

D.O. CAVA

PRESS RELEASE

The D.O. Cava inaugurates its first Passeig Gastronòmic del Cava with Ferran Centelles and François Chartier

La Pedrera-Casa Milà in Barcelona hosts a professional conference promoted by the D.O. Cava.

The new zoning and segmentation plan of the Denominación de Origen Cava was presented at various top-level talks, as well as an outstanding pairing itinerary to showcase the infinite gastronomic versatility of Cava. In addition, the latest trends in Cava service and sommeliers were also highlighted.



Passeig Gastronòmic del Cava / Photos: Katherin Wermke

Vilafranca del Penedès, 21 October 2021 - The Cava D.O. held the first edition of the Passeig Gastronòmic del Cava on Thursday 21 October in the emblematic building of La Pedrera-Casa Milà in Barcelona.

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This unprecedented event in the city of Barcelona brought together more than 120 professionals, including press, sommeliers, wine waiters, wine shop owners and winemakers from the Cava D.O. Throughout the morning, Ferran Centelles and François Chartier, sommeliers and experts in the field, gave various presentations. Important topics discussed included the relationship between the world's main gastronomic regions and Cava; the latest trends and innovations in service and sommeliers; and the creation of outstanding Cava menus in restaurants. Javier Pagés, president of the Regulatory Board, joined the two Cava experts to discuss the new zoning and segmentation of the D.O. Cava, which is currently being implemented.

During his presentation, Ferran Centelles highlighted the importance of the restaurant experience. "Ritual generates emotions, and emotions generate memories. As sommeliers, we must focus on the ritual in the restaurant, presenting the Cavas and provoking positive emotions in the customer. Cava is always associated with good moments and great memories," he remarked.

After the presentations, **those in attendance** tasted an extensive selection of the various categories of Cava, represented by 39 iconic wineries. The Cavas were accompanied by outstanding international cuisines, emphasising the gastronomic universality of Cava.

The "tour" included five gastronomic stations representing Cava de Guarda, and Cava de Guarda Superior Reserva, Gran Reserva and Cava de Paraje Calificado, a true feast for the senses of all the attendees. The selected Cavas were harmonised with five culinary offerings from around the world, which are the protagonists of a pioneering study by the Canadian **food and wine pairing expert** François Chartier. His study demonstrates scientifically that, as a prestigious wine, Cava is ideal for accompanying flavours from around the world, and for creating perfect harmonies not only with a single dish, but with an entire menu, both on special occasions and in everyday life.

As pointed out in the published molecular study of Cava, a map of the best pairings between the diverse flavours of the world and D.O. Cava has been created by analysing the aromatic profile (dominant molecules) of each type of this quality Spanish sparkling wine, and matching this research with Chartier's aromatic science of molecular harmonies. The map includes national and international ingredients and dishes, both from the Mediterranean diet and from the cuisines of Peru, Mexico and the United States. All the attendees enjoyed this varied gourmet offering at the eagerly awaited event celebrating Cava and gastronomy. As François Chartier highlighted: "Cava is the haute couture of pairing. The aromatic science of molecular harmonies in the study scientifically demonstrates the impressive versatility of Cava, matching with local and world gastronomy. Cava has no limits and is open to all gastronomic cultures."

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The Passeig Gastronòmic del Cava, part of the Passeig de Gourmets festival, was the first edition of an event that aims to bring together professionals from the sector every year, in order to showcase all the new products that the Cava Designation of Origin is developing. Javier Pagés commented: “The objective of Cava is the commitment to make a quality wine for everyone, always placing value on time and origin. From January 2022, consumers will be able to experience the changes brought by the new zoning and segmentation of Cava”.

D.O. Cava, commitment to origin, land and sustainability

With more than 70% of international sales, Cava is the Spanish D.O. that exports the most. The Cava industry has more than 38,000 hectares of vineyards and more than 6,800 winegrowers, and its 370 associated wineries are present in more than 100 countries. Cava, which pairs harmoniously with every type of gastronomy, is made using the traditional method, with a strict commitment to origin, land and sustainability.

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