



30-31 ENE.  
2023  
FICOB A  
SAN SEBASTIÁN



# HOSTED BUYERS



*BasQuisite*

BASQUISITE, EXQUISITE FOODS & BEVERAGES SHOW  
San Sebastián · Basque Country

WWW.BASQUISITE.COM

## AT LAST, A TRADE FAIR WITH A DIFFERENCE

Your diary is full of shows, fairs and other events. Yet you still haven't found the trade fair that you're looking for: one that surprises you with new products, one that is adequately sized to allow you to explore a wide range of suppliers without being overwhelmed and, of course, one that makes the most of your valuable time.

If so, **BASQUISITE** is the professional food show you want to visit. We welcome you to discover a region overflowing with products of the highest quality as well as many small-scale producers who do not make it to the big international fairs. **BASQUISITE** is a trade fair with carefully selected products and suppliers, where we focus on the essential ingredients for success: products of interest, like-minded professionals to meet and interact with, and with a maximum of 100 exhibitors, there is sufficient time to explore the show.

Our aim is to build partnerships between you and our producers and create business opportunities which expand our borders, which is why we would like to invite you to take part in our **Hosted Buyers** Program.

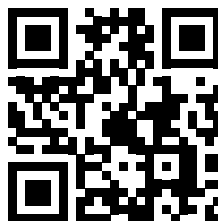
I assure you that a visit to the Basque Country, with its broad and diverse culinary culture and significant concentration of Michelin-starred restaurants, will be well worth it.

We await you,



Iban Unzueta  
CEO elkanogroup  
Organiser of **BASQUISITE**

A stylized, handwritten signature in black ink, likely belonging to Iban Unzueta.



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# ONGI ETORRI\*. WELCOME TO THE BASQUE COUNTRY

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\* ONGI ETORRI: welcome in basque language.

## GENERAL:

Nothing else fits into such a small area. Because it's hard to find so many amazing things so close to each other. Euskadi (Basque Country) is the ideal place to enjoy, in a short time, a number of attractions: a varied landscape, a pleasant climate, a thousand-year-old culture, a celebrated gastronomy...

On your travels you will be accompanied by the greenery that is part of the incomparable scenery of its mountains and valleys and the blue of the sea. You will see that the Basque population has a strong bond with its natural environment: the land and the sea. Both have carved a way of being that is projected in its idiosyncrasies: rooted customs, a rich culture, traditional Basque sports...

On the coast you will find how the Cantabrian Sea has marked the personality of its coastal inhabitants. You will also perceive how different they are to those living in the countryside. If you get to know the illustrious people who have weaved the personality of the Basque people, you will discover how their seafaring, industrial and farming character, always set-apart and enterprising, has been moulded.

And if the coastal and inland villages are interesting, you will see that this also applies to its three capitals. Bilbao will surprise you with its transformation, from industrial city to vanguard metropolis, with structures built by top international architects. Donostia/San Sebastian, exquisite and unique, will attract you with its beautiful and stately atmosphere. Vitoria-Gasteiz will above all greet you with its greenery, with its rich heritage and urban planning which is a benchmark for the whole world.

Eating and drinking well in the Basque Country is a luxury within everyone's reach: seasonal indigenous products, in 'pintxo' form, with a good Rioja Alavesa, txakoli or cider. You are in the land of fine food.

## BASQUISITE AT A GLANCE:

- 5.000 square meters.
- About 150 exhibitors.
- Approximately 2.000 references.
- Trade show, prearranged meetings, inspection visits, themed dinner...  
All in 2-3 days.

## **BASQUE COUNTRY, THE GOURMET DESTINATION:**

Basque gastronomy, from traditional to the most innovative, is one of the Basque Country's major identifying traits and is firmly rooted in the day-to-day life of our people, strongly linked to our history, customs and leisure activities.

It has crossed borders and received international recognition and praise. What's the secret? The excellence and diversity of the raw materials provided by land and sea in the Basque Country and the skills of the great Basque chefs. Complete, planned and comprehensive food tourism offer that meets the highest expectations.

**One of the secrets of this internationally recognized cuisine is, without a doubt, the excellence and diversity of its raw materials, which ensures unmatched fine wine and food experiences.** Natural resources have a short and well-crafted path to the table: excellent beef, horse and pork meat reared at any homestead and farm in the Basque Country. The delicious pods, peppers, chard, leeks...grown in the vegetable patches of the Gernika-Lumo, Arratia, Astigarraga, Ordizia and Tolosa homesteads... The local 'bonito' tuna, baby squid, anchovy, hake and sea bream campaigns... Latxa ewe's milk provides unique milk for Idiazabal Cheese, Getaria, Bakio and Aiara/Ayala create new txakolis, the Rioja Alavesa vineyards are the basis of some unique wines, Astigarraga and Hernani apples produce highly- acclaimed ciders...

## **BASQUE FOOD INDUSTRY:**

The Basque food industry has sales exceeding 3,500 million Euros per year, with 5% annual growth.

The sector is characterized by the small companies that form it, but in which the diversity and quality of the products stand out. Their products are not usually globally available and are therefore new to trade professionals.

There are 1,400 companies in it, which employ 13,000 staff. In Spain as a whole, the Basque Country accounts for 3.59% of the food industry's sales, 3.77% of its raw material consumption, 3.63% of the number of persons employed in it and 4.39% of the investment in related tangible assets.

Its exports throughout 2016 came to 804 million Euros.

The quantity of outstanding quality brands in the Basque Country back up the idea of commitment to good work that springs from the Basque primary sector and agri-foods industry. We should also stress the great efforts made in the sector to adapt to food quality and safety, and to environmental and process-related technological modernization requirements. The focus on innovation (or R+D+I) forms the industry's core competitiveness, with a number of big stakeholders (HAZI, AZTI, Basque Culinary Center....)

## SPAIN:

Spain is synonymous with passion in the international imagination.

It's in our sun. In our roots and in the roots of what we produce. In what we cultivate. In our efforts to make sure everything grows to be the best it can be.

Spanish passion shows itself in our pride in a job well done. This pride is reflected by our producers who have taken centuries-old traditions and transformed them into their modern 21st century versions. Pride in not forgetting what is good. The idealism that keeps us going when everything else stops. Spanish passion is in our land. In how we take care of it. Spain extends this passion to your food and wine.

## COMERCIO EXTERIOR DEL SECTOR AGROALIMENTARIO

### Exportaciones



### Sector agroalimentario ampliado 2021



### Composición del tejido empresarial de la industria agroalimentaria



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## OUR GUEST REGION: CASTILE Y LEÓN

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Agrifood industry of Castilla y León is a strategic sector in the region economic scene. And it is a sign of autonomic identity.

The sector includes more than 3,000 companies, especially small and medium enterprises, which employ more than 40,000 people, with a turnover around 11,300 million euros in 2020.

Therefore, the agri-food sector places Castilla y León in the third place in the national regional ranking.

It is worth highlighting the capillary structure of the sector, with a very important presence in rural areas.

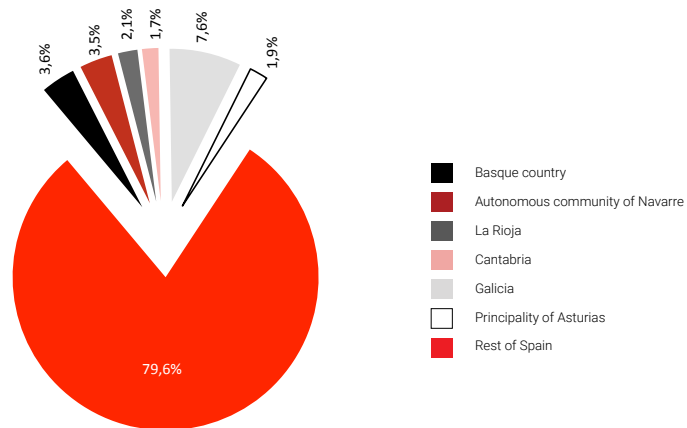
It is also a very dynamic and competitive sector, with a great potential in international markets. About 1,900 companies export currently to third countries, with an annual turnover of about 2,500 million euros.

The high quality of the agri-food products of Castilla y León is reflected in its almost 40 protection seals: DOP, IGP y ETG. Specifically, in Castilla y León there are currently 16 wine-producing denominations of origin, two for dairy products, one for fruit and one for meat.

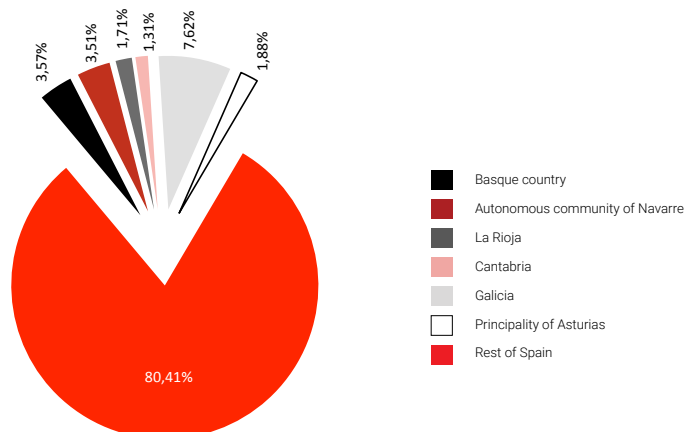
Regarding protected geographical indications, there are five for legumes, four for fresh meat, three for meat, three for dairy products, two for fruit and vegetables, as well as one for bakery. And finally, a Guaranteed Traditional Specialty (TSG), that of "Jamón Serrano".

