

INFORME OET DUBLÍN “TASTE OF DUBLIN 2022”

La Oficina Española de Turismo en Dublín y el club de producto **Saborea España** han participado en el evento gastronómico más importante del mercado irlandés conocido como “*Taste of Dublin*”.

En este evento se alcanzó a un turista cosmopolita de alto nivel adquisitivo mediante las presentaciones de productos gastronómicos propios de los destinos colaboradores en el stand propio denominado *Tasting Spain*, así como a través de las actuaciones de sus chefs y expertos con demostraciones culinarias y catas de vinos en diferentes formatos durante el festival.

Esta acción se realizó en conjunción con la celebración del “*Día Mundial de la Tapa*”, que tuvo lugar el 16 de junio de 2022, englobando acciones presenciales en el stand con periodistas y agentes de viajes especializados en gastronomía y viajes; así como actividades de marketing online, redes sociales y concursos en televisión y radio.



DESCRIPCIÓN DEL EVENTO

El festival atrajo 32.000 visitantes en sus cuatro días de duración y estuvo localizado en los céntricos jardines de Dublín, “Iveagh Gardens”, que cuentan con una superficie de 34.400m2.

Su celebración tuvo lugar del jueves 16 al domingo 19 de junio de 2022 repartidos en dos sesiones diarias:

<i>Jueves 16 de junio:</i>	12:00 – 16:30 & 18:00 – 22:30
<i>Viernes 17 de junio:</i>	12:00 – 16:30 & 18:00 – 22:30
<i>Sábado 18 de junio:</i>	12:00 – 16:30 & 18:00 – 22:30
<i>Domingo 19 de junio:</i>	12:00 – 16:30 & 18:00 – 22:30

Taste of Dublin (tasteofdublin.ie) ofrece a los visitantes la oportunidad única de obtener ingredientes esenciales de productores artesanales, relacionarse con los mejores talentos culinarios de Irlanda, estar en primera línea de clases magistrales y relajarse en el ambiente gourmet del mejor festival de comida y bebida del verano.

Disfrutar de una variedad de actividades gratuitas que incluyen demostraciones de cocina, clases magistrales de licores y catas de vino, así como probar los mercados boutique de alimentos donde una deliciosa variedad de proveedores de alimentos y bebidas, productores artesanales y fabricantes ofrecen productos exclusivos y únicos.



YOU DESERVE
SPAIN



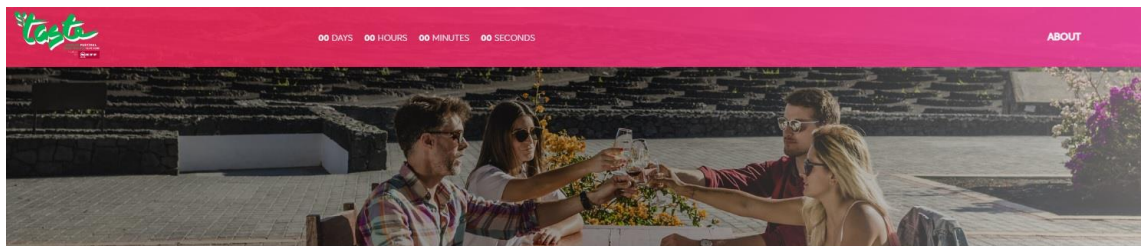
PARTICIPACIÓN

La colaboración entre **Turespaña** y **Saborea España** permitió la contratación de un espacio con la organización de la feria que englobaba:

- Un espacio de 6x12 metros que incluye una carpa cubierta con suelo en una localización privilegiada del recinto. La marca España y Saborea presente todos los materiales de marketing por ser socio estratégico.



- Logo en la página principal de la página web de *Taste of Dublin* como patrocinador.



TASTING SPAIN

Tasting Spain is a unique Spanish gastronomic experience where visitors will have the opportunity to sample a wide variety of high-quality products from Spain, ranging from wines to olive oils, cheeses and pastries.

Come and discover the different Spanish regions thanks to their fantastic chefs and experts that will delight you with special masterclasses and wine tastings within our space.

