

YOUR INCENTIVE, TASTIER IN MADRID

The capital has become the perfect place to feed your group's foodie spirit: traditional, fusion, international, haute cuisine, avant-garde, Michelin-starred or charming neighbourhood restaurants, including creations from the world's best chef, Dabiz Muñoz. And gastronomy can be fused with sport, shopping, culture, music and entertainment; enjoy tennis at the Madrid Open fuelled by some of the world's best cuisines. And gastronomic events to show off this creativity such as Madrid Fusión (international gastronomy summit) or Gastrofestival.

Michelin-starred restaurants

The 2023 edition of the Michelin Guide to Spain and Portugal puts 24 starred restaurants in the Region of Madrid, either as independent entities or within the luxury hotels that are increasingly becoming first class sensory and gastronomic environments that host activities, workshops, tastings and more.

The oldest restaurant in the world

The gastronomic culture of Madrid is well established. **Casa Botín**, founded in 1725, is the oldest restaurant in the world, according to the Guinness Book of Records, and one of the benchmarks of traditional cuisine. Forbes magazine ranked it third among the world's top 10 classic restaurants and it counts royalty, politicians, writers and Hollywood stars among its guests. In the Botín experience, you can learn the history of the restaurant through a visit to the medieval cellar, see the original oven from 1725, before eating a selection of its celebrated dishes, and each visitor leaves with a ceramic gift.

Gastronomic experience in Galería Canalejas Food Hall

The Food Hall of Galería Canalejas offers a culinary journey into Spanish and international gastronomy and is a foodie hotspot, with more than 4,000sq.m and 13 restaurants such as Michelin-starred **Monchis by Julián Mármol**; **The Eight stands** out for Binchotan sandwiches and hamburgers impregnated with charcoal from Japan; and **Mad Gourmets** has 20 stalls with food from around the world, in a space designed for music and shows.



Workshops and cooking classes

The food you can enjoy in Madrid can be created by your group. The city hosts a range of experiences from cooking as theatre to workshops on gastronomies from all over the world – although Spanish cuisine is better, of course! Here are some examples but ask your agency for options tailor-made to your group and objectives.



A Punto is a cooking school, event space and gastronomic bookshop in the heart of the Chueca neighbourhood that has comprehensive facilities for groups of up to 25 people in a space with natural light. A Punto has been creating activities for companies for more than 15 years, ranging from traditional cuisine to Master Chef-style competition games, all in several languages.

Rice and paella workshop / teambuilding in a palace

Madrid Experience offers team activities to discover who is the best chef. This can be organised in the gardens or in the covered courtyard of a palace taken over for the occasion. After a paella workshop, the group will eat their delicious creation. Or teach guests how to prepare an icon of Madrid's gastronomy, **cocido madrileño by Alambique**, a chickpea-based stew.

From tradition to futurism: **Kitchen Club** runs molecular cuisine workshops, using techniques to prepare innovative recipes; a lesson in new technology and processes.

Luxury Spanish cooking classes: paella, tapas, wines, olive oils. This Insider's Travel activity can be done in the kitchen-studio of a prestigious chef near the Royal Palace, where the group will learn how to cook traditional Spanish dishes and hear about the cultural role and history of produce and gastronomy in Spain.



Your group can also experience gastronomic creativity in one of the many cocktail bars that offer classes from a mixologist in how to make cocktails. At the Museo Chicote, for example – a classic of Madrid's nightlife – Stop Incentive Trips & Corporate Events organises cocktail workshops with bartenders to each group how to prepare the best drinks.

Vermouth Route

Vermouth time in Spain is a weekend custom, and in Madrid, it is served with ever more care and variety. Immerse your group in this tradition through Stop Incentive Trips & Corporate Events' route in bars in Chamberí or Malasaña (centre of Madrid) or in outskirts such as Rivas-Vaciamadrid or Alcalá de Henares.



Outside the city, visits to the D.O. Wines of Madrid

You might be surprised to learn (nothing better than to surprise your group!) that Madrid has wines and even its own appellation of origin. The vineyards of Vinos de Madrid make an attractive day trip, where guests can learn about the production processes, taste signature wines and gain a fascinating insight into the region's culinary heritage. You can select from three prestigious wineries in the area.

Alternatively, in **Aranjuez, El Regajal** winery hosts guided tours that explain growing techniques, with a tasting in the winery and group lunches in the gardens and terraces. **Carlos III Winery** in Aranjuez, was the official supplier of wine and oil to the royal household for two centuries and is a Historic-Artistic Monument. This neoclassical building half an hour from Madrid has been refurbished for events, with rooms, an underground gallery and a French-style garden. It offers oenological team-building activities such as "Create your own wine" and "Wine Casino", among others, where all the senses are tested. Another example is **Pablo Morate Winery and its wine museum**, constructed at the end of the 15th century and reflecting Spain's great wine and architectural traditions. The winery runs guided tours, wine tasting courses, cocktails, Spanish wines and catering in the museum.

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Dynamic & Partners proposes tasting local wines in vineyards near the town of Arganda, with an explanation of their history and, depending on the time of year, the opportunity to pick grapes and make wine. The group continues to one of the most beautiful villages in the region, Chinchón, where they can enjoy delicacies such as traditional roast lamb or suckling pig in one of the restaurants with beautiful cellars.



Bodega Carlos III

Reinventing the art of slicing ham

The man known as Ham Samurai offers a stunning gastronomic show, starting with a two-knife carving. This starts a "perfuming" of the hands with gin or a distillate to eliminate odours and purify the hands. Then, he explains the cutting style and the more than 30 flavours and nuances he extracts from the selected slices, as if it were a gastronomic melody. The show becomes a sensory immersion through audio-visual.

