



Chefservices

The leading agency of spanish chefs

The agency has as its objective to offer solutions and brilliant alternatives to enterprising projects in the hotel and restaurant business, via the assessment by, and image of prestigious chefs, such as Martín Berasategui, Jordi Cruz, Jordi Butrón and Xano Sagner, Rafa Morales, Montse Estruch, Mey Hofmann, Ada Parellada, Beatriz Sotelo, Alfredo Peris and Pere Monserrat.



SERVICES

Use of the name and image of prestigious restaurant professionals for the promotion of products, brands and restaurants.

Collaboration with manufacturers of food and drink products, machinery, kitchen and other utensils, for the development of products and applications.

Presentations in industry fairs, events and training sessions for professionals.

Professional assessment of the kitchen in terms of gastronomic trends, application techniques, recipe creation as well as preparation of dishes for photographic sessions.

Assessment services toward a restaurant's creation, menu development, personnel training as well as the use of the name and image as part of the restaurant itself.

BENEFICIOS

The company that contracts **Chef services** will see visible improvement in its brand positioning.

It will differentiate itself from its competitors showing clear signs of distinction.

The link between all the areas that have been worked will be evident and in keeping with the logic of a well-defined strategy.

It will stand out for the changes made or steps taken, providing a strong boost to sales and offering a new focus to clients.

The company will gain new business opportunities from converting its brands into a point of reference within its market segment.



OUR STARS

Martín Berasategui began his professional career in 1973 in the family restaurant, Bodegón Alejandro, located in the Old Part of San Sebastián, taking over the management of the restaurant in 1981. In 1986, the restaurant received its first Michelin star.

In 1993 the Martin Berasategui restaurant opened in Lasarte-Orio, receiving its first Michelin star that same year.

In 1996, the restaurant received its second star and Berasategui was awarded Best Spanish Chef by the Spanish Academy of Gastronomy and the Brotherhood of the Good Table (Cofradía de la Buena Mesa).

In 1997 in Beirut he won the Grand Prix de l'Art de la Cuisine, awarded to the chef with the best worldwide projection, as determined by the International Academy of Gastronomy.

In 2001 he received his third Michelin star and was also named Best Spanish Chef, gaining the maximum punctuation in the guide, "The Best of Spanish Gastronomy 2002" by Rafael Garcia Santos.

In 2004 his restaurant in Lasarte-Orio already figured as one of the six best European restaurants in the "Guida delle Guide" of the Italian magazine, Panorama." This ranking was based on the average scoring by major European guides such as "Michelin", "AA", "Gault&Millau", "Botín Gourmand", "Pudlo", and "The Best in Gastronomy", receiving a total of 98,3 points out of a possible 100.

Among the innumerable awards received during the last 10 years, in November 2005 he was chosen as one of the two best European chefs in the Miljonair Culinary Award together with the Frenchman, Michel Bras. The votes were all by compiled from 3-starred Michelin restaurants.

Berasategui's cooking bets on creativity and being at the vanguard, but without forgetting a strong connection to the past. In sum, we find ourselves before one of the greatest chefs in international cuisine.



OUR STARS

Jordi Cruz After finalising his Studies at the Joviat School of Hotel Management, he won various competitions for chefs among which should be highlighted: 2002 Winner of Best Young Spanish Chef, San Sebastian, as well as the International Prize for cooking with olive oil from Jaén, “Interior Paradise” in The Best of Gastronomy 2003.

In 2003 at only 26 years of age he won his first Michelin star, being at that time the youngest Michelin-starred chef in Spain.

In 2006 he won the first edition of the Chef of the Year Contest, a competition in which more than 1,100 chefs competed at the national level. Currently he is the vice president of the judges committee in the third edition of this competition, which is overseen by Martin Berasategui.

He defines his cooking as evolutionary and restless and has published the book, “Cooking with Logic.”

Currently he is involved in writing his second book on gastronomy, without straying from the stove, which is what provides him most day-to-day satisfaction.

The rapid career of Jordi Cruz saw him receive a Michelin star in his restaurant, L’Angle (Alicia complex, Sant Fruitós del Bages) just a few short months after opening. Previously he had already been converted into the youngest Spanish chef to receive a star by this prestigious French guide while at the restaurant L’Estany Clar (Cercs-Berga).

