

Surpassing French and Italian cuisines?



Just some vegetables at elBulli, the leader of a modern culinary revolution.

Those looking for an explanation of the tapas boom need only look at the noisy tables.

"The way that tapas allows sharing among a group of friends helps boost its popularity," says King Parrot Group CEO Chau. "In recent years, people are looking for ambiance more than just the food. We often see people coming to eat in groups of eight or 10."

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Menendez de Luarca attributes the rise of Spanish cuisine around the world to a culinary revolution that began in Spain.

"The evolution of the restaurant sector in Spain -- the rise of a modern cuisine built on tradition and prime fresh produce -- and the international fame of Ferran Adrià and many others after him, all contributed to the success of Spanish food in the last 10 years," says Menendez de Luarca.

"Spanish food has been the leader of world cuisine for the last 15 years," says Tolosa. "Spanish and Catalan cuisines have advanced to a much higher level than other cuisines, like French and Italian. Just look at the list of the top 10 restaurants in the world ... three of them are Spanish."

Tolosa's former employer, elBulli, a five-time winner on San Pellegrino's World's Best 50 Restaurants list, may be the most obvious example. The temporarily closed restaurant in Roses, Catalonia, was the leader of a culinary revolution, known for its molecular gastronomy.

"A culinary revolution is not just creating 100 new dishes, but a new way of cooking," says Tolosa. "It began in Spain and has given Spanish cuisine very good marketing."

As long as those marketing efforts continue to pay off, we'll continue trying our luck booking a table. Anyone got the number for Catalunya Hong Kong? Oh, yeah, [right here](#).

During its soft opening (now through the end of April), Catalunya Hong Kong will serve dinner only; G/F, Guardian House, Morrison Hill, 32 Oi Kwan Road, Wan Chai, Hong Kong; +852 2866 7900; reservations@catalunya.hk; catalunya.hk



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