



Gastronomy, a source of inspiration for innovation in the food industry

The influence of the latest global culinary trends on food and beverage companies will be discussed for the first time at the Food Gastronomy forum in Food 4 Future 2022

Renowned chefs such as Diego Guerrero of DSTAGE restaurant, Eneko Atxa of Azurmendi restaurant and Andoni Luis Aduriz of Mugaritz restaurant will explain the main developments that will inspire the industry in the coming years

Madrid, 3 May 2022 - The food industry is one of those that is in full transformation due to the digital revolution and habits that we are living. New 4.0 technologies, such as Artificial Intelligence, IoT or augmented reality, the rise of alternative proteins or the concern for sustainability, social responsibility and health are just some of the disruptions that are changing the market and the way we see the future of the agri-food sector. However, another element that is also bringing about a transition in the world of food and beverages is gastronomy.

Kitchens, restaurants and chefs are today indispensable elements of our idiosyncrasy and, consequently, are a source of influence in social and economic matters, but also in the food industry itself. An example of this is chef Carme Ruscalleda, recognized by Forbes magazine as one of the 50 most influential women over 50 in Europe, the Middle East and Africa in 2021 for her career and innovation in cutting-edge techniques. Another indication that corroborates the impact of catering is the study conducted by Mastercard last year, which highlights that almost 70% of the Spanish population spends more time in activities related to the kitchen because of the pandemic.

In this context, [Food 4 Future - Expo Foodtech](#), the technological event for professionals of the entire value chain of the food sector to be held at the BEC in Bilbao on May 17, 18 and 19, will analyze for the first time in the Food Gastronomy forum the strong impact that gastronomy currently has on the food industry.

Culinary methods as a basis for industrial processes

The lack of raw materials, the need to relocate and the rise of proximity products been some of the causes that have caused large companies to look again at the more homemade, careful and sustainable practices that occur in gastronomy. Thus, everything is heading towards industrial processes that focus on traditional techniques without losing the technology and the large quantities of food with which it is handled. In this sense, experts such as **Jaume Betrian**, COO & Managing Director of Flax & Kale; **Laura Vázquez-Araújo**, Research Coordinator of BCC Innovation; and **Antonio López-Esparza García**, Executive Advisor, Retail & Foodservice Expert, Startups Mentor & Investor of **Antonio López-Esparza**, will discuss at the Food 4 Future World



Summit, which is organized within the framework of F4F2022, how sustainable methods of gastronomy can improve processes and transform the supply chains of food companies.

New products based on gastronomic creativity

Likewise, gastronomic trends are the ones that mark the steps to follow in terms of product novelties and possible needs to be identified by the agrifood companies. Thus, the links between what is happening in the world of kitchens and the food industry are becoming closer with the aim of designing offers that have not been seen until now. As part of the Food Gastronomy forum, the Lantern consultancy will unveil the seven most relevant upcoming gastronomic trends from dishes and restaurants around the world designed to inspire and bring innovation to the industry. The prestigious Michelin-starred chefs **Diego Guerrero**, from DSTAGE restaurant; **Eneko Atxa**, from Azurmendi restaurant; and **Andoni Luis Aduriz**, from Mugaritz restaurant; together with **David Lacasa**, partner of Lantern, will give the keys to know where gastronomy is going and know first-hand the main drifts that will inspire food and beverage companies.

Meanwhile, **John Regefalk**, Head of Culinary Innovation at the Basque Culinary Center; **Zineb Hattab**, Chef Owner of Restaurant KLE; **Julián Otero**, R&D at Mugaritz; and **Cristina Andrés Urarte**, Head of marketing and market research at Basque Country Technology Parks, will explain how culinary innovation can be used to create new foods.