## AT A GLANCE

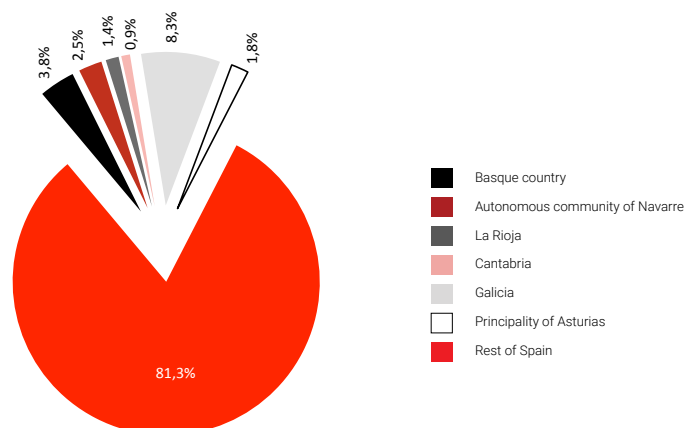
**20,4%**  
 of the employment  
 of the IAB



**19,6%**  
 net sales (IAB)

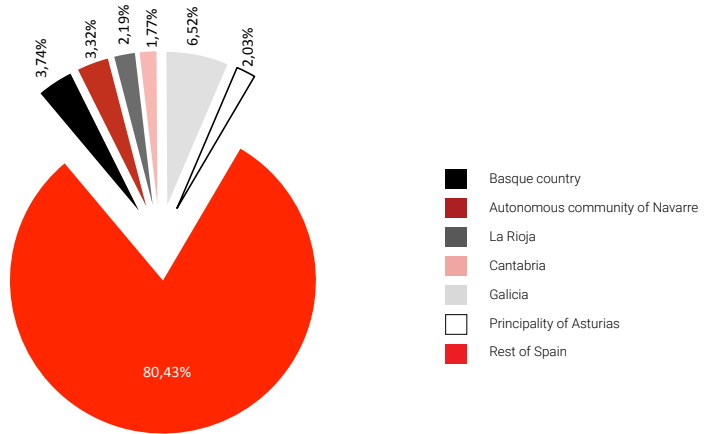


**17,2%**  
 net investment  
 tangible assets

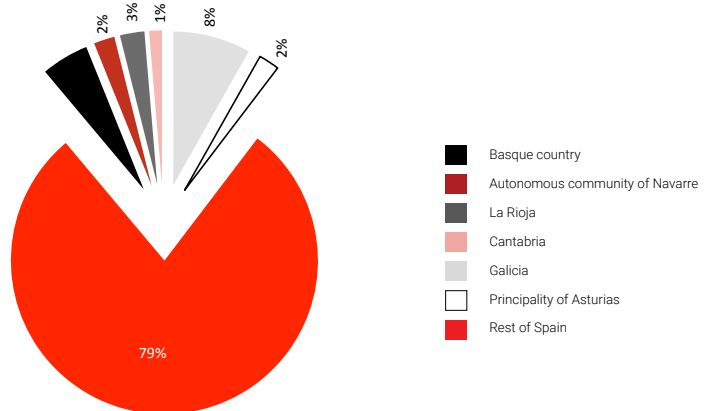


## AT A GLANCE

**19,6%**  
added value



**21%**  
of companies





## OUR 4 P'S VALUE PROPOSITION

**Products** that will inspire you - **People** with negotiating power - **Productivity** to get the most of your time - **Program**, much more than just a trade show.

Specifically:

### 1 PRODUCTS

**BASQUISITE** is not about big stands or large marketing budgets. It is all about the products. Because that is what we want you to find. Products you do not find in larger events, either because they are not showcased or because the companies have smaller stands that you just did not see.

These products are real market opportunities and in fact they might be new to your market.



### SOME OF THE PRODUCT CATEGORIES YOU SHOULD EXPECT AT BASQUISITE

Organic food	Canned food	Beers
Special food	Sweets and treats	Spirits and liqueurs
Convenience food	Fruits and vegetables	Natural cider
Appetizers	Eggs and egg products	Wine
Culinary Bases	Dairy products and derivatives	Game and poultry
Coffee and tea	Pâtés	
Meat	Fish and seafood	
Cocoa and chocolates	Packaged water	
Cereals and processed foods	Getariako Txakolina	
Bakery and pastry products	Arabako Txakolina	
Frozen food	Bizkaiko Txakolina	

## HERE IS A LIST OF SOME EXHIBITORS FROM PREVIOUS EDITIONS

- |  |  |
|--|--|
| 1. 9 OLIVOS                                    | 38. BODEGAS ZINTZO                             |
| 2. ACEITES LA MAJA                             | 39. BOGA GARAGARDOA                            |
| 3. ADEGAS TERRA DE ASOREI                      | 40. BOTTELO & WINESKIN                         |
| 4. AGOUR                                       | 41. CABO VIRGENES ESPAÑA                       |
| 5. ALIMENTOS SANYGRAN                          | 42. CAFÉ FORTALEZA                             |
| 6. ALTOS DE RIOJA VITICULTORES Y<br>BODEGUEROS | 43. CASA ECEIZA                                |
| 7. AMEZTOI                                     | 44. CLUSTER ALIMENTACIÓN                       |
| 8. AMEZTOI ANAIK                               | 45. CONGELATS OLOT                             |
| 9. ANTONIO ANAUT                               | 46. CONSEJO REGULADOR DOP MONTES DE<br>GRANADA |
| 10. ARABARTE                                   | 47. CONSERVAS DANTZA                           |
| 11. ARAEX RIOJA ALAVESA                        | 48. CONSERVAS EL NAVARRICO                     |
| 12. AREAK                                      | 49. CONSERVAS J. VELA                          |
| 13. ARTOMANAKO TXAKOLINA                       | 50. CONSERVAS OLASAGASTI                       |
| 14. ASTARBE                                    | 51. CONSERVAS SERRATS                          |
| 15. AZTI                                       | 52. CONSERVAS VELA                             |
| 16. BASQUE MARKET (LUR LAN)                    | 53. CORPORACIÓN OVO12 S. COOP                  |
| 17. BASQUE OAK BREWERY                         | 54. CREDITE COOPERATIVE                        |
| 18. BEANDBEJUICE                               | 55. CRUSOE TREASURE - UNDERWATER<br>WINERY     |
| 19. BERNARDO HERNÁNDEZ                         | 56. DIME1VINO                                  |
| 20. BIDASSOA BASQUE BREWERY                    | 57. DULCES KETY                                |
| 21. BIPIA                                      | 58. EGUREN UGARTE                              |
| 22. B-LAB GATRONOMIC                           | 59. EL CASERIO DE TAFALLA                      |
| 23. BODEGA AMEZTOI                             | 60. EMBUTIDOS ARBIZU                           |
| 24. BODEGA INURRIETA                           | 61. EMBUTIDOS HORTANCO S.L.                    |
| 25. BODEGAS BAGORDI                            | 62. EMBUTIDOS LARRASOÑA                        |
| 26. BODEGAS BAIGORRI                           | 63. EMBUTIDOS Y JAMONES GONZÁLEZ               |
| 27. BODEGAS BENETAKOA                          | 64. FRIDELA                                    |
| 28. BODEGAS CASA PRIMICIA                      | 65. FUDI&CO                                    |
| 29. BODEGAS ELOSEGI                            | 66. GAR&GAR DONOSTIA                           |
| 30. BODEGAS HEREDAD DE BAROJA                  | 67. GARCÍA DE OLANO                            |
| 31. BODEGAS LOLI CASADO                        | 68. GIRALDO                                    |
| 32. BODEGAS LUIS CAÑAS                         | 69. GLOBASQUE                                  |
| 33. BODEGAS MEDRANO IRAZU S.L.                 | 70. GONZALEZ CARBALLAL                         |
| 34. BODEGAS OSTATU                             | 71. GREEN MONKEY                               |
| 35. BODEGAS SEÑORIO DE ARANA                   | 72. GRUPO LA NAVARRA - FAMILIA BELASCO         |
| 36. BODEGAS TEMPORE                            | 73. HABELAS HAILAS                             |
| 37. BODEGAS VALDELANA                          |  |