Recently he has been contracted via Chefservices as the external consultant for gastronomy by the AVE high speed train Madrid-Barcelona.



OUR STARS

Jordi Butrón & Xano Saguer are founding partners of Espaisucre, the only restaurant school for desserts in the world. The two are not only great specialists in this field but also authentic scholars of flavour.

Jordi Butrón has his degree in Education and has studied at the Restaurant and Hotel School of Barcelona, as well as doing further education at the Pastelería Escribà of Barcelona. In the initial years of his professional career he worked at various restaurants, among them the Reno in Barcelona, the Hotel de Crillon in Paris (2 Michelin stars), the restaurant Pierre Gagnaire of Paris (3 Michelin stars), and the restaurant Michel Bras de Laguiole (3 Michelin stars). He has been the pastry chef of the Cataluña Pavillion at Expo '92, at the restaurant "El doradopetit" in Barcelona, and at the Jean Luc Figueras restaurant in Barcelona (1 Michelin star) for 6 years.

Among his many awards can be highlighted the 1998 award for Best Pastry Chef in Spain and in 2006, the National Award for Gastronomy as the Best Pastry-Dessert Chef in Spain.

Xano Saguer studied at the Pastry School at the Gremio in Barcelona, and then continued his study alongside Philippe Bertrand and his team. He has been the pastry chef at the Hotel Carlemany and the Castell de Peralada in Gerona, among other notable establishments. In 2003 he was part of the Spanish pre-selection in the category "piece of chocolate" and was awarded the "Team revelation" at the World Cup of Pastry in 2003.

In 2007 Jordi and Xano began the first and only Worldwide Championship of Restaurant Desserts, with the contest based out of the Espaisucre school. This type of unique and recognised competition positions our gastronomy as an international driver to becoming the Holy Grail of the discipline.



OUR STARS

Rafa Morales (I) Began his gastronomy career in Valencia. Ambitious and unstoppable, he feeds off the experience of his masters from which he creates his own style. His desire for improvement and the passion that he feels for the kitchen led him to the position of stagier at the restaurant Bulli, at the time a two Michelin star restaurant. (1994). His trajectory within the world of gastronomy moved forward without stopping, with him achieving his second Michelin star for his work at the Restaurante Gastronómico La Alquería de la Hacienda Benazuza (Bulli-Hotel).

In 1995 he began his season as responsible at the Bulli restaurant. In 1999 he received the merited confidence of Ferran Adrià and was named Head of the Kitchen at this same restaurant (3-star Michelin since 1997).

In 1997 he joined the area of quality control and logistical assistance of the Bulli catering to Barcelona.

In 2000 he became the executive chef of the Hacienda de Benazuza, with the objective of converting it into a gastronomic reference at the national and European level.

In 2003, La Alquería, the gastronomic restaurant of La Hacienda Benazuzu. received its first Michelin star. His unstoppable career was rewarded the following year when he received his second Michelin star.

In 2005 his work at La Haciendo Benazuza was awarded the Best Breakfast of a Creative Hotel in the 2005 edition of the Guía Gourmetur.



Rafa Morales (II) In 2006 he joined Ferran Adrià as his personal assistant at the Culinary Institute of the US in the seminar “The gastronomies of the world (Spain).”

He has been the protagonist of innumerable seminars, presentations and cooking courses, as well as demonstration courses, such as that held at the Hotel Astoria in Valencia, the 400th hour of operation for the Bulli restaurant (1994) or the Seminar on Vanguard Cuisine (Argentina, 2005).

As responsible for catering and large banquets, he participates in the network for the Prince of Asturias with a menu prepared by Juan Mari Arzak and Ferran Adrià, realised and directed by Paco Roncero.

He collaborates occasionally in television programs throughout the world, for example of the program titled, “Specialties of Dolli” with Dolli Irigoyen in Buenos Aires or on Canal Sur in the program, “The thousand and one nights”.

He is a member of the judging panel of the Cook of the Year competition.



OUR STARS

Montse Estruch (I) Was born into gastronomy at the El Cingle Guesthouse in Vicarisses in 1973 under the concepts of classical and traditional cooking with seasonal products.

