

The Formentera Council's tourism department is currently manning its own stand at “Madrid Fusión”, a gastronomy expo that will run through Wednesday in Madrid. Department chief Alejandra Ferrer and Carlos Bernús, the head of tourism promotions, are there with chefs from six Formentera restaurants as well as two producers —one of oil and one specialised in wines— to showcase the best Formentera has to offer in terms of gastronomy.

Every day of the three-day event will see two new restaurants conducting a “showcooking” session, which Ferrer promised would include “local products being used to reinterpret traditional cuisine”. The wine cellar and oil producer are standing ready with samples of their Made-on-Formentera products. The event, said Ferrer, is focused on gastronomy, and “enables us to spotlight the identity that sets us apart from other emerging destinations, helping to keep us competitive”.

Book of traditional recipes

Formentera's stand at the expo will be the place to go for tourism-tuned info. Among the run of new material the island's reps will have on hand is a 2019 edition of “Sabors de Formentera”, a book purporting to offer “traditional recipes from a singular island”. Ferrer thanked Vicent Morna and Artur Portas for giving the team permission to tap into the trademark local recipes of their “Cuina Típica de Formentera” in putting together the new book, which she called “true to our island's culinary tradition”.

Ferrer also gave thanks to the six participating restaurants, Vogamarí, Pinatar, Es Molí de Sal, Casbah, Can Pasqual and Capri, the wine cellar Terramoll and the oil producers at Ca na Platera. This year marks the first that Formentera has a presence at the expo, which is one of the leading gastronomy-related events in Spain.