- |      |  |      |                                       |
|------|--|------|---------------------------------------|
| 74.  | HIRUZTA                                    | 110. | PORTO - MUIÑOS LAS VERDURAS DEL MAR   |
| 75.  | HOLA                                       | 111. | POSTRES ULTZAMA                       |
| 76.  | IDUS HPP SYSTEMS                           | 112. | PROCESADOS DE PATATA PATURPAT S. COOP |
| 77.  | IMPEX MEDRANO                              | 113. | QUESO RONCESVALLES (ASPACE)           |
| 78.  | INSALUS                                    | 114. | RAFA GORROTXATEGI                     |
| 79.  | INSEKT LABEL                               | 115. | SAN PRUDENCIO                         |
| 80.  | INTERAL                                    | 116. | SANT ANIOL                            |
| 81.  | INTIA                                      | 117. | SANTIBASQUE                           |
| 82.  | ITSASOKO                                   | 118. | SARL KUPELA                           |
| 83.  | JAMONES BASURDE                            | 119. | SEÑORÍO DE LAS VIÑAS                  |
| 84.  | KITU SNACK                                 | 120. | SEÑORÍO DE SARRIA                     |
| 85.  | KOOK.COMPANY                               | 121. | SOLDECON                              |
| 86.  | KUPELA                                     | 122. | SUISEKI                               |
| 87.  | LA CLEMENTINA                              | 123. | TEN ACRE                              |
| 88.  | LA PONTEZUELA                              | 124. | TXAKOLI ELKANO                        |
| 89.  | LABORAL KUTXA                              | 125. | UBIDEA                                |
| 90.  | LAMBONE                                    | 126. | UNION DE COSECHEROS DE LABASTIDA      |
| 91.  | LANTEGI BATUAK                             | 127. | URKABE BENETAN                        |
| 92.  | LICORES BAINES                             | 128. | URZANTE                               |
| 93.  | LICORES Y VERMUT BARAÑANO                  | 129. | VALLE SALADO DE AÑANA                 |
| 94.  | LURLAN                                     | 130. | VASCOLAC SL                           |
| 95.  | MAISULAN                                   | 131. | VIÑA EMILIANO                         |
| 96.  | MENDIKO OKELA BIZKAIA S.L.                 | 132. | VOILA                                 |
| 97.  | MIELES ANTA                                | 133. | YAMY                                  |
| 98.  | MIMO                                       | 134. | ZENAT / PERSEUS                       |
| 99.  | MOLINO ALFONSO                             | 135. | ZUBELZU PIPARRAK                      |
| 100. | NAGUSI - CASAHIERRO                        |      |                                       |
| 101. | NORTE EXTREMEÑA DE TRANSFORMADOS AGRÍCOLAS |      |                                       |
| 102. | NORTINDAL                                  |      |                                       |
| 103. | OKIN                                       |      |                                       |
| 104. | OLATU                                      |      |                                       |
| 105. | OSITOS CON ALCOHOL                         |      |                                       |
| 106. | PAGOA                                      |      |                                       |
| 107. | PALITAS DE MANTEQUILLA                     |      |                                       |
| 108. | PETIT FORESTIER                            |      |                                       |
| 109. | PILGRIMS                                   |      |                                       |

## ADVANCE OF EXHIBITORS CONFIRMED FOR BASQUISITE 2023

### FINE FOODS

1. QUESOS CERRATO
2. QUESOS ALDANONDO
3. ARDIARANA SL - KAMIKU
4. AROA KOSTA - MALKOA
5. BASERRIA KM 0
6. LUMAGORRI
7. EUSKABER
8. PETIT FORESTIER
9. ITSASOKO - TXANGU 2 GOURMET
10. ECOPROLIVE
11. CONSERVAS ANA MARIA
12. LA CALANDINA
13. KUPAH
14. ISAUKI SUPERFOOD SL
15. TITHONUS BIORESOURCES SL
16. WONDERFOODS UNICORN SL
17. DELIKATETXE KOPELK.TXIKIA
18. ARTADI ALIMENTACION SL - OKIN
19. RAFA GORROTXATEGI
20. MOLICLARA SL - FINCA LA NOGUERA
21. MILL&UN VERD SL
22. GILDA NORTE
23. KITU FOODS SL
24. URKABE
25. INSALUS
26. PISTACYL SL
27. CONSERVAS DANTZA
28. EMBUTIDOS HORTANCO SL
29. AMEZTOI ANAIK
30. SALANORT
31. HAMBURGUESAS EIZAGUIRRE
32. CAPRICHOS PALADAR SLU

33. HACIENDA ORTIGOSA SL
34. GILDAS ALBIZABAL
35. BRI SA
36. LUKAN GOURMET SL
37. SKOON
38. PERFECTAP
39. VINOVAE
40. CESCE
41. FLOR DE QUESO

### WINES & DRINKS

42. BODEGAS SERVILIO
43. BODEGAS ELOSEGI
44. EGUREN UGARTE SA
45. ARTETXE - SOLAR DE AYALA
46. BODEGAS ALORE SL
47. TXAKOLI OLATU / ORLEGIA
48. SANGRÍA FERDINANDO
49. ZURITO CERVEZA
50. AMOR IMPOSIBLE
51. BODEGAS BAGORDI SL
52. BODEGAS CASA LA RAD SL
53. PAGO DE OLIVA BODEGAS Y VIÑEDOS
54. BASQUETRONOMY
55. BODEGAS ASTOBIZA
56. BODEGAS MOKOROA
57. NEKEAS
58. BODEGAS LAS ORCAS
59. BODEGAS MUGA
60. BASQUE BEER
61. AXPE
62. BIDASSOA BASQUE BREWERY
63. REFIX YOURSELF

64. BASQUE MOONSHINERS SL
65. LICORES BAINES SL
66. ARDOA BASQUE WINES



# 2 PEOPLE

Covid has reminded us the power of face to face business. Nothing can compete with live events, a handshake or a tasting. Meeting people is a unique way of creating the trust needed for a business relationship. People is indeed what you will find at **BASQUISITE**; The **founders** of the companies. Top **management**. The **families** behind the wineries... **passionate people** that will offer you a real perspective and story of their products and brands.



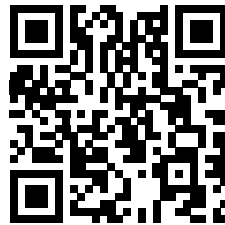
# 3

## PRODUCTIVITY

We want you to make the most out of your time; that is why we offer you a matchmaking platform, a business straight forward format, and a very carefully designed floorplan.

**BASQUISITE** occupies approximately 5000 square meters: large enough to host about 100 companies and thousands of products, but small enough to walk through in a few hours.

Do you want to walk through the floor plan of **BASQUISITE** 2019 to have an idea of the dimensions? Here is how:



WWW.BASQUISITE.COM



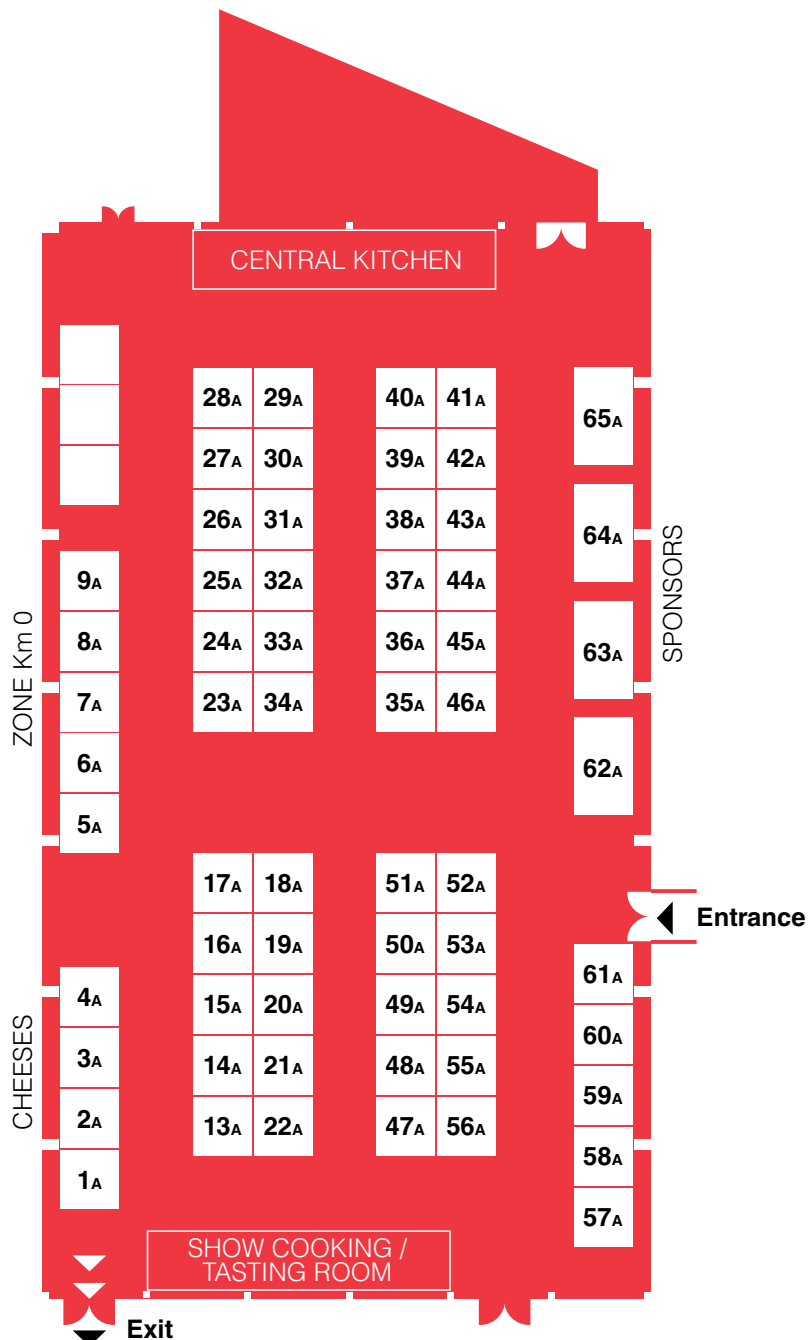
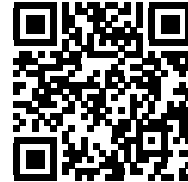
## FLOOR PLAN : PAVILION