1995 was a year of change. Montse Estruch had trained with major chefs such as Alain Ducasse, Frederic Bau of Valrhona, Pierre Herme of Fauchon, Christofer Felder, Mey Hofmann, Ferrán Adriá, among others and decided to convert the old concept of the guesthouse into what would become the restaurant El Cingle.

In 1998 El Cingle received a Sun from the “Repsol Guide of Cataluña.”

In November 2004 she topped her successes with a deserved Michelin star.

She serves as an outside consultant to many restaurants and restaurant schools throughout the world, among which can be highlighted the Aula de Chocovic, Cal Blay and the Aula de Cuina de l’Empordá.

She is the author of gastronomy books such as “25 years of El Cingle of Vacarisses” (1999), “Sensations” (2002), Maridaje Bestial” (2005) and collaborations in magazines such as Village Prestige, Revista Event.

She imparts cooking courses on television (“Cuines”) and under contract for large companies such as “La Sirena” (frozen products).

She participates in numerous presentations and gastronomic forums.



Montse Estruch (II) Plans and executes projects for restaurants (management and design of the cooking line, consulting for and redesign of restaurant menus). An example of this would be the outside consulting she has done recently for the restaurant El Agua, one of the leading restaurants in Chile.

She prepares exclusive recipes such as that developed for her promotion of oil “románico esencia” by Argoles.

She also prepares sampling menus and inauguration cocktails for large companies, restaurants and hotels (for example, the official presentation of the Audi A8, presentation of the BMW X3, the inauguration cocktail of the Hotel-Restaurant Polo by the Puya brothers.)

Her recipe book is impregnated with the influence of her numerous trips abroad: Morocco, Madagascar, Caracas, Venezuela, and Mexico.

Her guiding principle is “the essence of what our gastronomy works to transmit is light, magic, a dream via the senses.”



OUR STARS

Mey Hofmann is the creator of the Hofmann School of Restaurant Management of Barcelona, the only school in all of Europe whose restaurant has had a Michelin star since 2004.

A multifaceted woman, she studied economics and interior architecture in several European capitals before finally submerging herself in her great culinary passion. Her training began in Paris, where she earned her diploma “Cordon Bleu” and then she went on to amplify her studies at the “Lenôtre School.” In 1982 the Hofmann school was born, the fruit of her work, illusion and effort. With more than 25 years in operation, success is guaranteed. More than 2,000 students have been converted into great professionals of the stove at leading restaurants throughout the world.

2007 was a year of change. Mey and her team opened the new Hofmann restaurant in Barcelona.

She serves as an outside consultant to numerous restaurants and hotels throughout the world, among which we can highlight the Intercontinental in Rio de Janeiro and the Café Paradiso in Portugal. The Hofmann School has more than 30 professionals who form part of the staff and also counts on the collaboration of prestigious chefs such as Alain Ducasse, who has won a total of 14 Michelin stars, the more awarded chef in the history of gastronomy.

May is the author of books on gastronomy such as “Fire and passion in the kitchen”, “Help! I have guests” which are required reading for those who love the kitchen.

She collaborates in television programs shown in Brazil where gastronomic demonstrations are broadcast. Her restaurant has become a favourite of innumerable Hollywood stars who travel to Barcelona, as well as individuals from the world of sport and other great personalities. The walls are replete with photos and help to make the Hofmann a myth.

Her cooking begins daily with Mediterranean flavours. It is a fusion of styles and techniques, the traditional with the vanguard. Her guiding principle is “to unite quality and precision and cooking with rigour and care.”



OUR STARS

Ada Parellada is from one of the most renowned families from the world of Catalán restaurants. Currently she is co-owner of three restaurants: Semproniana, Pia dels Angels and Petra in Barcelona.

Without separating herself from the day-to-day at her restaurants, she has become an authentic expert in all that is related to gastronomy for children. Since 1999 she has organised an annual week-long cooking workshop for children at one of her restaurants and has published 12 books dedicated to gastronomy and children's cooking; the last of which was "It's easy to have them eat everything" (Sigma, 2007).

She has worked with the Health Program of the Cataluña Government Health Department, by conducting classes about nutrition, food culture and troubles related to eating behaviour. She has been able to combine this work with participation in many other educational programmes with different entities.

In addition, and thanks to her great communicative ability, she participates actively in all types of events in the restaurant world, and collaborates in diverse cooking programmes on television, radio and in print publications. She participates actively in workshops, schools and institutes putting emphasis on the importance that good food plays in the daily lives of students and teachers.

