



Ferran Adria and Gabriel Escarrer Julia – Curriculum Vitae

Ferran Adria



Ferran Adria i Acosta is a Spanish Catalan chef born on May 14, 1962 in L'Hospitalet de Llobregat. He is the famed head chef of the El Bulli restaurant in Roses on the Costa Brava. Today he is considered one of the best chefs in the world and tops the *European Restaurant Ranking*.

Ferran Adria began his culinary career in 1980 during his stint as a dishwasher at the Hotel Playafels, in the town of Castelldefels (Catalonia). The *chef de cuisine* at this hotel taught him traditional Spanish cuisine. At 19 he was drafted into military service where he worked as a cook. In 1984, at the age of 22, Adria joined the kitchen staff of El Bulli as a line cook. Eighteen months later he became the head chef.

Along with British chef Heston Blumenthal, Adria is often associated with "molecular gastronomy," although the Catalan chef does not consider his cuisine to be of this category. Instead, he has referred to his cooking as deconstructivist. Adria's stated goal is to "provide unexpected contrasts of flavour, temperature and texture. Nothing is what it seems. The idea is to surprise and delight the diner." This is also combined with a large dose of irony and a sense of humour, making his dishes highly *epatants* (impressive). As he likes to say, "The ideal customer doesn't come to El Bulli to eat but to have an experience."

El Bulli is only open from April to October. Adria spends the remaining six months of the year perfecting recipes in his workshop "El Taller" in Barcelona. He is famous for his thirty course gourmet menu.

He is also well known for creating "culinary foam". In his quest to enhance flavour Adria discards the use of cream and egg; foam is made exclusively of the main ingredient and "air" (combined in a siphon bottle equipped with N₂O cartridges). Adria's foam creations include foamed espresso (Espesso), foamed mushroom, and foamed beetroot, as well as foamed meats.

El Bulli has 3 Michelin stars and is regarded as one of the best restaurants in the world. In 2005 it ranked second in the Restaurant Top 50. It was awarded the first place in 2006, displacing The Fat Duck in England. El Bulli has retained this title in 2007, 2008 and 2009.

Adria is the author of several cookbooks including *A Day at El Bu/Ii*, *El Bu/Ii 2003-2004* and *Cocinar en Casa* (Cooking at Home). With his young assistant Daniel Picard, Adria has made almonds into cheese and asparagus into bread with the help of natural ingredients.

Adria has been a featured chef on Great Chefs television.

Gabriel Escarrer Julia



Sol Melia, S.A. (BMAD: SOL) is a Spanish hotel chain which was founded by Gabriel Escarrer Julia in 1956 in Palma de Mallorca. The company is the world's largest operator of holiday resorts and the 13th biggest hotel chain worldwide. Domestically the company is the market leader in both resort and urban hotels. Currently Sol Melia operates more than 300 hotels in 30 countries worldwide, employing over 35,000 people.

The company employs various commercial brands to offer their product, including Gran Melia, Melia Hotels & Resorts, ME by Melia, Ininside, TRYP Hotels, Sol Hotels, Paradisus Resorts and Sol Melia Vacation Club.

The firm operates over 270 hotels as of August 2009, of which almost 150 are in Spain. Of the other 27 countries in which Sol Melia operates, the largest numbers of hotels are located in Cuba, Germany, Croatia, Brazil and Portugal.

What is EHF?

The European Hospitality Foundation (EHF) was created in 2006 and its objective is to finance non-profit projects related to HOTREC's activities. For more information: <http://www.hotrec.eu/about-us/european-hospitality-foundation.aspx>