## ALIMENTACIÓN FOODS



VISITA VIRTUAL

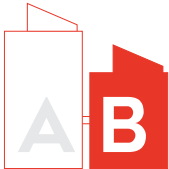


## FLOOR PLAN : PAVILION

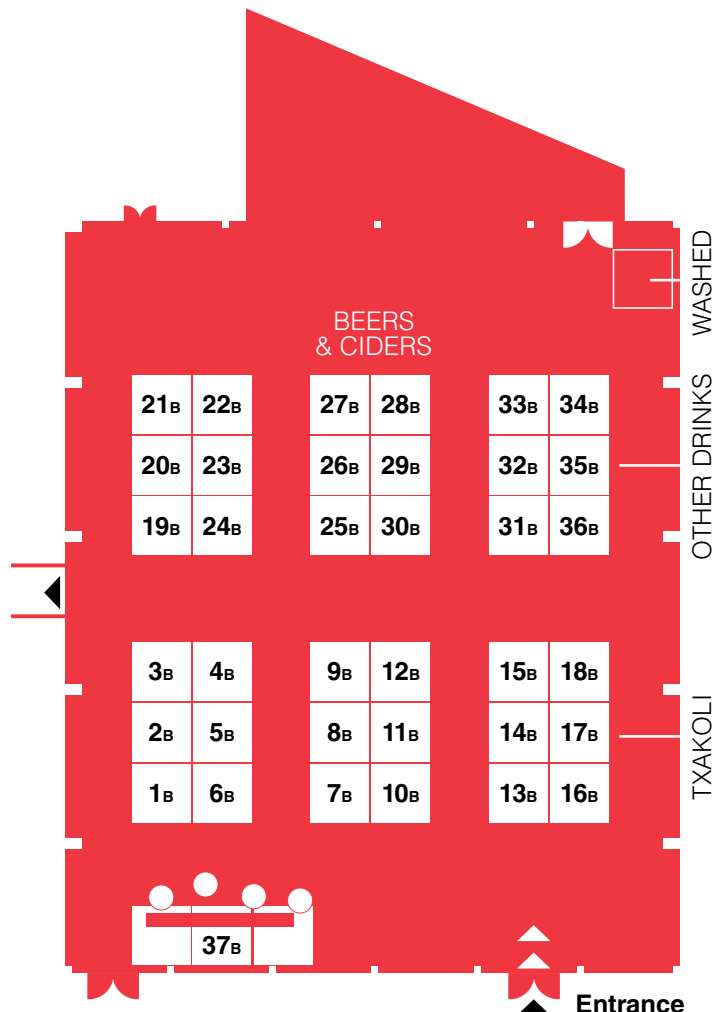
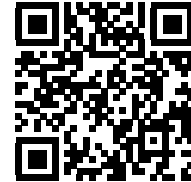
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## BEBIDAS

## BEVERAGES



VISITA VIRTUAL





# 4 PROGRAM : BASQUISITE 2023

Much more than just a trade show:  
 Meetings, tastings, visits to companies, experiential activities...

<b>30<sup>th</sup></b> <b>JANUARY</b>	18:45 h.	Arrival to Bilbao Airport. Transfer to Hotel Tres Reyes. Hotel Tres Reyes. <a href="http://www.hotel3reyes.com">www.hotel3reyes.com</a> Pintxo Tour (Casual dinner).
<b>31<sup>st</sup></b> <b>JANUARY</b>	08:00 h.	Transfer from official Hotel to trade show venue. Ficoba trade show venue.
	08:45 h.	Check in and welcome pack (Hall 2, Ficoba).
	10:00 h.	Pre-scheduled meetings and/or free discovery of products in exhibition area.
	13:30 h.	Experiential Lunch at the Trade show. Restaurant Iñigo Lavado. Lunch will be consistent of a cocktail with fine foods from exhibiting firms.
	15:00 - 18:00 h.	Meetings and/or free discovery (minimum of 4 total meetings throughout the day).
	18:00 - 19:00 h.	Speed Meetings.
	19:30 h.	Transfer to Hotel.
	20:30 h.	Transfer to Experiential Dinner (Sidreria).
<b>01<sup>st</sup></b> <b>FEBRUARY</b>		
		Visits to Companies / Wineries of your interest. Not Mandatory.

**30<sup>th</sup>** JANUARY

## ● Timetable pickups at Bilbao Airport.

Bilbao Airport

**13:30 pm**

**18:00 pm**

Transfer to Hotel in San Sebastian.



Public transportation is available every hour if that is more convenient to you. You will get a free ticket and a transfer from the station. (San Sebastian to the Hotel).

## ● Pintxo Tour

Come and discover the pintxo experience, a symbol of our gastronomy. To go “de Pintxos” will allow you to get more insight about local culture and food in a very different way. Following our suggestions, you will be able to sample the exquisite and unique variety of the gastronomy of the Basque region.

The Pintxos, known in the rest of the country as “tapas”, are light bites that are served with a piece of bread. The Pintxo, the opposite to the tapa, is always paid and comes normally on a skewer (where the name pintxo comes from). These have evolved through the years and we want you to discover them for yourself. All of them are elaborated with local products and you will find them on a very large displays on the top of the bar counters.

Donostia/San Sebastian is known as the pintxo capital, and through this experience, you will be able to join the locals and get to know their best kept secrets.



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## ● Ficoba, an avant-garde exposition center



Ficoba, Gipuzkoa’s congress center, opened its doors November 2003. Located on the heart of the so-called Eurocity of San Sebastian / Bayonne, Ficoba was founded with the aim of becoming the first “cross-border” expo center of the UE, the best of the environments to help small and medium companies to showcase their products and build commercial relationships.



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## AND AFTER BUSINESS, SOME *BLEISURE*

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### ● Dinner at a Sidreria (Basque Cider House)

Experience this ancient culinary habit from Basques that goes far beyond a meal. You can read more in this National Geographic article:

<https://www.nationalgeographic.com/travel/article/basque-cider-houses-keep-cultural-and-culinary-history-alive>



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## OTHER ACTIVITIES YOU COULD BOOK

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### ● Visit Basque Culinary Center

The Basque Culinary Center is a world-renown catering institution.

BCC integrates de Faculty of Gastronomis Science, part of Mondragon University, and the Center of Innovation and Investigation BCC.



basque  
culinary  
center



### ● Would you like to arrive earlier than January 30<sup>th</sup>?

We can assist you in finding accommodation at special rates.

## Do you want to visit any of the top restaurants in the area?

We can assist you in booking a table in one of the many world's top restaurants that you can find in the area, such as:

### The World's 50 Best Restaurants of 2021

- |   |   |
|---|---|
| 1. Noma 2.0 (Copenhague, Dinamarca)     | 26. Le Calandre (Rubano, Italia)                      |
| 2. Geranium (Copenhague, Dinamarca)     | 27. Quintonil (Ciudad ed México, México)              |
| 3. Etxebarri (Axpe, Vizcaya)            | 28. Benu (San Francisco, Estados Unidos)              |
| 4. Central (Lima, Perú)                 | 29. Reale (Castel Di Sangro, Italia)                  |
| 5. Disfrutar (Barcelona, España)        | 30. Twins Garden (Moscú, Rusia)                       |
| 6. Frantzén (Estocolmo, Suecia)         | 31. Restaurant Tim Raue (Berlín Alemania)             |
| 7. Maido (Lima, Perú)                   | 32. The Clove Club (Londres, Reino Unido)             |
| 8. Odette (Singapur)                    | 33. Lyle's (Londres, Reino Unido)                     |
| 9. Pujol (Ciudad de México, México)     | 34. Burnt Ends (Singapur)                             |
| 10. The Chairman (Hong Kong, China)     | 35. Ultraviolet by Paul Pairet (Shangái, China)       |
| 11. Den (Tokio, Japón)                  | 36. Hof Van Cleve (Kruishoutem,                       |
| 12. Steirereck (Viena, Austria)         | 37. Singlethread (Healdsburg, Estados Unidos)         |
| 13. Don Julio (Buenos Aires, Argentina) | 38. Boragó (Santiago, Chile)                          |
| 14. Mugaritz (San Sebastián, España)    | 39. Florilège (Tokio, Japón)                          |
| 15. Lido 84 (Gardone Riviera, Italia)   | 40. Sühring (Bangkok, Tailandia)                      |
| 16. Elkano (Getaria, España)            | 41. Alleno Paris au Pavillon Ledoyen (Paris, Francia) |
| 17. A Casa Do Porco (Sao Paulo, Brasil) | 42. Belcanto (Lisboa, Portugal)                       |
| 18. Piazza Duomo (Alba, Italia)         | 43. Atomix (Nueva York, Estados Unidos)               |
| 19. Narisawa (Tokio, Japón)             | 44. Le Bernardin (Nueva York, Estados Unidos)         |
| 20. DiverXO (Madrid, España)            | 45. Nobelhart & Schmutzig (Berlín, Alemania)          |
| 21. Hisa Franko (Kobarid, Eslovenia)    | 46. Leo (Bogotá, Colombia)                            |
| 22. Cosme (Nueva York, Estados Unidos)  | 47. Maaemo (Oslo, Noruega)                            |
| 23. Arpège (París, Francia)             | 48. Atelier Crenn (San Francisco, Estados Unidos)     |
| 24. Septime (Paris, Francia)            | 49. Azurmendi (Larrabetzu, España)                    |
| 25. White Rabbit (Moscú, Rusia)         | 50. Wolfgat (Paternosater, Suráfrica)                 |

## VISITING THE BASQUE COUNTRY IS VISITING A WORLD CULINARY HOTSPOT

The Basque Country and Navarre are territories with global recognition in the gastronomic field.

