

Press release

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Allianz Worldwide Partners supports Spanish cuisine to become a UNESCO World Heritage

Allianz Worldwide Partners promotes the election of the 7 Gastronomic Wonders of Spain with the aim of proposing the Spanish Culinary Culture as Intangible Cultural Heritage of Humanity to UNESCO

In order to recognize the artistic, technical and cultural value of Spanish cuisine, protect the culinary methodology and convey their value to future generations, Allianz Worldwide Partners promotes the election of the 7 Spanish Gastronomical Wonders 2016 with the aim of applying as Intangible Cultural Heritage of Humanity at the UNESCO.

Twenty dishes have been selected and people can vote until the 20th of August (www.7maravillas.es). The finalists are: gazpacho andaluz, pollo al chilindrón aragonés, fabada asturiana, ensaimada mallorquina, papas arrugadas con mojo picón de las Islas Canarias, quesada pasiega cántabra, crema catalana, pisto manchego, cochinillo asado segoviano, marmitako vasco, migas extremeñas, pulpo a la gallega, cocido madrileño, paparajotes murcianos, alcachofas con almejas de Navarra, patatas a la riojana, paella valenciana, jamón ibérico, tortilla de patata and turrón de Jijona.

Spanish cuisine, beyond the plate

25% of GDP in Spain come from the food industry, agriculture, tourism and gastronomy; some of the best restaurants and chefs in the world are Spanish; and it is estimated that by 2015, **7 million tourists came to Spain with the only intention to enjoy Spanish cuisine.**

The quality of Spanish gastronomy also provides international recognition and a high level of brand-country, and affects, directly or indirectly, every Spanish economic sectors.

Spanish cuisine, based on the **strength of regional cuisines**, is essential to understanding the history of the country.

Objective: Intangible Cultural Heritage of Humanity

Mexico, France, Japan and Mediterranean cuisine (represented by Croatia, Morocco, Portugal, Italy, Cyprus, Greece and Spain) already have the title of Gastronomy Intangible Heritage of Humanity by UNESCO and the election of the **7 Spanish Gastronomic Wonders** is aimed to achieve this title for Spain.

The progress of this initiative can be followed through the web www.7maravillas.es, social profiles Allianz Global Assistance Spain (@AllianzAssistES on Twitter, Allianz Global Assistance Spain in Facebook) and affiliated entities to the project.

The official hashtag of the campaign is **#7maravillas**.

This initiative has the support of the Spanish Federation of Hospitality (FEHR), the Spanish Society of Dietetics and Food Science (SEDCA), the School of Food and Hospitality Industry of Toledo, the Gastronomic Association of Jaen, the Asturian Center Madrid, Culinary Spain, Wine, Gourmet Madrid, Marcial House (two Michelin stars) Nacho Manzano, Hospedería El Batán (Michelin star) Maria Jose Meda, Casa Carola, Food Healthy Foundation, Gustatio Communication and Alejandro Restaurant (Michelin star) Alejandro Sanchez.

About Allianz Worldwide Partners

Dedicated to bringing worldwide protection and care, Allianz Worldwide Partners is the B2B2C leader in assistance and insurance solutions in the following areas of expertise: global assistance, international health & life, global automotive and travel insurance. These solutions, which are a unique combination of insurance, service and technology, are available to business partners or via direct and digital channels under three internationally renowned brands: Allianz Global Assistance, Allianz Worldwide Care and Allianz Global Automotive. This global family of over 16 000 employees is present in 75 countries, speaks 70 languages and handles 40 million cases per year*, protecting customers and employees on all continents.

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*for 2015, excluding Global Automotive

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