Learn about the incredible gastronomic and tourist experiences that you could enjoy on your next trip to Spain directly from our partner destinations.

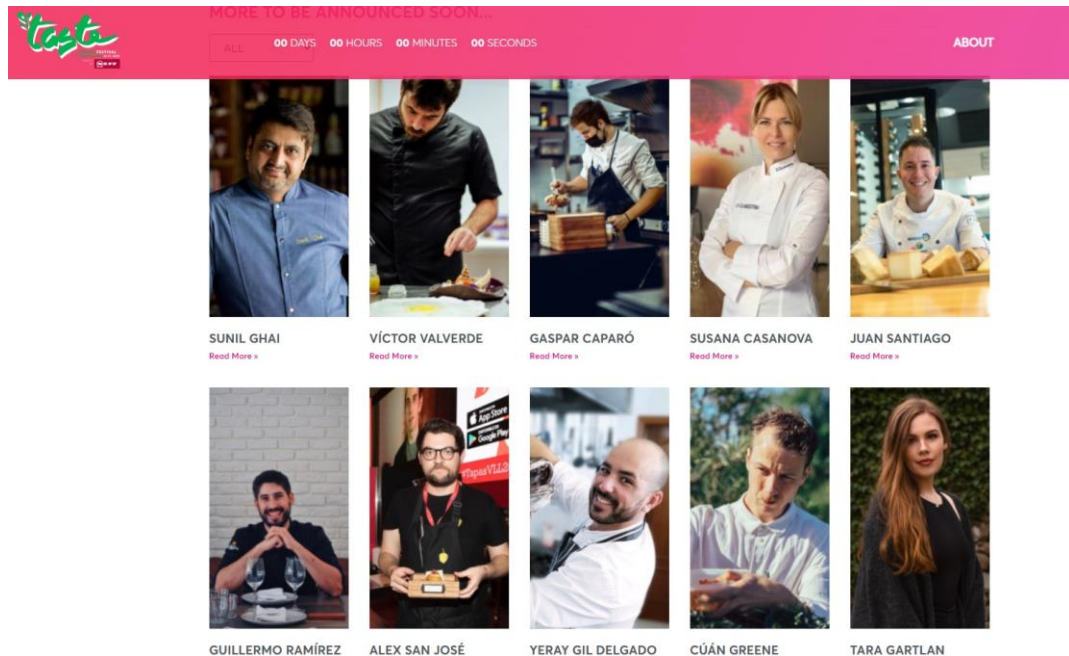
The feature will include a shopping area where visitors will be able to purchase all those products in exhibition and take with them back home the tastiest memories of the event.



YOU DESERVE
SPAIN



- Secciones exclusivas en la página web para nuestro contenido.



- Listado y editorial en la guía oficial (30.000 copias) y logo en todo el material impreso.

 **TASTING SPAIN**

A unique Spanish gastronomic experience where visitors will have the opportunity to sample a wide variety of high-quality products from Spain, and thanks to our fantastic chefs and experts, enjoy special masterclasses and wine tastings within our space.

Learn about the incredible gastronomic and tourist experiences that you could enjoy on your next trip to Spain directly from our partner destinations: Lanzarote, Gran Canaria, Fuerteventura, Zaragoza, Valladolid and Cambrils.

The feature will include a shopping area where visitors will be able to purchase delicious products from our exhibitors and take back home the tastiest memories of the event.

- Oportunidades de publicidad y relaciones públicas con socios mediáticos y de promoción de la organización.

- Espacios para presentaciones gastronómicas y de producto por parte de los destinos en el escenario principal de *Taste of Dublin*, así como en la carpa VIP.

- Entradas de acceso a público final de cortesía para usar con invitados.

- Presencia en las campañas de marketing digital y redes sociales de *Taste of Dublin*.