An unparalleled concentration of Michelin stars (28 in 100 km<sup>2</sup>), 4 restaurants in the World's Best restaurants, the 3rd best restaurant in the world according to this list, the best steakhouse in the world, the phenomenon of pintxos as the best gastronomic plan in the world according to Lonely Planet, and above all, the popular roots of cuisine as art make this area an inexcusable destination for all lovers of good food and drink.



The Spanish city has more **Michelin stars** per capita than anywhere else.



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Lonely Planet



## INSPECTION VISITS

Have you seen something really interesting? Do you want to go and visit their facilities?  
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## WHO HAS VISITED US IN PREVIOUS EDITIONS

- |  |  |
|--|--|
| 1. <b>AHORRAMAS S.A.</b>                     | 42. EL OLIVO                           |
| 2. ALLESOLIVE FEINKOSTHANDEL E.K.            | 43. ELKOR                              |
| 3. AMETLLER AB/ BAKALAR AB                   | 44. EM BRIDGE CONSULTING S DE RL DE CV |
| 4. APATS FOOD S.L.                           | <b>45. EROSKI</b>                      |
| 5. AROMATISCH                                | 46. ESMIA HANDELSBOLAG                 |
| 6. ASIA EUROPE TRADE CO                      | 47. ESPAVINO                           |
| <b>7. AUCHAN</b>                             | 48. ESTEBANS WORLD TRADE AB            |
| 8. BARES & ESTRELLAS                         | 49. EUREST EUSKADI, S.L                |
| 9. BEST ITALIAN SELECTION SRL                | 50. EUROFOODSGASTRO SP ZO.O            |
| <b>10. BIDFOOD IBERIA</b>                    | 51. FFOOD TRADE SOLUTIONS AG           |
| 11. BIPIA                                    | 52. FOOD-LINK                          |
| 12. BLASCO GOURMET                           | 53. FOR PEOPLE, S.R.O.                 |
| 13. BMC BRNO S.R.O.                          | 54. FORTNUM AND MASON                  |
| 14. BORDEAUX DIRECT                          | 55. FRENCH FOOD EXPORTS                |
| 15. CANDISPRO CORPORATION                    | 56. GARCÍA BARTZ LLC                   |
| 16. CARIBERICOS S.A. DE C.V.                 | 57. GENUSS-ALLIANZ                     |
| 17. CARREFOUR                                | 58. GORIN & GORIN GBR                  |
| 18. CASA CARIA                               | 59. GOURMET BERNER GMBH&CO. KG         |
| 19. CASA ESPAÑA - WEINHANDEL&IMPORT          | 60. GOURMET PARTNERS                   |
| 20. CASA GUSTO OY                            | 61. GRAND GOURMET SWEDEN AB            |
| 21. CATERTEAM SP Z O.O.                      | 62. GREEK TRADE SP. Z O.O.             |
| 22. CAVAD'OR                                 | 63. GRUPO UVESCO                       |
| 23. CAVAÍSIMO                                | 64. H.WILK GOURMETGROUP                |
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| 25. CIRCLEVIEW (LDA)                         | 66. HARRODS                            |
| 26. COMALSA                                  | 67. HIEBER                             |
| <b>27. COMES GROUP DE RESTAURACIÓN, S.L.</b> | 68. HIRUAK                             |
| <b>28. COMPASS GROUP</b>                     | 69. HOLLANDALUZ                        |
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| 39. DIVER XU LIMITED                         | 80. LA CAOBA S.R.O.                    |
| <b>40. DUFREY</b>                            | 81. LA MAFIA SE SIENTA A LA MESA       |
| 41. EL GUSTO ESPAÑOL GMBH&COKG               | 82. LA RINASCENTE SPA                  |

- |            |  |      |                                       |
|------------|--|------|---------------------------------------|
| 83.        | LA RIOJANAN BVBADIR.                           | 123. | SPANISCHE QUELLE GMBH                 |
| 84.        | LANCEL AB                                      | 124. | SPANISH PRODUCTS                      |
| 85.        | LANDI SCHWEIZ AG                               | 125. | SPANISH PRODUCTS IMPORT               |
| 86.        | LES GOUTERS BASQUES                            | 126. | SPANJEWINKEL.NL / SPAANSEHAM.NL       |
| 87.        | LEVANT FOODS SP. Z O.O.                        | 127. | STANGES GÅRDSPRODUKTER AS             |
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| 90.        | LUMINE GOLF & BEACH CLUB                       | 130. | TANNER TRADE LTD.                     |
| 91.        | MADE IN SPAIN                                  | 131. | TASTE DISTRIBUTION                    |
| 92.        | MAGAZZINI SANTINI                              | 132. | TASTETREE                             |
| 93.        | MAISON PETRICORENA                             | 133. | TERRANOBLE                            |
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| 95.        | MARTINUS NIELSEN APS AND CARE<br>LESS CONFETTI | 135. | VINIMEX                               |
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| <b>97.</b> | <b>MERCADONA</b>                               | 137. | VINOHERCK NV                          |
| 98.        | MIGROS AARE                                    | 138. | VINUS WEINHANDEL                      |
| 99.        | NICE FOOD KFT                                  | 139. | VOETS SPECIALITEITEN                  |
| 100.       | NOBLE WINE INTERNATIONAL APS                   | 140. | WEIN & VINOS GMBH                     |
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| 114.       | SALAM  |      |                                       |
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| 116.       | SCOTT WINSTON FINE FOOD                        |      |                                       |
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| 120.       | SELFRIDGES £ CO                                |      |                                       |
| 121.       | SOLERA LEBENSMITTEL GMBH                       |      |                                       |
| 122.       | SOURCED MARKET                                 |      |                                       |



*Las citas que  
teníamos se han hecho  
y la gente que nos ha  
solicitado ha sido la que realmente  
estaba interesada en nuestro  
producto.*

**BASQUISITE 2019**

**Richard Kägi,  
FOODSCUT**

*Quería daros las  
gracias por la organización y  
invitación a Basquisite !!! Me ha salido muy  
interesante de verdad.*

*He conocido en persona a varios proveedores que ya  
conocía por nombre, pero nunca les había visto en persona,  
además que conocí a nuevos interesantes.  
muchas gracias y felicidades a todo el equipo por la buena  
organización !*

**ELISE BEKAERT  
JAN PALFIJNSTRAAT 23.9000 GENT.  
BELGIUM**

*BasQusite  
es un Salón dirigido  
a los profesionales del sector  
internacional, que encima buscan  
productos gourmet. Por lo tanto, para  
nosotros es perfecto y lo más adecuado.*

**BASQUISITE 2019**

**Ainhoa Peña,  
BACALAO GIRALDO**

*Felicitaros por  
la organización de Basquisite.*

*Encontré profesionalidad y productos muy  
interesantes para nosotros. Esperamos cerrar  
negocio con algunas de las empresas con las que  
mantuve reunión así como poder volver la siguiente  
edición...*

**Francisco García  
Director, USA  
García Bartz LLC  
NEW YORK**

*I would  
like to thank you for  
the opportunity to visit the  
basqueregion with all that it had  
to offer.*

*Really a memorable trip! Thank you!  
Regarding the exhibition I found  
some interesting products that I  
continue working on!*

**THOMAS F. WULFFWULFF & CO  
PB 192 ALNABRU, 0614  
OSLO**

*Thank you so  
much for the invite to San  
Sebastian and the event. Really  
wonderful have the opportunity to meet the  
exhibitor of the Basque food and drinks!!*

**Härliga Hälsningar  
Catharina Fundin  
Apotekarns Vin & Delikatess  
www.apotekarnsvinodeli.se  
SWEDEN**

*Thank You for the  
invitation, I really enjoyed it as it  
was my first time Basque country! I also  
met some interesting producers with who I will  
definitely contact!*

*Thank You and best regards,*

**HELEN JÜRGENSTEIN  
MEMBER OF BOARD OÜ DELINE  
PANEELI 2A, 11415  
TALLINN**

*Very  
interesting  
products and concept*  
**CASA CARIA E.U.  
MAG. BRIGITTE  
PUGLIESE  
FN 387313D HG  
WIEN**

## ONLY INTERESTED IN WINES AND DRINKS?

# BasQusite WINE expOerience

WINES FROM THE **BASQUE COUNTRY** AND **NAVARR**  
AN EXPERIENTIAL EXPO

### A UNIQUE EXPOERIENCE

**BASQUISITE Wine Expoerience** is the side event of **BASQUISITE** on **wines and drinks**. A trade show as singular as the wines you will find there: txakolis, wines from Rioja Alavesa, wines from Navarre, wines grown underwater... and an assortment of some of the most interesting and freshest wineries from all over Spain (Rioja, Extremadura, Duero...)

With a special focus on the wines from the region and northern Spain, you will be able to visit as far as SIX designation of origins (D.Os) within a 2-3 hour drive.

An event that will offer you a **whole new experience**, a fresh new way of getting to **know new and exciting products and producers**, and enjoy the incredible gastronomic driven Basque culture, and plus you will also find some of the best producers in categories such as craft beer, spirits, sangrias, and cider.

WWW.BASQUISITE.COM



## RIOJA ALAVESA & TXAKOLI WINES WORTH KNOWING BETTER

The average size of the wineries in this territory is small, which in many cases prevents them from having the visibility they deserve in some major competitions. Precisely for this reason, a meeting of these wineries such as the **BASQUISITE Wine Experience** is a unique opportunity for wine buyers who want to deepen their knowledge of the enormous potential of Navarre wines, Txakoli (which has three denominations), and wine from the Rioja Alavesa.

