

Next week, from Monday to Wednesday, the marketing division of Formentera's office of tourism will attend the most big-name gastronomy expo in all of Spain, 'Madrid Fusión'. 2020 comes with an increase in the breadth and scale of Formentera's presence at the trade show, which this year will settle into Madrid's Ifema convention centre. Consell de Formentera president and councillor of tourism marketing Alejandra Ferrer will be joined by department chief Carlos Bernús, two staffers, chefs from six local restaurants, producers of homegrown signatures like olive oil and *peix sec* (dried fish) and representatives of two Formentera wineries.

Every day, two restaurants will put on "showcooking" demos and offer samples of local fare like lamb—present in some of the featured dishes—wine, olive oil and peix sec. "'Madrid Fusión' represents an incredible opportunity not only to boost the visibility of our gastronomy, but also to spotlight our high-quality produce and diverse array of eateries, all of which are here for visitors' taking", pointed out Alejandra Ferrer.

President Ferrer hailed the collaboration of restaurants Vogamarí, Quimera, Can Pascual, Can Vent, Aigua i Sal and Molí de Sal and wineries Terramoll and Es Cap de Barbaria, plus other local outfits like Sa Tanca d'es Clot olive oil mill and the producers of Peix Sec de Formentera.

The island has doubled its space at the show, going from 12 square metres in 2019 to 24 this year—a move that was aimed at giving participating chefs more room to orchestrate their culinary creations.

New 'Formentera Slow Food' map

Visitors to Formentera's stand at 'Madrid Fusión' can receive information tuned for the general tourist as well as more specific insight into topics like local fine dining; copies of the 2019 "Sabors de Formentera" will be kept at the stand, and so will other newer materials. One example is a map, titled 'Formentera Slow Food', which profiles hometown growers and businesses with fare incorporating local produce. In addition to ten-thousand printed copies, a digital version is available on the smartphone-ready mini website www.formentera.es/slow-food. The site has comprehensive information about purveyors of fruits, vegetables and other produce on the

island, not to mention about the pair of wine-makers, butchers trading in meat from Formentera livestock, fish mongers and olive oil mills.

Copies of the maps have been placed in businesses across the island and in tourist information points. “We tried to cater to tourists who are concerned about the origin of the produce they buy, those interested in shopping and eating local”, Ferrer pointed out.

“Formentera Slow Food” cost three thousand euros to put together, and is part of Areas of Strategic Tourism, or SETS—a programme that is funded by the Balearic Agency for Tourism Strategy (AETIB).

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