**YOU DESERVE
SPAIN**



El espacio en su conjunto se dio a conocer al público como **TASTING SPAIN** y contó con los siguientes destinos por parte de Saborea España:

- Lanzarote
- Gran Canaria
- Valladolid
- Zaragoza
- Cambrils
- Fuerteventura



YOU DESERVE
SPAIN



ACCIONES PROMOCIONALES

- Celebración del **Día Mundial de la Tapa** el día 16 de junio a través de dos acciones específicas en el *Taste of Dublin*:

Presentación a invitados VIP

Evento especial dedicado a 20 agentes de viajes, periodistas y blogueros especializados en gastronomía y turismo. La presentación contó con la asistencia de la presidenta de la Asociación Española de Destinos para la Promoción del Turismo Gastronómico y Concejala Delegada General de Cultura y Turismo de Valladolid, Dña. Ana María Carmen Redondo García, D. Eduardo Sánchez Moreno, Segunda Jefatura de la Embajada de España en Irlanda y del Consejero de Turismo, D. Rubén López Pulido.

Los chefs asistentes de los diferentes destinos deleitaron a los asistentes con una degustación exclusiva de tapas y vinos. Así mismo se les obsequió con una bolsa de regalo con productos españoles.



Presentación y demostración de cocina en el escenario *NEFF Taste Kitchen*

Se contó con una demostración de tapas especial de una hora en el teatro principal del festival por parte de los chefs de Gran Canaria, Lanzarote, Valladolid, Zaragoza y Cambrils, dónde se presentó a los más de 100 asistentes un recorrido gastronómico por España a través de las tapas de cada región. Así mismo se regaló a los asistentes con una degustación de diferentes productos españoles.



- Talleres en la zona designada del stand *Tasting Spain* por parte de los chefs y expertos facilitados por los destinos colaboradores que llevaron a cabo catas de vino, maridajes y demostraciones de cocina constantemente durante los cuatros días de duración.



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- Degustaciones y venta de los productos aportados por parte los destinos colaboradores a los visitantes al espacio. El área de tienda fue gestionada por una empresa de comercialización de productos españoles basada en Dublín.



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- Presencia en la carpa VIP de *Taste of Dublin* en forma de catas de vinos y degustaciones productos por parte de los destinos presentados de manera casual y cercana a los asistentes.



- Presentaciones en el teatro principal de demostraciones para chefs (*NEFF Taste Kitchen*) por parte de cada destino repartidas a lo largo del evento.



YOU DESERVE SPAIN



- Publicaciones en redes sociales a través de los perfiles de la OET (Facebook y Twitter) así como de los perfiles de *Taste of Dublin*.

Taste of Dublin is with Saborea España (Tasting Spain) and Spain.info.
14 June at 09:00 · 🌐

Celebrate with us #WorldTapasDay

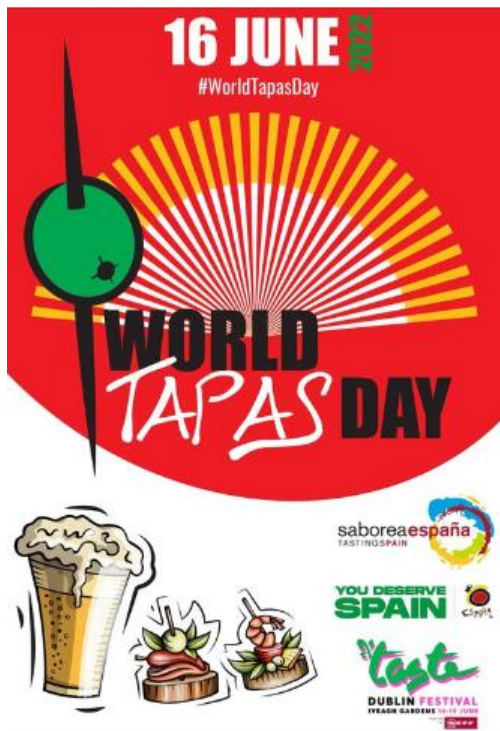
On June 16th we will have a very special celebration in thanks to Spain.info and Saborea España (Tasting Spain)

Join us for the evening session to enjoy a spectacular journey through the different tapas in #Spain in the NEFF Taste Kitchen thanks to 5 of their Spanish chefs!

