cultures, the 'hippie' life and the cathedral of sound that never sleeps.

In Ibiza there is something for everyone, from those who seek tranquillity on the sun-soaked island, to those who enjoy busier summer activities. It is difficult to experience just one side of the island and perhaps the joy of this is getting to know the island's contrasts, living the lives of others and enjoying an experience far flung from our everyday routines.

White, gold and turquoise

The white of the buildings and the blue seas surrounding the island afford Ibiza a great luminous quality. Each little beach, every cove has something special to offer. Nobody can remain unmoved by the 210 km of coast. From the busiest Platja d'en Bossa to the famous Ses Salines (beaches) or the most intimate coves of Galera or Vedranell. Each and every person



Dawn breaking over a typical Ibizan building.

can choose between a peaceful dip where they can leave the world behind, or immerse themselves in a huge party on the shores of the sea.

If there is one thing that attracts people to Ibiza it is the practically transparent waters. The Mediterranean is displayed on the Balearic archipelago in all its blue, crystalline beauty. Furthermore, there is guaranteed good weather throughout the summer period. It is the sun passing through the Ibizan sky that reminds us of the passage of time, and, with its spectacular sunset, the romantic island turns gold before our eyes. The night, the Ibizan night, is already beginning.



Eivissa, capital of the island.



arte travel

Eivissa

For hundreds of centuries, Ibiza has been a strategic point in the control of the Mediterranean. It is for this reason that its Capital, Eivissa, boasts the Renaissance Fortress of Dalta Vila, which was declared a World Heritage Site in 1999. Its towering walls also house one of the most visited monuments on the island, Ibiza cathedral, a Gothic building constructed over the old Yebisah Mosque.

Eivissa is welcoming, authentic, and despite being the meeting point of many cultures and hundreds of people of different nationalities that arrive in summer to enjoy the pleasures of an island that blooms during these months, the city maintains all the charm of a small maritime village. Albeit relatively busy during the high season.

The island of pleasures

The Mediterranean guarantees Ibiza a whole host of sensory pleasures that transport us to a state of relaxation perfectly suited to the summer months. Delve in and enjoy the earthly pleasures, the island is a treasure trove of gastronomic centres where you can become intoxicated by all the different combinations.

Sophistication, products and exclusivity are at the core of some of the best restaurants in Ibiza, given that, Ibiza, as a summer retreat, is decked out to receive great gastronomes from all over the world, ready to put both its natural as well as its culinary attributes to the test. In this edition of Artevino Magazine we visit some of the most emblematic and in vogue local establishments on the island that bathe us in white light and are brimming with delights.

Recorrido gastronómico



Montauk Steakhouse

(Ushuaïa Tower). Calle Playa d'en Bossa, 10.
Playa d'en Bossa. 902 424 252.

New and noteworthy on the white island is the Ushuaïa Tower which burst onto the scene this summer. Within this new initiative of one of the symbols of the Ibizan summer, we will not only find its party atmosphere, but also a generous corner dedicated to gastronomic culture. In fact, Montauk (the name of an American Indian tribe) offers high quality beef, with a selection of carefully selected wines. At the head of Montauk, Chef Richard Turner contributes his international experience at the best steakhouses in London, where he was the first to include on the menu the breed and origin of the cut of meat.



Beautiful sunset from the beach.



The parties and events.



The small coves of Ibiza are a popular tourist attraction.

Recorrido gastronómico en Ibiza



Can Dani

Carretera de La Mola Km. 8,5. Formentera.
971 32 85 05

There are merely a few kilometres separating Ibiza from another natural paradise that is Formentera. It is there that we find a singular project that exudes the authentic essence of the island. Its menu only uses products cultivated or acquired on Formentera, giving rise to cooking that they themselves denominate as unique. Here the modern dishes are not devoid of authenticity, of the flavour of the Mediterranean. The dining area is a terrace served by a team of young waiters who are committed to good work. Their menu is varied and surprising. Undoubtedly a gastronomic gem in Formentera.



