

Barcelona Premium

A city of unique experiences

March 2013
Newsletter 7

Gastronomic experiences

Ten years after its opening, the Omm has upped its game with its new Roca Bar and the makeover of **Roca Moo**.

The hotel's one-Michelin-star restaurant has reinvented itself by bringing the kitchen into the dining room. This breaks down the frontiers between the two spaces and some dishes will be finished off in the dining room in front of the diners.

Overseen by Roca brothers Joan, Josep and Jordi and managed by chef Felip Llufríu, Roca Moo Restaurant offers a special twist on Catalan cooking in a functional open space with a relaxed atmosphere.

www.hotelomm.es

The **Espai Kru**, described as a "sea of tapas", is the new space located on the first floor of the prestigious

seafood restaurant Rías de Galicia. It has its own unique à la carte menu divided into two sections.

The restaurant takes its name from the main section: Kru (based on the Catalan for 'raw'). It puts the focus on dishes which can be served raw and showcases the amazing quality of the produce. And the second section, "Discovering fire", brings a touch of heat to the menu.

In addition to the key ingredients, the Espai Kru benefits from other assets of the Rías, such as its selection of refined cheeses and cellar.

www.espaikru.com

An incredible gastronomic tour at the famous Boqueria market of Barcelona with the Chef of the **Hotel Neri** (Benito Iranzo). Clients get explanation of the food



and can choose fresh product that the chef will cook for them at lunch time in a special and per-

sonalized tasting menu (7 courses with wine pairing).

www.hotelneri.com

Cultural highlights



Sant Jordi Festival: 23rd April

Sant Jordi, or Saint George, is the patron saint of Catalonia and on 23rd April we celebrate Sant Jordi's Day, which is also Book and Rose Day. The main streets of Barcelona are lined with stalls selling books and roses which lend the day a festive, cheerful touch. Although it is not a public holiday, the day and the essential walk fill the streets and squares, making it a unique national festival celebrated on a working day.

Music Festivals

The latest music is danced and listened to in Barcelona, with two of the major international events on the music scene. First is the turn of the Primavera Sound festival, on from 22 to 26 May. And then, almost before you can get your breath back, from 13 to 15 June, there is a very special Sónar festival, this year celebrating its 20th anniversary.

Primavera Sound has always concentrated on offering the chance to see new promising independent bands and also renowned artists from any style or genre.

Nick Cave & The Bad Seeds, Phoenix, My Bloody Valentine, The Postal Service and Blur will be in the line up in 2013.

www.primaverasound.com

Sónar is the International Festival of Advanced Music and New Media Art.

It is a pioneering festival that is unique in terms of its format and content. The new 3D by Kraftwerk and the new audiovisual of the Pet Shop Boys will be there, among many others.

www.sonar.es

* Barcelona Premium will be present at the following travel shows in the second quarter of 2013.

- Travelweek on 16th-19th April in Sao Paulo
- Virtuoso International Symposium on 21st-25th April in Buenos Aires
- IITM Asia on 3rd-6th June in Shanghai

Please contact us if you want to arrange a meeting.

barcelonapremium@barcelonaturisme.com

New members of Barcelona Premium 2013

In 2013, 9 new businesses, making a total of 53, joined our luxury travel programme, Barcelona Premium:
1 hotel, 2 restaurants, 2 incoming agencies and 4 companies offering unique and special experiences.

ACCOMODATION

AlmaBarcelona



AlmaBarcelona provides the charm of unique contrasts in a first-class hotel located in an emblematic building of the city, in the Eixample district just a stone's throw away from Passeig de Gràcia.
www.almabarcelona.com
cgarcia@almahotels.com

RESTAURANTS

Cinc Sentits



Awarded a Michelin star and rated tops for food in Barcelona by Zagat, Cinc Sentits features modern interpretations of Catalonia's finest gastronomic traditions. Seasonal tasting menus are matched with wines from a list of over 150 selections from the country's most important denominations.
www.cincsentits.com
info@cincsentits.com

UNIQUE EXPERIENCES

Barcelona Charter



Barcelona Charter offers unique experiences at sea in the Barcelona area. Whether for a couple or for a small group, you can tailor your trip from two hours, a half day or a full day in an exclusive sailboat or motorboat.
www.barcelonacharter.net
info@barcelonacharter.net

Red Routes



Join Barcelona in Ferrari and put yourself at the wheel of the latest luxury cars as you tour through enthralling scenery.

Red Routes also gives chauffeur-driven services in a selection of the finest cars they can hire.

www.redroutes.es
info@redroutes.es

INCOMING AGENCIES

Bontur

Bontur is an inbound & outbound travel agency based in Barcelona focused in tailor made travelling experiences, providing the best exclusive and unique private services for individuals and groups.
www.bontur.barcelona.com
bontur@bontur.com

Bru & Bru Barcelona

Bru & Bru Barcelona is an experienced travel agency specialised in creating unforgettable and extraordinary experiences in Barcelona.

Since 2007, it's the only Spanish Virgin Galactic Accredited Space Agent (ASA).
www.bru-bru.com
info@bru-bru.com

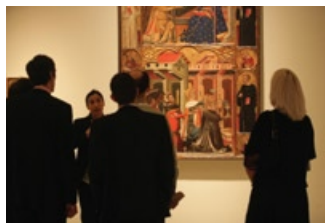
La Terrassa – Hotel DO



La Terrassa del DO offers a selection of dishes based on the concept of the excellence of seasonal, locally sourced produce.

An ideal place to relax in the open air and enjoy the best fresh market cuisine at any time of the day looking out on the hustle and bustle of the Plaça Reial.
www.hoteldoreial.com
info@hoteldoreial.com

Museu Nacional d'Art de Catalunya



The Museu Nacional d'Art de Catalunya contains the finest collection of Romanesque mural painting in the world that combines with the Gothic Art Collection to form a fascinating look at medieval art.

After the museum closes, discover new ways of experiencing art and culture in an exceptional building and its surroundings.
www.mnac.cat
elisabet.pueyo@mnac.cat

World Experience Barcelona



World Experience Barcelona is a producer of tourist and leisure experiences for those who want to live unique, memorable and transforming experiences.

They offer four different experiences: Smart Tours with electric bikes or electric cars with an iPhone and an exclusive App of Barcelona for being your personal guide in the city; guaranteed premium daily tours; private tours and cultural, gastronomic and sportive workshops lead by a prestigious master.
www.webarcelona.com
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