Visit the stand #TastingSpain to sample the best food and wine from their partner destinations.

Saborea Gran Canaria Saborea Lanzarote Cambriis Turisme Saborea Valladolid :: Gastronomía y Enoturismo de Valladolid Zaragoza Turismo Fuerteventura

#YouDeserveSpain #TasteofDublin22



Spain.info
1 June · 🌐

Meet the #TastingSpain chefs coming over to showcase the best tapas in Taste of Dublin from 16 to 19 June ❤️
<https://tasteofdublin.ie/category/chefs/>

Watch their show cooking both at the Taste Main Theatre and at our own stand. Learn about the gastronomy and tourism attractions from our 6 destination partners! 🇪🇸

- #Valladolid (Castile & Leon)
- #Zaragoza (Aragon)
- #Cambriis (Catalonia)
- #Lanzarote (Canary Islands)
- #GranCanaria (Canary Islands)
- #Fuerteventura (Canary Islands)

#YouDeserveSpain #SpainGastro Saborea España (Tasting Spain)
Saborea Valladolid :: Gastronomía y Enoturismo de Valladolid Saborea Lanzarote Saborea Gran Canaria Cambriis Turisme Zaragoza Turismo



Spain in Ireland @SpaininIreland · 16 jun.
Raise your hands those who are in love with Spanish gastronomy 🇪🇸❤️ and let's celebrate the #WorldTapasDay! 🇪🇸

'Patatas bravas', Spanish omelette, croquettes... Which one is your favourite tapa? 🍷👍

👉 bit.ly/PopularTapas

#YouDeserveSpain #VisitSpain @SaboreaEspana



Spain in Ireland @SpaininIreland · 1 jun.
Meet the #TastingSpain chefs coming over to showcase the best tapas in @TasteDublin, 16-19 June 🇪🇸
tasteofdublin.ie/category/chefs/

(1/5) From #Lanzarote, Chefs Yeray Gil Delgado & Victor Valderde will be on Thursday & Sunday afternoon 🇪🇸

@saboreaZT @SaboreaEspana #YouDeserveSpain



• Participación en una promoción de una semana de duración en 6 diversos programas de televisión, radio y medios online en forma de concursos en colaboración con *Taste of Dublin*. La OET de Dublín facilitó dos vuelos de ida y vuelta a cada destino en cada premio, mientras que los destinos de Saborea España colaboraron aportando el alojamiento y la experiencia gastronómica a los ganadores.

Saborea Lanzarote - Ireland AM in Virgin Media One

(Televisión, 55.000 espectadores)



(Click en la imagen para descargar)

Saborea Gran Canaria - The Six O'Clock Show in Virgin Media One

(Televisión, 59.000 espectadores)



(Click en la imagen para descargar)

Saborea Zaragoza - Fully Charged in SPIN 1038

(Radio, 43.000 oyentes)



(Click para descargar)

YOU DESERVE
SPAIN



Saborea Cambrils - 98FM's Big Breakfast
(Radio, 55.000 oyentes)



(Click para descargar)

Saborea Valladolid - Afternoon Drive with Liam Coburn in Q102FM
(Radio, 37.000 oyentes)



(Click para descargar)

Win a Trip to Spain and VIP Tickets to The Taste of Dublin!



This week on Q102, to celebrate the return of Taste of Dublin to the Iveagh Gardens, Tasting Spain are giving away two VIP tickets to the event, and not only that, they'll be jetting you off to Valladolid in Spain!

More details on prize:

- 2 x VIP Tickets to Taste of Dublin on Sunday 19th of June for the afternoon session taking place from 12-4.30pm.
- A trip courtesy of Valladolid, in Castile and Leon, and Tasting Spain that includes two nights in B&B in the 4* Hotel Gareus, a historical guided visit of the city highlighting the historical relations between Valladolid and Ireland, a gastronomic trail to taste world winning award tapas, a wine tasting experience to know all its 5 unique wine regions plus a tourist card with free access to all the museums and tourist bus.
- Return flights from Ireland to Spain are included.