Nassau

Carretera de la Platja d'En Bossa. Sant Josep de Sa Talaia. 971 39 67 14

Nassau Beach Club is one of the top places to visit in Ibiza. There we find Ibizan cuisine, with a "molecular gastronomy" experience that appeals to a wide range of palates. Nassau has coined its own brand thanks to a top quality product, which both respects their identity and challenges flavours. For lovers of Asian cuisine the restaurant also has a Tepanyaki, which is a prelude to a unique lounge where you can continue or end a good night. To summarise, Nassau is one of the places where, given its location, Haute Cuisine and good music, you can give free reign to your senses.



Blue Marlin

Cala Jondal.
971 410 117

Mediterranean cuisine and Asian fusion come together in one of the biggest beach clubs in Ibiza, in Jondal cove, in the south-east of the island, on pebble-covered shores of the Mediterranean. Both by day and by night, this restaurant offers an exclusive environment and its chill-out zone and hammocks on the beach make it stand out as the perfect example of the most VIP Ibizan summer. Blue Marlin has been converted into a place for enjoying cuisine and parties until well into the night. Offers taxi boat service.



Atzaró

San Juan Km. 15. Ibiza Nueva.
971 33 88 38

Atzaró restaurant is framed by a luxurious agrotourism centre and surrounded by orange trees. The restaurant stands out for its vibrant Mediterranean cuisine, with touches of fusion that make it original and relaxed, with plenty of good fish. Ideal dishes to be enjoyed in a relaxed, harmonious, almost idyllic environment with a marked natural character. A large selection of wines. The rest of the complex invites you to lose yourself for a few days.



Jimmy's Coco Beach

Calle de la ciudad de la Palma s/n. Playa d'en Bossa. San José. 971 395 862

Located in the most southern, tranquil and extended area of the Platja d'en Bossa. High quality Mediterranean and international cuisine. Extensive but well-thought-out menu, with a wide range of fresh dishes, salads, fish and light meats. You can choose to eat out on a terrace that is far from lacking in terms of details and service. You can also eat next to the hammocks where the beach boys will provide all that is necessary to create a truly Mediterranean experience. Outstanding wine and cocktail menu.



El Chiringuito

Playa Es Cavallet. Sant Josep de sa Talaia.
971 39 54 85

Another corner of Ibiza that is worth visiting is El Chiringuito in Es Cavallet, a pristine beach framed by the Ses Salines natural park. The restaurant, located directly on the sand, is a cosy setting with a varied and enjoyable menu, where fish and shell fish take top-billing. You will have access to different atmospheres and dining areas, from a typical Ibizan style terrace to more private rooms inside. It also serves breakfast for early birds.

arte gastronomy

New and noteworthy...

Moncloa market

Calle Arcipreste de Hita, 10. Madrid.



Recently, a new temple dedicated to gastronomy has appeared in Madrid city centre, the Moncloa market. Under its roof - this is what makes it a temple - congregate the worshippers of every different kind of Cuisine, from meat to wine or coffee. This new establishment, situated opposite the Moncloa interchange in a district as lively as the interchange itself, offers a space filled with various themed stalls completing a 360° gastronomic experience.

Stalls and bars specifically dedicated to confectionery, coffee, beer or sushi can be found on the different floors. The market also has an area specifically for barbecues and market cui-

sine. In the “Sal y Pimienta” (Salt and Pepper) area there are hams and cold meats on offer, both to be eaten immediately or to take away. In Moncloa market you can find an area with various high quality gastronomic alternatives aimed at a product experience at any time of day (it is open from 8am until 12 midnight). The great variety on offer in the new Moncloa market means that everyone’s palate can give free reign to their culinary appetite.

Hispania

72-74 Lombard Street London EC3V 9AY (UK)



Spanish cuisine has just installed a new stronghold in the centre of London. As might be expected, an Asturian, Marcos Morán, has established his own outpost merely metres from the emblematic Bank of England, in the heart of the city. Hispania, as this gastronomic fortress is called, was established in order to become one of the leading Spanish restaurants in Britain, with traditional recipes and very Spanish ingredients. The entire menu is dedicated to Spanish dishes such as paella, croquettes, meatballs and the essential Spanish omelette. Above all, Hispania’s objective is to project our gastronomy in its purest form, without adapting it to the English palate, as

this would lose the spirit they wanted to incorporate into the new restaurant. In this way, Londoners will be able to get an idea of what the traditional Spanish cuisine is really like and at a reasonable price, given that the average bill is around £35.40.

