

PRESS RELEASE

**Slovenian gastronomy explored by world renowned chefs,
opinion makers, journalists and photographers**

Top Slovenian chef Ana Roš (second left) preparing a dish with world renowned chefs Rodolfo Guzman, Philip Rachinger and Leonardo Pereira (from right to left)

Ljubljana, 4 October – *In the past few days, the Slovenian Tourist Board has hosted world renowned foreign chefs and a group of gastronomy opinion makers, journalists and photographers. Top Slovenian chefs – Ana Roš, Janez Bratovž, Uroš Štefelin, Bine Volčič, Luka Košir and Matej Tomazič – led them through the world of Slovenian gastronomic diversity and its ingredients. They also met some Slovenian winemakers and local food producers.*

One of the world's biggest rising chef stars, **Rodolfo Guzman**, visited Slovenia. His Borago restaurant in Santiago, Chile, is No. 36 in the world and No. 2 in Latin America on the famous The World's 50 Best Restaurants list. "In Slovenian cuisine everything is subordinate to ingredients. Their quality is exquisite! This is a rare feature around the world. It is super interesting that there is a certain movement among chefs who strive to produce something important from all these ingredients. To focus on Ana Roš – she is amazing. Everyone knows her because she is talented. Slovenian wines are a true discovery for me; you can

feel the long wine-making tradition in them. They are very natural. I have never tasted such wines elsewhere," he said, clearly thrilled.

He was joined in his exploration of the riches of Slovenian cuisine by two other top chefs; **Leonardo Pereira** of Portugal, a former head chef of the renowned Noma restaurant, and **Philip Rachinger**, an experienced master chef from the Mühlthof restaurant in Austria.

"Slovenia has a very strong identity in cuisine and wine-making. Wonderful tastes reflect its heritage and the way of life in the past. It is outstanding that here they still preserve summer and autumn produce like they used to in the past. In Portugal this tradition died down a little," said **Leonardo Pereira** succinctly describing his impressions.

Philip Rachinger of Austria believes that both nations, Slovenian and Austrian, have a lot in common regarding cuisine: "Similar high quality ingredients; however, Slovenia has a great advantage, that is the sea and its fruits. It is interesting to be in Slovenia and to have the opportunity to see what its outstanding chefs are creating."

The main focus of the foreign guests was on the meeting with the Slovenian master of innovation in modern cuisine, Ana Roš, who excels in the Netflix series, Chef's Table, and who was declared the most talented chef in 2015 by the prestigious culinary association Jeunes Restaurateurs d'Europe. Together, they have discovered specialities of Slovenian cuisine and ingredients, and in a special evening at the Nebesa estate they combined their talents to create an extraordinary menu.

Slovenia is gaining recognisability and popularity as gastronomy destination even among the most demanding lovers of top delicacies. The gourmet story between the Alps, the Mediterranean Sea, the Pannonian plains and the Karst is being written by top Slovenian chefs who are known throughout the world. Leading winemakers from the various wine-growing regions of Slovenia are their indispensable partners. With the intention of presenting the top Slovenian gastronomy and placing Slovenia on the gastronomic map of the world, the Slovenian Tourist Board designed a special culinary tour. Together with the renowned chefs and in cooperation with certain key players from the culinary industry, the Board also brought a group of opinion makers, journalists and photographers to Slovenia.

Andrea Petrini, published author, opinion maker and creator of some of the most important events in the culinary industry throughout the world, arrived in Slovenia. He was particularly impressed by the "fairy like hands" of Ana Roš. When tasting her culinary masterpieces, he said: *"There would be no point in being nicknamed Queen of Slovenia's new cuisine if Ana Roš wouldn't share her*

knowledge of her homeland with the world. Post-pastoral cuisine might be her fairy touch - a world of wonders, of flavors, of ancient savours and contemporary premonitions of new shapes to come. For the first time today she opens her doors to fellow chefs and well discerned writers and travelers, to share with them the most private and universal insight into the world wide blossoming of new national culinary scene. Gathering is more than just caring: it is universal sharing."

The world's leading food & travel journalists also participated on this journey through the culinary specialities of Slovenia, namely **Nicholas Gill**, a writer and the leading culinary blogger of The New York Times; **Melinda Joe**, a reporter for the CNN, The Wall Street Journal and The Japan Times; **Anna Burghardt**, editor of the culinary column at Die Presse Austria; **Margo Schachter**, an adviser in the field of culinary and lifestyle content and an associate of specialised media, such as LaCucinaitaliana.it, Vanityfair.it, Good Living, and Jamie Magazine Italia. The team also included one of the most currently renowned food photographers in Europe, **Benjamin Schmuck** and **Philippe Vaures Santamaria**, who caught the highlights of the journey on camera.

"When such a gathering of international chefs and reporters is brought to Slovenia it means that the country is doing something good, something authentic and something worth being seen all around the world. Slovenia can and should be placed on the world culinary map. The whole community of chefs from different generations is prepared to prove this – the community of individuals who care for our tradition and culture through gastronomy. Let us show the world what we have," **Ana Roš** said at the visit of foreign guests.

The foreign guests also met some other top Slovenian chefs and tasted their specialities. Beside Ana Roš, they also met Janez Bratovž, Uroš Štefelin, Bine Volčič, Luka Košir and Matej Tomažič and also some Slovenian winemakers and local food producers.

"Cuisine is one of the key elements of tourism and it is of key benefit to the promotion, recognisability and reputation of the country. The Slovenian Tourist Board defined this in its marketing strategy regarding the stories of Slovenian tourism as one of the essential products offered by our tourist industry. Slovenia has the resources to become more popular destination, with a prominent place on the world map of culinary travellers. It has already been placed there by outstanding individuals, such as world-class culinary stars and prominent wine-makers. Slovenia prides itself on having a short chain of local suppliers – it literally means 'from the field to the table' – and quality ingredients," said **Maja Pak**, MSc, Acting Director of the Slovenian Tourist Board. "I am glad that we carried out the first culinary event in Slovenia, in which we presented the top

Slovenian cuisine and wine to foreign chefs, opinion makers and the media in the form of a journey, assisted by our renowned Slovenian chefs."

ADDITIONAL INFORMATION

Slovenian Tourist Board

Dimičeva 13, SI-1000 Ljubljana, Slovenija

Tel.: 00386 (0)1 5898 550, Fax: 00386 (0)1 5898 560

www.slovenia.info/press

Maša Puklavec, Global Public Relations, masa.puklavec@slovenia.info