For Your Chance to Win

Listen in to Afternoon Drive with Liam Coburn from 3pm for your chance to win! We'll play a line from a song that has a food item in it bleeped out and listeners have to text in the missing food! All entries will go into the draw on Friday.

Saborea Fuerteventura - Lovin Dublin
(Redes Sociales, 373.000 seguidores)



Alcance	Impresiones	Comentarios	Me Gustan	Guardados
143.697	188.069	581	5580	136

LOVINDUBLIN Posts



WIN A TRIP FOR TWO TO SPAIN AND 2 VIP TICKETS TO TASTE OF DUBLIN

Liked by efaash and 5,064 others

lovindublin WIN a trip for two to @spaininfo.ie, courtesy of #TastingSpain @saboreaespana

To celebrate Taste of Dublin kicking off in the Iveagh Gardens, Tasting Spain are giving you the chance to WIN a trip to @ifuerteventura for you and a friend!



Post insights

5580	5851	--	136
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Overview ⓘ

Accounts reached	143,697
Accounts engaged	--
Profile activity	1,174

Reach ⓘ

143,697 Accounts reached

138,891 Followers	4,806 Non-Followers
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Alcance	Clicks	Comentarios	Reacciones	Compartidos
13.294	184	104	99	32

Lovin Dublin Published by **Triona Collins** · 14 June at 14:14 ·

WIN a trip for two to @spaininfo.ie, courtesy of #TastingSpain @saboreaespana

To celebrate Taste of Dublin kicking off in the Iveagh Gardens, Tasting Spain are giving you the chance to WIN a trip to @ifuerteventura for you and a friend!

The prize includes return flights from Ireland, three nights at the 4* @CoralHotelsCanarias Cotillo Beach, one typical Canary Island meal in the traditional village of Villaverde and one seafood experience in a restaurant in El Cotillo ☀️... **See more**

13,294
People reached

424
Engagements

Boost post

92

104 comments 32 shares

Lovin Dublin Published by **Triona Collins** · 14 June at 14:14 ·

WIN a trip for two to @spaininfo.ie, courtesy of #TastingSpain @saboreaespana

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Performance for your post

13295 People reached		
240 Likes, comments and shares		
184 Post clicks		
12 Photo views	0 Link clicks	172 Other Clicks

REDES SOCIALES OET DUBLÍN

A través de las cuentas de **Facebook** (@spain.info.ie) y de **Twitter** (@spaininireland) de la OET de Dublín se obtuvieron, de manera orgánica entre el 30 de mayo y el 22 de junio, los siguientes datos:

Alcance /Impresiones	Interacciones	Visualizaciones de Videos
54.012	1.815	3.042

PUBLICACIONES EN FACEBOOK (30 de mayo - 22 junio 2022)

30	31	1	2	3	4	5
Taste of Dublin	Concurso Lanzarote	Chefs Destinos	Concurso Lanzarote	World Tapas Day	Concurso Gran Canaria	Concurso Valladolid
6	7	8	9	10	11	12
Concurso Zaragoza	Concurso Cambrils	Tapas Destinos	Destino Cambrils	Destino Valladolid	Destino Lanzarote	Spain Gastronomy
13	14	15	16	17	18	19
	Gran Canaria Destino / Fuerteventura Destino	Tasting Spain VIP / Zaragoza Destino	World Tapas Day	Taste of Dublin		Chefs Theatre
20	21	22				
Thank you		Stand Tasting Spain				



PUBLICACIONES Y RETWEETS EN TWITTER (30 de mayo - 22 junio 2022)