The more than 300 wineries that belong to these territories, an incredible concentration in less than 200 km<sup>2</sup>, offer a range of styles, qualities, and varieties that are possibly unmatched in the world.

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## DESIGNATION OF ORIGIN

### THE FIRST DESIGNATION OF ORIGIN

In 1925 the first Designation of Origin was awarded to Rioja, comprising wines from Rioja Alavesa, and La Rioja. Since 1991, the Regulatory Council keeps an eye on the areas of production, varieties of grown grapes, maximum allowed production or elaboration and aging techniques.

**D.O. Rioja Alavesa**

**D.O. Txakolí**

**D.O. Txakolí from Getaria**

**D.O. Txakolí from Bizkaia**

**D.O. Txakolí from Araba**

## D.O. Rioja Alavesa

Unique bioclimatic conditions, a rich culture and medieval architecture, an array of both historical and up-to-date wineries, and a thousand-year-old know-how combine to grant the wine from Rioja Alavesa worldwide reputation.

*“Privileged conditions for a world-class wine”*

### Areas

In the south of Euskadi, Rioja Alavesa composes an idyllic landscape full of vineyards. The vine grown in this area is perfectly adapted to the land and climate of these more-than-310km<sup>2</sup> of red-stained soil, which, divided into 18 municipalities, offer the most adequate conditions for this type of cultivation.

### Climate

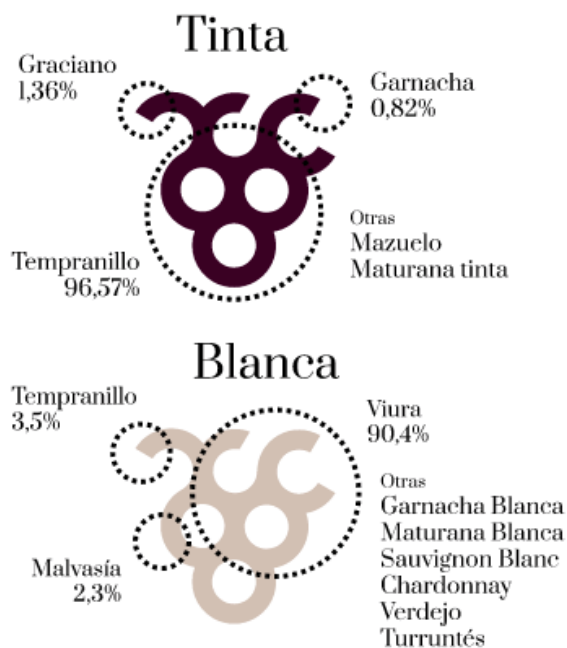
This is an area of transition for Atlantic and Mediterranean climatological influences, that is, a place between the humid north and the arid south, whose effects are lessened by some of the area's orographic elements, such as the Toloño range. This makes sure that the vineyards get the right amount of sun and water.

### Soil

The vineyards grow on clayey, chalky soil on the sides of the Toloño range, forming terraces and little plots looking south in order to make the most of summer light.

### Vine varieties

Only those vines that are adapted best to the area's bioclimatic conditions and authorized by the Designation of Origin of Rioja are used to make the wine from Rioja Alavesa.





## Types of wine

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*“It is not only the colour,  
but the way of making it”*

### White Wine

The must is obtained as the whole grape is pressed, and once the stalks and skins have been removed, it is then fermented at a controlled temperature.

### Rosé

The already-pressed and destemmed grape is drained and steeped together with the remaining skins. Once the desired colour is achieved, the skins are taken out and the must that is left is put to ferment at a controlled temperature.

### Red wine

There are two different procedures. On the one hand, the traditional process known as ‘Maceración carbónica’ consists of steeping the whole vine, skins, stalks and all. This results in very colourful wines that offer violet-like shades. Aromatically, these wines are extremely fruity and may recall the smell of berries, while they are fresh and pleasant when tasted. De-stemming is more widespread, which consists of removing the stems in the destemmer machine before fermentation.

## Wine classification

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*“Character comes from the soil and aging”*

Rioja Alavesa wines are classified based on their origin and aging process in cask and bottle.

### ORIGEN

The soil where the vine is grown deeply affects the contrasts between the different types of wine, thus influencing on the singularity, diversity and quality of the wines.

#### Particular Vineyard Wines

These wines come from specific vineyards that do not cover an area greater than that of the village. The exclusive geological and climatological features of the soil mean they differ from those around.

#### Municipality Wines

Wines whose grapes come entirely from a municipality integrated into the DOCa Rioja, although exceptionally up to 15% of grapes from vineyards in neighboring municipalities can be incorporated. The elaboration, aging, and bottling must also be carried out within the municipal term.

#### Area Wines

Wines that are elaborated, aged and bottled in one of the subareas that conform the Designation of Origin of Rioja: ‘Rioja Alavesa’, ‘Rioja Alta’ and ‘Rioja Oriental’.

## AGING

The traditional aging process, whence the wine acquires a distinctive personality and aroma from the oak casks, differentiates between four types of back labels depending on the duration of the aging process. These tags are only awarded to those wines that have successfully gone through the quality and typicity controls.

### Genérico



One- or two-year-old wines that preserve the original freshness and fruity taste.

### Crianza



Three-year-old wines that have spent, at least, a whole year in an oak cask. In the case of white wines, a period of six months would be enough.

### Reserva



Very distinctive wines whose minimum period of aging in cask and bottle must be of three years. In the cask, the wine must stay for, at least, a year, a period that should later on be complemented with a minimum time of six months in a bottle. The aging of white wines is of about two years, of which a minimum of half a year should be made in a cask.

### Gran Reserva



Superb wines that have been aged for a total of sixty months, of which, at least, two years should be made in an oak cask and two more in a bottle.

The aging period for white wines is reduced to four years, of which a minimum of six months must be spent in a cask.



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## D.O. Txakolí

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This is a unique wine obtained from local grape varieties known as Hondarribi Zuri and Hondarribi Beltza. Of a very defined character, the evolution this wine has gone through in the last thirty years has granted it worldwide recognition.

*“Basque essence stemming  
 from the mountain and the sea”*

### Areas

The production of this wine is represented by three distinct designations of origin, one for each of the historical territories: Getaria (Gipuzkoa), Vizcaya and Álava. Each area's particular characteristics grant authenticity to the txakoli.

### Climate

The influence of the several natural environments and the Atlantic climate, together with the local vine's ability of adaptation maximizes the wine's potential hues. The wine receives the saltiness of our coast and the strong character that our mountainous interior emanates.

### Soil

The vineyards are shallowly planted on sloped ground and facing south-east so that they receive as much sunlight as possible. This helps ripen the grape as the soil's humidity is kept at bay.

### Vine varieties

The main grape used in the production of this wine is Hondarribi Zuri, which intensifies its white fruit, herb and flower aromas. For other darker wines the varieties Hondarribi Zuri Zerratia and Hondarribi Beltza are used instead. Other varieties of grape can also be used at times -those like Izkiriota or Gros Manseng, Riesling, Chardonnay and Sauvignon Blanc-, but they can never amount for more than the 20% of the total grape used.

## Types of Txakolí

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*“Balancing every variety of grape”*

### White Txakolí

It represents more than 95% of the production and is made mainly with the Hondarrabi Zuri grape variety. Its primary aromas stand out, with nuances of fruits, flowers, and herbs. In the mouth, it maintains a fresh and balanced acidity, with a somewhat bitter finish due to the native variety.

### Cask Fermented white Txakolí

This wine is obtained from very exclusive vineyards due to their location, and fermented in a cask. It offers fruity, floral and mild balsamic aromas. Fresh, balanced, complex and persistent in the palate.

### Special wines

There is a small number of sparkling wines and late harvests protected as special wines by the regulatory councils of txakolí, although their production is testimonial.

### Rosé Txakolí

Also known as ‘rooster’s eye’ in Vizcaya, it is obtained from the mixture of Hondarribi Zuri and Beltza, the minimum amount of the latter should be 50%. It presents berry-like hues and aromas; drinks easily; it is light, fresh, and lively in the palate and it has a long and fruity taste.

### Red Txakolí

This is a young wine of very defined characteristics and obtained from Hondarribi Beltza, which grants it extremely intense primary aromas and hue of berries. Fresh and tannic in the palate, with a fruity aftertaste.

## Three designations

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*“Why txakoli became sophisticated”*

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## Txakolí from Getaria

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The oldest and most extensive denomination of origin of the txakolí, whose circumscription has gone from the triangle between Getaria, Zarautz and Aia, to all of Gipuzkoa.

### Areas

The sea influences the identity of this wine since 90% of the vineyards are located along the coast, made on the property. Nonetheless, it is also produced in certain areas of the interior. The wineries belong to the owners of the vineyards, so the whole process happens on the spot.

### Climate

This is an area of mild Atlantic climate, with high rainfall levels -an annual amount of about 1,600mm- and mild temperatures a minimum of 2°C in winter and a maximum of 35°C in summer. This affects the txakolí's aromatic acidity and intensity.

### Soil

The vineyards are located on slopes looking southeast and never in grounds higher than 100m of altitude, which allows them to be safe from the wind coming from the sea, at the same time as they are very exposed to the sun. The soil where they are cultivated is composed of clay and a fine layer of sandstone. The fact that they are planted using trellis and arbour systems means they are kept away from the soil's humidity, which, in turn, favours their ripening process.

