



PRESS RELEASE – NOTA DE PRENSA

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## PRESENTATION CAMPAIGN «CULTURA MEDITERRÁNEA 2018» MAPAMA (Ministry of Agriculture, Fisheries, Food and Environment of the Government of Spain)

The World Gastronomy Institute was selected by the Ministry to preside over the event and moderate the round table of the presentation. .

José Manuel Iglesias, Secretary General of the WGI had the honor to preside over the Table of the Presentation of the Campaign to promote the Mediterranean Diet of the Ministry, presenting the Minister, Isabel García Tejerina, to Carlos Cabanas Godino, Secretary General of Agriculture and moderating a colloquium for press and guests.

The event was held at the Superior Center for Mediterranean Hospitality (CSHM) in Madrid and has included activities such as tasting products, food trucks, gastrobus, taste workshops and culinary workshops.

The Minister stated that "Mediterranean Culture 2018" aims to "promote a healthy lifestyle and sustainable development, which helps create wealth and employment."

The Mediterranean Diet, declared as Intangible Cultural Heritage by UNESCO, follows the food patterns of the inhabitants of the 'Arçp Mediterráneo' based on three basic elements: olive, vine and wheat. A form of nutrition that has proven to be healthy for humans and has traditionally been beneficial for the environment.

The institutional campaign will develop various actions throughout 2018 with the intention of highlighting the positive aspects of the Mediterranean diet, not only in food, but as a way of understanding life.

Various promotional actions are planned for the media, schoolchildren, hotel and restaurant professionals, distribution and final consumer, which will be carried out in different cities

For more information:

[www.worldgastronomy.org](http://www.worldgastronomy.org)

<http://www.mapama.gob.es/es/prensa/ultimas-noticias/-isabel-garcía-tejerina-la-cultura-mediterránea-es-un-ejemplo-del-compromiso-del-gobierno-para-fomentar-un-estilo-de-vida-saludable-y-un-desarro/tcm:30-447658>