30	31	1	2	3	4	5
Taste of Dublin	Concurso Lanzarote	Chefs Destinos	Concurso Lanzarote	World Tapas Day	Concurso Gran Canaria	Concurso Valladolid
6	7	8	9	10	11	12
Concurso Zaragoza	Concurso Cambrils	Tapas Destinos	Destino Cambrils	Destino Valladolid	Destino Lanzarote	Spain Gastronomy
13	14	15	16	17	18	19
RT ICEX	Gran Canaria Destino / RT Taste of Dublin / Fuerteventura Destino	Tasting Spain VIP / RT Blanca Valencia / Zaragoza Destino	World Tapas Day	Taste of Dublin / RT Saborea Valladolid / RT Veruska Anconitano		Chefs Theatre
20	21	22				
Thank you		Stand Tasting Spain				

CLIPPING DE REDES SOCIALES

TWITTER

Publicación @TasteDublin

 Taste of Dublin    
@TasteDublin

Enjoy the full [#WorldTapasDay](#) experience thanks to [@SpaininIreland](#) and [@SaboreaEspana](#) on Thursday evening session and be impressed by their award-winning chefs at 8:45pm at the NEFF Taste Kitchen 

[#TastingSpain](#) [#YouDeserveSpain](#) [#TasteofDublin22](#)
Traducir Tweet



9:00 a. m. · 14 jun. 2022 · Hootsuite Inc.

Publicación @TasteDublin

 Taste of Dublin    
@TasteDublin

Did you join our World Tapas Day celebrations yesterday? The Spanish delighted will be going down a treat in the Tasting Spain feature space all weekend!

[#TasteOfDublin22](#) [#WhereFoodLoversFeast](#)
Traducir Tweet



3:00 p. m. · 17 jun. 2022 · Hootsuite Inc.

Publicación @SpainFoodWineE

 Food&WinefromSpainE 
@SpainFoodWineE

Very happy to see our collaborator [@blancsvalencia](#) being part of [@TasteDublin](#)   

She will be hosting 4 sessions with amazing chefs  from [#Lanzarote](#), [#GranCanaria](#), [#Zaragoza](#) and [#Valladolid](#) 

  You cannot miss it!

[#tastingspain](#)
[@SaboreaEspana](#) [@SpaininIreland](#)
Traducir Tweet



Publicación @blancsvalencia

 Blanca Valencia 
@blancsvalencia

I'm delighted to be part of [@tasteofdublin](#) from June 16th-19th! I'll be cooking one of my favourite recipes in the NEFF Taste Kitchen. My demo is Sunday 8p.m.

I will also be hosting 4 sessions for [#tastingspain](#) [@SpaininIreland](#) (Spanish Tourism Board) Thursday and Friday!
Traducir Tweet



Tú y Food&WinefromSpainE
1:20 p. m. · 15 jun. 2022 · Twitter Web App

Publicación @LaCuochina

 **Veruska Anconitano** @LaCuochina

Lanzarote, Fuerteventura, Gran Canaria, Cambrils, Valladolid and Zaragoza: I feel 100% in Spain tonight at #TasteofDublin to celebrate #WorldTapasDay with @spaininireland & @SaboreaEspana 🍷 #tastingspain #YouDeserveSpain #VisitSpain #TasteofDublin #WorldTapasDay #SpainGastronomy



Publicación @SpinelliManuela

 **Manuela Spinelli** @SpinelliManuela · 18 jun.

A journey through #spain
5 destinations, 5 gastronomic journeys, 5+ chefs.
Learning, sharing, tasting!

Wonderful few days with @SaboreaEspana @euro_toques @Eurotoquesrl @LilyRamirezFora @kwanghi_ @TasteDublin @SaboreaLanzarot @SaboreaVLL @SaboreaGC #WorldTapasDay



Publicación @Travelbiz_ie

 **Travelbiz.ie** @Travelbiz_ie

@SpaininIreland #tapas #TasteOfDublin22



Publicación @Travelbiz_ie

 **Travelbiz.ie** @Travelbiz_ie

@SpaininIreland #TasteOfDublin #TasteOfDublin22



Publicación @Travelbiz_ie

 **Travelbiz.ie** @Travelbiz_ie

@SpaininIreland #TasteOfDublin #tapas #tasteofspain



Publicación @Travelbiz_ie

 **Travelbiz.ie** @Travelbiz_ie

@SpaininIreland #TasteOfDublin #tasteofspain #tapas





Publicación @Travelbiz_ie



Publicación @Travelbiz_ie



Publicación @ittn_ie



FACEBOOK

Publicación @Travelbiz_ie

Travelbiz_ie - Ireland's Travel Trade B2B Media Partnership
17 June at 17:45

A TASTE OF SPAIN MEETS A TASTE OF DUBLIN!
#spanishtouristoffice #traveltradetogther #worldtapasday #tasteofdublin

