



World Gastronomy Institute

PRESS RELEASE

October 1st, 2019

Florencio Sanchidrián, WGI Medal of Honor

Mr. Florencio Sanchidrián received the [Medal of Honor](#) from the [World Gastronomy Institute](#) (WGI) recognizing his work and his long and successful curriculum of researcher and propagator of food culture as "World Ambassador for Iberian Ham", appointed in 2004 in Paris, France, by the [International Academy of Gastronomy](#).

Medal of Honor of the WGI

The WGI Medal of Honor is the highest award of the Institution and is granted to recognize the significant work of professionals, entities and groups that have decisively influenced the development of gastronomy in the world.

The Award Ceremony was organized in the Events Room of [MEDITERRANEO CULINARY CENTER \(MCC\)](#) in Valencia (Spain). Mr. Sanchidrián received the Award from Mr. José Manuel Iglesias, Secretary-General of the WGI, in company of Mr. Luis Tesón, WGI Corporate Vice-President.

The event was attended by the Host Director of MCC Mr. Enrique Niñerola as well as distinguished personalities and representatives of professional associations, as well as several Ham Cutters Masters who went to Valencia to honor Floencio Sanchidrián.

For the WGI it was a very special moment for the long personal friendship that unites the best Cutter in the World with the Secretary-General of the Organization, which is also closely linked to the Iberian world, since a few years ago he was the Champion of Spain of the Iberian Ham Tasting Contest at the World Ham Congress, and he has collaborated as an Advisor and Consultant to various companies and entities for the promotion of the most emblematic and distinctive Spanish food product.

In addition to his Medal and Diploma, Mr. Sanchidrián received as a present, a travel case with a travel heater for infusions with a selection of teas from the [Dilmah company](#), the best Ceylan Tea.

The Executive Committee of the World Gastronomy Institute (WGI) has awarded Florencio Sanchidrián its highest award, the [Medal of Honor](#) of the Institution, thereby recognizing the figure and trajectory of a Master who has been the creator and promoter of a profession that thanks to him now thousands of people work in the gastronomic sector, especially in Spain and Mexico, but that has spread in prestigious restaurants and hotels around the world.

Mr. Florencio Sanchidrián

Florencio Sanchidrián is an authentic N 1 of international gastronomy. Among the many awards he has received Sanchidrián was designated in 2004 in Paris as "World Ambassador of the Iberian Ham" by the *Académie Internationale de la Gastronomie*. Florencio Sanchidrián is much more than a Master Ham Cutter, since he is the creator of the first official ham cutting method and founder of the first Sectorial Association and the first thematic schools with the Regulatory Councils. Owner of his own company "Real Jamón" and constantly traveling across the five continents, Sanchidrián is the Official Cutter of Formula 1, has cut hams in the White House (U.SA), in the Royal Weddings or for the famous actors from Hollywood, having been chosen to represent Spain on numerous occasions at Olimpic Games, at Universal Exhibitions or with the Spanish Cooking Team. He has also worked closely with the most important Chefs de Cuisine, advising companies and Designations of Origin and is also responsible for hams in the prestigious Repsol Guide.

In 2014, the newspaper The New York Times defined it as "The rock star of ham", equating the great leaders of sport, music and entertainment, being one of the most relevant culinary professionals of his time.

Master Class «IBERIAN HAM IN HAUTE GASTRONOMY»

After the Medal ceremony, Mr. Sanchidrián offered to the [Mediterráneo Culinary Center](#) Students a presentation.

The MCC Middle and Higher Grade Students were able to enjoy a Master Class offered by Mr. Sanchidrián on the Ham Court, during which he spoke with theory and practice about the Iberian Ham, talking about the aging process in the pastures, of the elaboration and the dryers, of the organoleptic and nutritional qualities of the gourmet product par excellence, of the perfect cut and of the tasting, including the suitable pairings. Florencio also related the Iberian Ham in the gastronomic context of the hospitality industry. Among the contents of the lesson, the Iberian was also related to Spanish culture, literature, bullfighting or flamenco.

Likewise, Sanchidrián talked about you to the students explaining what the job of Ham Cutter is, surely arousing interest and vocations, since in question time they expressed their gratitude for the generosity of the Master and transmitted his emotion to meet him and for how magnificent and entertaining the class had been, a spectacle to tell everyone.

Attending a "Show-Cutting" of Sanchidrián is a unique experience and despite being a high-level technical class, the media Mr. Florencio Sanchidrián achieved with his indefatigable verb that the public fell in love with the Iberian, putting the soul in each piece of ham that he cuts.

At the end of the Master Class, the Press and the Guests were able to share some bottles of wine with Florencio Sanchidrián, who asked all the questions and even signed several autographs. The wines selected by the sommelier Elisabeth Bravo of the Federation of Sommeliers of the Valencian Community (FASCV), were a Tinto and a Cava from the Vegamar Wineries, trying to harmonize perfectly with the Iberian ham tasted.



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