Currently she is working on a project focused on developing good tasting skills that is directed towards children, young people, and their parents. Her theory is based on the idea that good food should be fun, enjoyable and healthy. The project aims to discover the composition of good food via workshops, games and the hands-on experience of food, cultural origins of the products, etc. The basic goal of this project is to improve one's quality of life via the development of good eating habits.



OUR STARS

Beatriz Sotelo Sequeiros is 27 years old and is a native of Ardán-Marín (Pontevedra). She has her Superior Technical degree in Restaurant Management from the Carlos Oroza School of Pontevedra.

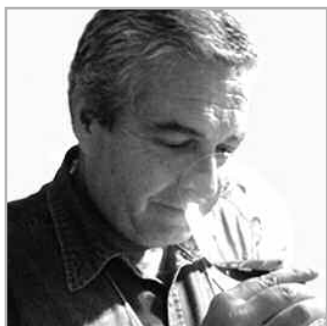
At the hand of Marcelo Tejedor, she is proud to have been able to know another way of appreciating the kitchen and above all, the product.

She continued with her training alongside Toñi Vicenete, working, together with Juan Manuel Crujieras, at the restaurant, “A Estación”, located in Cambre, La Coruña, with the food that most excites her and using seasonal products.

Sotelo projects into her cooking the force and vitality with which she lives.

She has recently been proclaimed Chef of the Year 2008 after beating out seven chefs in the final stage of this prestigious contest. She was the only woman selected among the 80 chefs that were whittled down to eight semi-finalists from across the entire nation with more than 1,000 contestants.

“My cooking is just as I demonstrated during the final: clean, simple and using seasonal products, where the flavour and taste are the principal protagonists.



OUR STARS

Alfredo Peris Enologist, Writer on wines, and specialised journalist

He began his journalistic career in 1975, focused principally on the fascinating world of wine, with a specialisation in sensorial wine tasting via his collaborations with accredited French and Spanish companies.

During his trajectory he has co-produced various radio programmes on gastronomy and wine, and in nationally distributed newspapers and magazines. Currently he collaborates in diverse specialised magazines and in his broad career has appeared as author of “The Book of Wine – Guide for tasting the wines of Spain” and “The Book of Wine – Guide for tasting the wines of Portugal” for Ediciones Zeta. He works as the Writing Director of the Larousse Encyclopaedia of Spanish Wines” and Larousse Wines of the World” as well as Director and Technical Content Consultant for “Wine” Publisher by Editorial Köneman (Germany), for Spanish-speaking countries. In addition he has worked as writer-collaborator to the collection, “Routes for the Wines of Spain” from the publishing group El Mundo and on the Writing Committee for the encyclopaedia “Learn and Select Wine” by Grupo Salvat-Hachette (France), in the edition for Spain and Portugal.

He is a member of the Spanish Union of Wine Tasting (Unión Española de Catadores) and Director of the School of Training of the Cercle Catalá of Tastadors and member of the Executive Committee, and among other awards has received the titles of Brotherhood of Journalistic Merit (Cofrade de Mérito Periodístico) for the Brotherhood of Cava Wines (Cofradía de Vinos de Cava) de Sant Sadurní d'Anoia, Mousquetaire de l'Armagnac, Caballero del Beaujolais, Cofrère de la Gastronomie Française...

Currently he is director and owner of Sensorial Espai Group, a company specialised in the management, development and execution of wine and gastronomy-related events for companies and groups.



OUR STARS

Pere Montserrat is from a family member with three generations of restaurant tradition. His uniqueness, however, lies in his passion for the world of coffee, being able to surprise and satisfy the taste buds of all his clients.

In 2006 he was awarded the title of Barista Champion of Catalunya being considered ever since as an authentic specialist in espresso, cappuccino and combination coffee.

In 2007 he received the international diploma of professional barista awarded by the SCAE of London, being the only Spaniard who currently has this title. In 2002 he also entered the Guinness Book of Records for having served 3,000 cups of coffees in five hours and a half in front of the cameras for the La Marató program on TV3.

The most surprising however is the wide range of combinations and recipes that he has developed based on coffee, and his perfectionism in flavour and preparation to convert coffee into a marvellous experience for the drinker.



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