### Varieties of grape

Recommended varieties: Hondarrabi Zuri (white) y Hondarrabi Beltza (black)

Authorized varieties: Hondarrabi Zuri Zerratia or Petit Courbu, Izkiriota or Gros Manseng, Riesling and Chardonay.

*“The D.O Getariako Txakolina txakolí is perfect for pairing with fish and seafood”*

*Getariako Txakolina*

DENOMINACIÓN DE ORIGEN

## Txakolí from Bizkaia

For more than a quarter of a century, small wineries have found a niche in bringing these fine txakolis back from oblivion. Independent, family-owned winemakers have used great skill to bring distinction to this remarkable area.

### Areas

Vizcaya offers a wide range of very diverse areas. In general, the vineyards are planted surrounding an urban nucleus, which means they will potentially be close to industrialized areas, at the same time as being located close to the coast or in the interior, usually at a medium altitude. Thus, each location will produce a particular txakolí.

### Climate

The Atlantic climate and the influence of the Bay of Biscay offer the optimum characteristics for a proper cultivation of vine and the grape's ripening process. Among these, we could mention the humidity; the sea-influenced, mild summer-temperatures; south winds that produce dry and warm autumns and the abundant rains in winter and spring.

### Soil

The height at which vineyards can be found varies, from those located at sea level to others at 400m above sea-level. They are usually planted in areas of calcite and marl stone and in rather acid and clayey shallow soil. The fact that the vineyards are planted downslope helps them make the most of the sunshine, regardless of the generally cloudy climate.

### Varieties of grape

Recommended grape varieties: Hondarrabi Zuri y Hondarrabi Zuri Zerratia (white) and Hondarrabi Beltza (black).

Authorized grape varieties: Mune Mahatsa, Izkiriota, Izkiriota Ttipia, Sauvignon Blanc, Riesling and Chardonay.

*“The txakolís belonging to the DO Bizkaiko Txakolina are the perfect complement when eating traditional Basque pintxos, fish and vegetables”*



## Txakolí from Araba

A wine resulting from the traditional know-how of the Ayala valley that, although once almost disappeared, is at its peak today. Bringing back the cultivations that almost disappeared at the end of the 19th century.

### Areas

This is the youngest and smallest designation of origin, with just five villages from the Ayala valley comprised in it: Aiara, Artziniega, Amurrio, Llodio and Okondo, where there are seven wineries at the moment.

### Climate

This is a mild Atlantic climatic area, with an average temperature of 13.1°C, annual 899L rainfall, 170 south wind days and an average of 12 sunlight hours a day during the vegetational process that extends from April to October.

### Soil

The major features of the landscape have remained the same, and although the number of vineyards has grown lately, still all of them are located close to the wineries, never outside a 3km radius. The soil features a pH that varies between 5.2 and 8.2 and a proportion of active lime between 6.2 and 9.2. These grant this specific wine a peculiar acidity and a light bitterness in the aftertaste.

### Varieties of grape

Recommended varieties: Hondarrabi Zuri (white) y Hondarrabi Beltza (black)

Authorized varieties: Hondarrabi Zuri Zerratia/Petit Courbu, Izkiriota/Gros Manseng, Izkiriota Ttipia/Petit Manseng, Sauvignon blanc, Riesling and Chardonnay.

*“Products like cheese, potatoes or vegetables pair wonderfully with DO Txakolí de Álava wines”*



## CIDER, CRAFT BEER AND SPIRITS

At **BASQUISITE Wine Expoerience**, you will also be able to see first-hand other drinks with great cultural roots in the Basque Country and Navarre.

Like everything we do in this territory with gastronomy, these products are the result of dedication, good work, and the taste for the exquisiteness of producers committed to the tradition

	Beer	Natural Cider	Spirits
Facilities	17	48	--
Liters	1 Millions	1,2 Millions	-- Millions
Kilos Raw material	- Kg	2.000.000 Kg apple trees	-- Kg Grape
Hectares	- ha	474 ha apple trees	-- ha Vineyards

## Natural Cider

Having its origin at the very heart of the Basque farmhouses of old, thanks mainly to the presence of apple presses, 'tolare' in Basque, cider has held on to certain historical characteristics and a peculiar culture that make it somewhat special. In Basque culture, cider is strictly linked to socializing and sharing.

*“Balancing the apple’s acidity, bitterness and sweetness”*

### Areas

Apple orchards can be found all along the northern part of the Basque Country, although most ciderhouses are located around San Sebastián in towns like Hernani and Astigarraga. The latter is the village with the greatest number of ciderhouses per square kilometer and inhabitant in the whole of Europe.

### Climate

The diverse climatology of the Basque Country translates into a great diversity of apples. In the Atlantic watershed, the mesothermal climate features mild temperatures, humidity and heavy rain, somewhere between 1,200-2,000mm of rainfall per year. In addition to this, the middle area is characterized for being a space of transition for subatlantic and submediterranean climates, so its atmospheric conditions are warmer and rainfall more moderate. During summertime, the moderate sunshine helps preserve the characteristics of the apples.

### Soil

Apple trees are usually grown in slightly acidic soils that have high levels of organic materials. The soil of the Basque Country is distinguished by the balanced and specific compositions of its mineral elements.

### Apple Varietals

Although there are over a hundred types of local apple in the Basque Country, cider is usually produced by using apples from the twenty-four recommended varieties. Those ciders belonging to the Designation of Origin Euskal Sagardoa – Sidra Natural del País Vasco must be elaborated using exclusively Basque apples.



## Basque Cider

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### *“Cider with 100% Basque apples”*

The cider produced under the Designation of Origin Euskal Sagardoa – Sidra Natural del País Vasco is obtained from the combination of local apples.

Following traditional techniques that have been handed down from generation to generation, each ciderhouse brings to the table its own characteristics to this drink, always looking for a harmony between the acidity and the bitterness of each kind of apple, aroma, structure and complexity.

Technological developments have equally brought sophistication to cider. Each potential drink is analyzed and certified in the Fraisoro laboratory where analytical and organoleptic controls are carried out. Following these, only the successful ciders will be granted the Designation of Origin Euskal Sagardoa emblem. These ciders carry a distinctive red cap.

There are also other premium ciders that, distinguished by a golden cap, are those which have scored very high in the tasting committee.

Colourwise, Basque cider features hues that range from light to straw-like yellow. It offers a slight carbonic touch in the palate, which gives it a fresh and pleasant acidity. Depending on the style of each ciderhouse, the cider presents more or less bitter and tannic taste. It also offers aromas of apple and strawberries.

It is suggested the cider be consumed at a temperature of 10-12°C in a glass and, if possible, with a gentle pouring.



## Beer

Local product at the basis of Basque gastronomy, and the production of beer is no exception. Thanks to the cereal and hop cultivations of Álava, the number of craft beers produced locally is on the rise.

*“The key to evolution is in the origin”*

### Areas

The nucleus of beer production in the Basque Country is found all along its coast, both to the west -with Bilbao and its nearby villages- and to the east -San Sebastián and its surroundings. Nonetheless, the majority of breweries are located in village of less than 10,000 inhabitants.

### Raw material

From the waters of the Gorbea massif or the reservoir of Añarbe to the malt obtained in the plain of Álava, which amount to a 26% of the total used, the closeness of its raw materials is what gives Basque Beer its distinct identity.

### Origin

Every single step in the making of beer is conducted in each brewery respecting the highest artisan standards: the storing and milling of barley malt, maceration, boiling, fermentation or bottling and labeling. All this is clearly reflected on its consumption, as up to a 43% of a brewery's production is consumed within a 30 kilometers radius.

### Future

The Basque beer-making sector is still growing and it produces an amount of 1,250,000 liters annually, while seven years ago it was 80,000. At the moment it is focused on producing 'Zero Km' beer, for which there are plans to recover and promote the cultivation of hop in Euskadi.

*Who ever said the Basque were not a beer people?*



## Types of Beer

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*“Styles that derive from exploring, experimenting and rediscovering”*

The quality of the different craft beers comes from the combination of several characteristics, such as those related to sight, taste, aroma, texture or alcohol content. There are two main beer types.

