

# SUMMER 2019 IN SPAIN

## The Business of Wine and Gastronomy in Northern Spain

June 24th to July 5th, University of Navarra, Pamplona

### COURSE DESCRIPTION

This experiential learning course explores different facets of the vast industry of wine and gastronomy in Northern Spain. At only 30 miles south of the French border and 50 miles east of the coastal town of San Sebastian, Pamplona (region of Navarra) enjoys a privileged location and climate that are ideal for producing world-class wines and food. Often referred to as the Huerta de España (Orchard of Spain), Pamplona and the entire Northern Region is nationally and internationally renowned for the quality of the local ingredients, the calibre of their internationally recognized chefs (the regions of Navarra and the Basque Country have more total **Michellin stars** than the capital of Spain, Madrid) and the production of excellent wines. In this course we delve into this world of gastronomy and wine in Northern Spain, focusing on local businesses which have evolved out of the great admiration and respect that the culture has for all things culinary. Course combines in-class lectures and visits to the internationally acclaimed **Basque Culinary Center**, local vineyards and organic farms.

### The major topics that will be addressed in this course:

- **The business of the Spanish restaurant scene: How Spain became number one in the world.** Northern Spain stands apart as an incubator of quality chefs and innovation.
- **Mar y Montaña: learning to think, eat and drink as a Spaniard.** Literally translated as 'Sea and Mountain', Spain's gastronomy is based on the concept of taking maximum advantage of its pristine waters and mountains to produce exquisite cuisine and wine.
- **The big business of small vineyards.** Spain is the third biggest wine-producing nation, well ahead of countries like the United States, Chile and Australia.
- **A beginner's guide to Spanish wine.** Spanish wines offer exceptional value and a bold entry into the wines of Europe.



## FIELD STUDIES & CO-CURRICULAR ACTIVITIES

The program includes activities and field trips such as:

- Trip to Bilbao and Guggenheim Museum
- Trip to San Sebastián
- Basque Culinary Center
- Visit to the three MICHELIN Stars restaurant Akelarre ★★ ★
- Visit to Florette
- Excursion to the Royal Palace of Olite
- Become a Winemaker Workshop, at Otazu Winery
- Pamplona Sweet Tour
- Walking Tour of Pamplona
- Trip to Logroño and Marqués de Riscal Winery
- Juevintxo

## LEARNING OUTCOMES

- To learn different types of business models (small local and family businesses, regional producers, and large national companies) related to gastronomy and wine, and understand the cultural underpinnings of those models.
- To identify cultural and structural differences between Spanish gastronomy and wine businesses and North American businesses, and the cultural underpinnings that motivate these differences.

- To have a working knowledge of different business structures.
- To understand and appreciate the Spanish passion for its best national treasures, its food and wine.
- To be familiar with Spanish gastronomy and wine.

## WHAT'S INCLUDED

- Tuition & fees,
- Course materials
- Health Insurance
- Field Studies & co-curricular activities
- Full Room & Board: double room in the ultra-modern Camplus student hall. Rooms are comfortably furnished, each with a private bathroom
- All meals during the program
- Official Transcript of Records
- 24/7 emergency on-site support

Participants will be responsible for personal costs not specifically mentioned above including: airfare and items of a personal nature.

## DEADLINE

**MARCH 1st 2019**

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