The restaurant is decorated in the authentic Spanish style, mixing Mudejar elegance with simple decor, underpinned by northern references. The different floors and atmospheres create a warm and relaxed environment. Hispania has also banked on leading Spanish wines in order to similarly convey the wine-making potential that exists in Spain.

arte gastronomy

News...

PerretxiCo

Calle San Antonio 3, bajo. Vitoria – Gasteiz. 945 13 72 21



On the back of his already well known and recognised MarmitaCo, Josean Merino is embarking on the conquest of the old town of Vitoria with a Taberna by the name of PerretxiCo. This popular expression from Álava (region of which Vitoria is the capital) alludes to an establishment whose slogan is “change throughout the day”. In fact, Merino and his team have designed a pleasurable gastronomic experience that packs a punch at any time of day, from breakfast or afternoon snacks to evening drinks.

As soon as you enter the restaurant you will find a bar on one side with an open kitchen where you can stand and taste tapas and pin-

chos, while watching the chefs rustle up their impressive creations. To simplify matters, it is an open and spacious bar in which you can find some of the hallmark creations of the Vitorian chef. In its interior, he unfurls all the nous that has already made it the “Best Pinchos and Tapas Bar in Spain” 2011.

In turn, PerretxiCo also has a dining area, where you can enjoy raciones (portions) or something from the reasonably priced menu in a relaxed, seated setting. As he did in MarmitaCo, Josean Merino has banked on offering a good selection of wines; clearly necessary to complete a cuisine that unites good judgement, quality, technique and surprise.

La Vinoteca

Calle Floranes, 10. Santander. 942 075 741.



A cosy, new restaurant with no eccentricities can be found in Santander; one in which you feel like sitting down and being served “a proper meal”. We’re talking about La Vinoteca, the brainchild of Koldo Iriarte (ex La Sal) on service, and Luis Antonio Rivas (ex El Limonar de Soano) in the kitchen, whose dual success stems from good gastronomic sense in something as simple as focusing on the palate and stomach of the client.

In order to do so, Luis Antonio Riveras demonstrates great constructive techniques, whilst simultaneously displaying good judgement when selecting ingredients and ordering the

logical sequence of dishes. With an affordable menu, La Vinoteca offers the opportunity to satisfactorily obtain a trustworthy idea of the chef’s and the restaurant’s character. Undoubtedly, fish and seafood dishes are essential, and are accompanied by a great meat, such as ox, for example.

The restaurant’s main dining area is on the mezzanine floor, while at street level there is a bar and pedestal tables for more energetic diners. The decor of the establishment maintains a harmony that imbues the diner with their objective: to eat. Fronted by Koldo, wine service and selection borders on perfection.



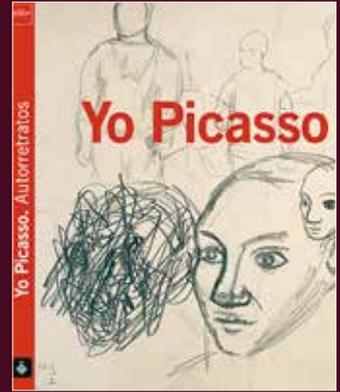
1_ iPad Mini

2_ Converse



3_ BMW Serie 4

4_ Photo: Museu Picasso, Barcelona.
Photo: Domingo Venero. Copyright.



Small and mighty iPad

The Apple slogan clearly states of the new iPad mini that “there’s less of it, but no less to it”. There are more than a few people who believe that it should have been the first model. The main reasons for this are its practical size, perfect for use with one hand, and its lightness, given that it is only half the weight of its predecessor. Its 7.9” screen offers incredible clarity for enjoying the enormous variety of apps specially designed for iPad. This member of the apple empire has burst onto the scene with a powerful A5 chip that enables it to provide quick and fluid operation over the 10 hours of battery life. Its elegant design in both white/silver and graphite/black constitutes one of the greatest creations of the company founded by Steve Jobs.