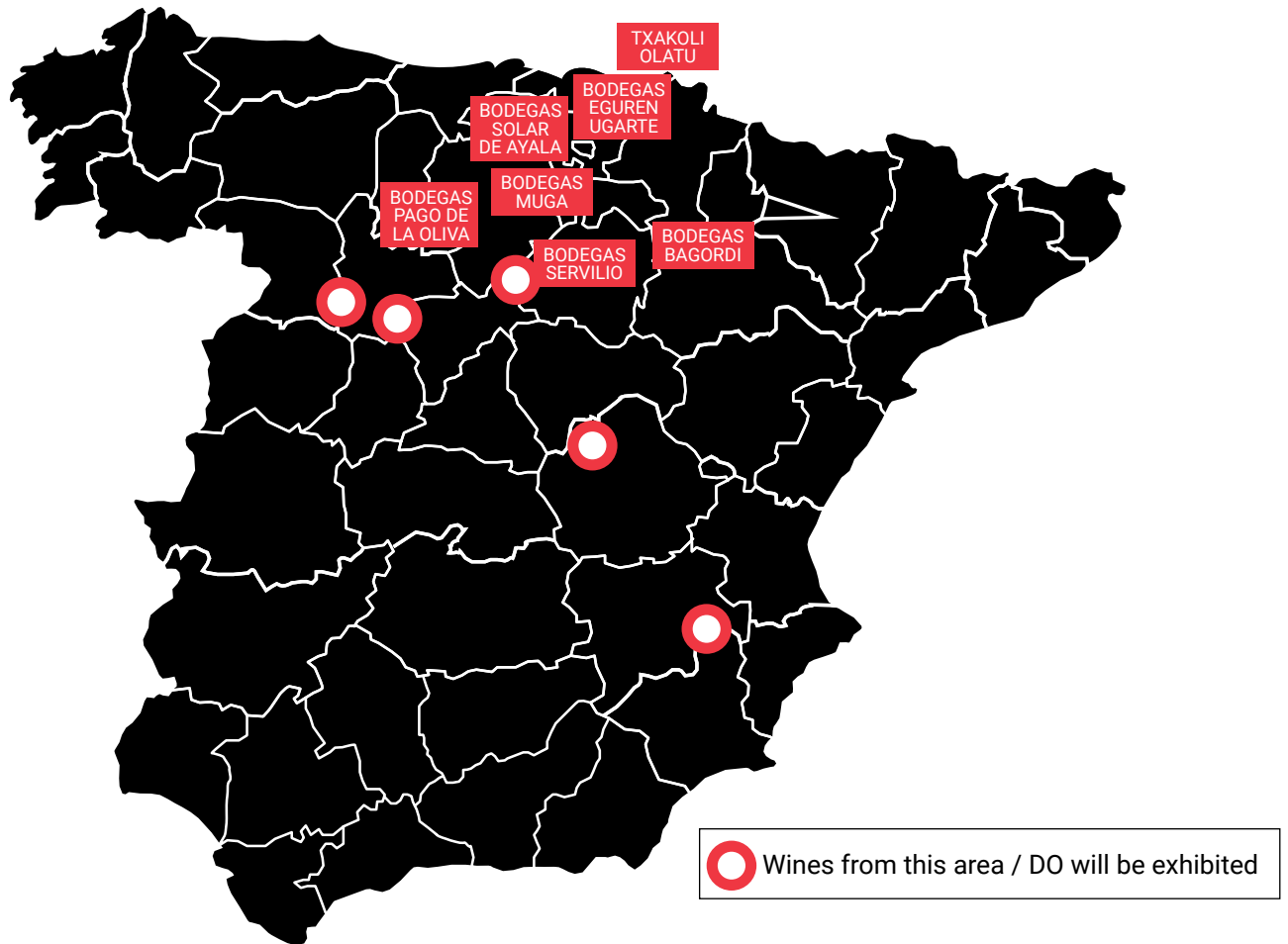
### Basic range

These are the staple beers that make a brand recognizable and are produced and in stock all year long. Each producer elaborates around six individual beers to create a total of a hundred and twenty-five.

### Special editions

These could be either seasonal beers that are produced during a specific season or those that are unique and not produced anymore once they are out of stock. Each producer elaborates around eight of this kind, which sum up to a total of a hundred and sixty-seven.

## Some wineries already confirmed:



## PRODUCTS THAT MATCH YOUR BUSINESS

**BASQUISITE**, as a F&B show, is a showcase for the best and most unique Premium products from a wide region with a strong tradition in the agri-food sector.

You will be able to discover products that, in addition to pairing perfectly with the wines you will know, present great commercial opportunities in your market, and that (perhaps) can be incorporated into your portfolio and open new business avenues for you.

# OUR HOSTED BUYER & SPECIAL GUEST PROGRAMS

## Terms and conditions of the program

1. The choice of **Hosted Buyers** is made according to the participation criteria set out by the Organization: the company's professional profile, economic details (e.g. import and purchases volumes), products of interest, geographical area, places available and budget restrictions. The decision taken by the Organization cannot be appealed.
  
2. Once admitted by the Organization, the **Hosted Buyer** will have a limited time to confirm its participation and make the necessary arrangements (hotel, etc.). This period will be communicated to the purchaser once it has confirmed its participation. If the purchaser exceeds the time set for confirming its participation, the Organization may reject its application or the **Hosted Buyer** will have to pay any difference in the price of hotel reservations.
  
3. Buyers admitted to the program will enjoy the following advantages:

## HOSTED BUYER PROGRAM

- Travel vouché of up to 200 euros. Tickets must be in Tourist class or equivalent.
- Accommodation: in a 4-star hotel in San Sebastian. (2-3 nights).
- Transfers to Fair.
- Meals: meal ticket for one day at Iñigo Lavado's fantastic and unique restaurant.
- A special tasting dinner on January 31<sup>st</sup>.
- VIP Entry to the Fair: access to all areas, priority at meetings, access to VIP Lounge.
- **BASQUISITE** can manage a leisure program for accompanying people of **Hosted Buyer**.
- Visits to company of your interest (Feb. 1<sup>st</sup>). The company you wish to visit will offer you transfers and courtesy hosting.

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## SPECIAL GUEST PROGRAM

- Special corporate price at selected accommodation.
  - Transfers to Fair.
  - Meals: meal ticket for one day at Iñigo Lavado's fantastic and unique restaurant.
  - VIP Entry to the Fair: access to all areas, preferential treatment at meetings, access to VIP Lounge.
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4. Any other expense the Organization has not undertaken to cover on confirming your admission to the program will be payable by the participant.

5. The **Hosted Buyer** undertakes to:

- Pick up their welcome pack at the **Hosted Buyers** desk on the first day of their visit to the fair.
- Attend the Fair for at least one full day and present themselves before the Organization to justify their attendance.
- Participate in at least 4 meetings with exhibitors they are interested in. The meetings' agendas will be planned by means of a matchmaking system, under the organization's supervision.
- The buyer must present the signatures sheet with the meetings they have attended to the Organization on each day.
- Be present at the Speed Meeting zone on January 31<sup>st</sup> to:
  - a) Have meetings with the exhibitors.
  - b) Arrange visits to the companies you are interested in.

6. If the participant cancels participation once the hotel reserved, he/she will have to pay the total amount of any cancellation fees.
7. If a participant does not attend the Fair or fails to meet their obligations as **Hosted Buyer** (point 5), the participant shall be required to reimburse the Organization the travel and/or accommodation costs.
8. Only flights from main airports will be reserved. The airport of departure and arrival must be the same.
9. On participating in the **Hosted Buyers** program, you give your consent to having your company's contact details (name, country, products and website) and your name and position included in the **BASQUISITE** application.
10. Participation in the fair as **Hosted Buyer** is non-transferable. If you have to cancel your participation in the fair, another person in the same organization will have the chance to take your place. The Organization will have the last word on the person designated to replace you. Costs relating to the change of person will be payable by the **Hosted Buyer** originally selected.
11. **Hosted Buyers** that need a visa to travel to Spain must get in contact with the Organization to apply for the invitation card. **Hosted Buyers** who cannot travel due to lack of a valid visa will be subject to payment of the penalties for cancellation or non-attendance (see points 6 and 7).

**12. Hosted Buyers** who do not have a valid passport to be able to travel to Spain will be subject to payment of the penalties for cancellation or non-attendance (see points 6 and 7).

**13. BASQUISITE** organizes the travel dates so that you can get the most out of your time during the fair. Buyers must adapt to these plans. Any change to this program is at **BASQUISITE's** sole discretion.

#### ELEMENTS EXCLUDED FROM THE PROGRAM

- Extra staff at the hotel. Must be paid directly at the hotel at the end of the stay.
- Hotel upgrades.
- Transport costs if the arrival or departure takes place outside the dates of the **Hosted Buyer Program**.
- Visa application costs.
- Travel insurance.
- Civil liability.
- Any other item not expressly indicated in this document.
- The organization will pay 2 nights accommodation for the hosted buyer. Exceptionally, the organization will pay a third night only in the case that the hosted buyer does not have a return flight to his/her destination the day 1<sup>st</sup> of February in the afternoon.
- In the case that the hosted buyer wants to spend more nights in San Sebastian for personal reasons, the organization will not pay extra nights.



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## WHAT HAPPENS IF YOU ARE NOT QUALIFIED AS A HOSTED BUYER OR AS A SPECIAL GUEST?

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Unfortunately, we have a limited budget and we cannot host all the buyers that apply for **BASQUISITE**. Although a relatively small and young event, several hundreds of buyers want to visit us, as they find that we are quite unique and have heard all the good buzz from past guests.

Not being qualified does not mean (at all!) you are not a relevant professional and therefore that you do not deserve a VIP treatment; we recognise all professionals and will hope to offer you a complimentary experience in the future, if you need it at all.

**BASQUISITE** is still open to you to:

**Participate in our Live Virtual Meetings:**

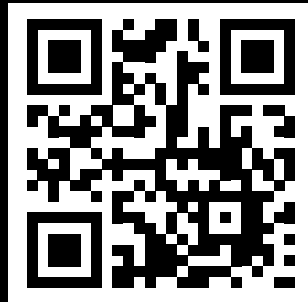
Yes, we know that your Zoom activity in the last months has been hectic and not fully satisfying. But it is also true that is very time efficient and very comfortable. We have designed a format that transports you better to our territory and that will allow you to have high quality meetings. Please contact us if you want more information on this.

**Extend you a VIP Pass:**

That includes access to all areas in the event, access to the Matchmaking app, an invitation to a *bleisure* activity, discounts in accommodations and free transfer to the venue.

## YOU ARE ALWAYS WELCOME!

Apply now:



<https://qrd.by/6izkq0>

**WWW.BASQUISITE.COM**

**BASQUISITE**