The BMW even numbers

In September the German brands’ new creation will be publicly released, their Series 4 Coupé, with an elegant and sporty design based on the Series 3. BMW have decided that from now on they will group the coupé and the sportier models of their regular vehicles by even numbers, something they have already done with the series 8. The elegance of the series 4 will be compatible with the development of powerful engines, which, in turn, will cater for more understated consumers. In terms of motors, the series 4 range starts from a 184 kw diesel engine or a 245 kw petrol one. With the petrol models you will be able to opt for the Xdrive intelligent all-wheel drive system, one of the great wagers of the German engineers. Of course, BMW will also offer a large technology and connectivity package, boasting one of the most anticipated products of the year.

This summer Converse

The brand has its roots planted in the world of basketball but it has since moved on to become a way of life; undoubtedly an icon of urban culture from the field of sport to that of the arts. The legendary shoes continue walking towards and adapting to new times. Maintaining their ‘current’ character, this spring-summer sees the arrival of the Pro Leather Canvas collection designed according to the season, providing improved comfort and lightness thanks to the foam lining. It boasts a simpler design with a variety of bright, summery and predominantly fluorescent colours including blue, yellow, red, green and turquoise.

Yo, Picasso

In celebration of the Picasso Museum’s silver anniversary, more than 90 of the great Malaga painter’s self-portraits can now be viewed in Barcelona. It is the biggest monographic display of portraits drawn by Picasso himself, onto which he projected his thoughts and obsessions, where he experimented, using his own face, the different painting techniques that he would later apply to his larger works. With this hindsight, you can observe the different creative techniques such as oil painting, drawing and even ceramics and prints depicting the last years of Picasso’s life. The exhibition, open to the public at the museum in Barcelona until 1st September, offers the visitor an extensive tour through Picasso’s self-portraits, from his childhood through to his later years, when the self-portrait assumed particular importance in the artist’s life.



arte gourmet

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Laurel Rock Octopus in Seaweed

Laurel Marine Products

A new octopus recipe that endorses a branch of investigation in line with latest trends. The cephalopod is presented in beautiful, thick medallions, a little less than a centimetre, a size that positively affects the consistency and taste. The initial sensation is one of consistency and fairly al dente, which then becomes a little more textured. An extremely intense, seafood flavour, since the taste of the octopus is reinforced by the marked presence of chopped seaweed (Irish moss and sea spaghetti), and the gelatine that the mollusc is wrapped in, which is 100 % oceanic. The cooked garlic and oil add moisture and strength to a dish that is clean and complete.

Creamed white Brisamar Prawns

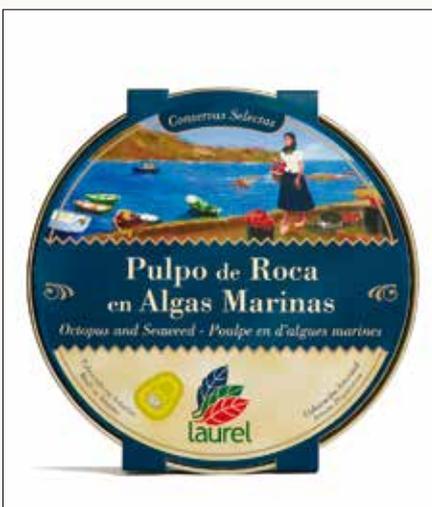
Mariscos Méndez S.L.

This company, famous in Huelva for selling the best prawns and fresh lobster in the region, offers a series of dishes made with these impeccably developed shellfish. In this particular case, it offers the genuine and historic taste of seafood cream, made with prawns (34 %), containing the distinct taste of this seafood, its meat and the stock that is also made with its shells, which then takes the shape of an impeccably thickened and gelatinised modern pudding, without cream made from eggs and with a delicious texture that is like pure butter (which it does not contain). It is presented in three moulded rectangular pieces per portion in the typical colour of white prawns, very bright on the outside.

Sheep's Curd Ice Cream

Traditional Ultzama Desserts

An exquisitely well-made ice cream both in terms of flavour and texture. As regards flavour, it vividly reproduces the taste of the sheep's curd; lightly sweetened to the precise point that an ice-cream should be, and imposing the pure flavour of the curd, that is, the sheep's milk. The consistency is extremely creamy, delicate, evanescent, subtle... a true dairy dessert. It is sold in two versions, one being the traditional and widespread sheep's curd, and another, the ancestral version that provides more of caramelised taste.





*"Happiness consists of knowing
how to unite the end to the beginning"*

— Pitágoras



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