The Spanish Tourist Office invited Travelbiz to join the festivities at Taste of Dublin in celebrating World Tapas Day. On June 16th (Bloomsday too!), Jacinta Mc Glynn (Senior Reporter Travelbiz) headed to Iveagh Gardens to Spain's colourful stand where chefs were already busy preparing a variety of delicious Spanish tapas. Five regions are represented: Gran Canaria, Lanzarote, Zaragoza, Cambrils and Valladolid. Our own Sr Ruben Lopez (Director Spanish Tourist Office Dublin) introduced the Deputy Ambassador Sr Eduardo Sanchez and Sra Ana Redondo, Consular of Tourism Valladolid, who both spoke passionately of Spain's renowned tapas history and encouraged us to eat well and enjoy. Saborea España was a triumph as Taste of Spain and a perfect showcase for Spain's superb cuisine. Gastronomic tourism is now a real trend and Spain can certainly lead a charge. The high quality produce ranges from the familiar delicious cheeses, olive oils and charcuterie. The award winning chefs will hold master classes and show cooking demos throughout the weekend with Susana Casanove (Zaragoza), Alex San Jose Birbaum (Valladolid), Juan Santiago & Guillermo Ramirez (Gran Canaria), Gaspar Caparo (Cambrils) and Victor Valverde (Lanzarote). Wine tastings are held throughout. Thanks, as always, to Ruben, Sara and Kathryn from the Spanish Tourist Office for a lovely evening. The whole weekend promises to be a tasty experience and a proper "sabor" of Spain. Viva España!



Publicación @IrishTravelTradeNews

ITTN, Ireland's Travel Trade Network is at Taste Of Dublin - Iveagh Gardens.
17 June at 11:39 · Dublin

The Spanish Tourism Office and Saborea España partnered up at the Taste of Dublin with a feature stand named Tasting Spain.

ITTN's Sharon Jordan attended the flavourful evening of Spanish gastronomy.

The iconic summer event in Dublin's Iveagh Gardens runs until Sunday, 19th of June, with over 30,000 people expected to descend upon the capital as the champagne pops for the highlight of the Irish foodies' calendar.... See more



Publicación @LovinDublin

Lovin Dublin
14 June at 14:14

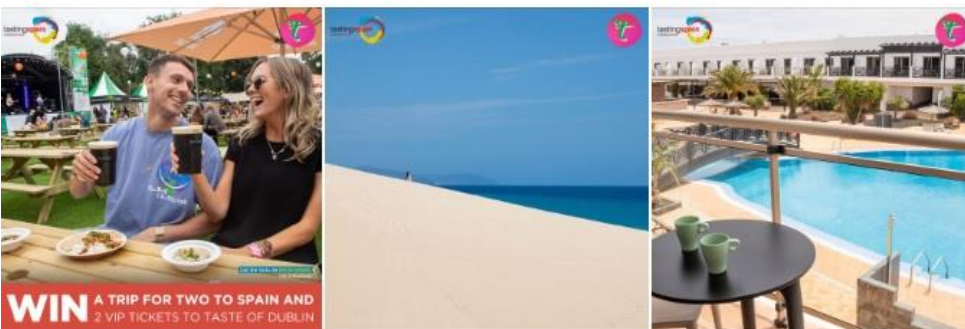
WIN a trip for two to @spaininfo.ie, courtesy of #TastingSpain @saboreaespana 🇪🇸 🍷

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The lucky winner will also receive two VIP tickets for Taste of Dublin, running from Thursday 16 to Sunday 19 June 🍷🍴

To WIN, just LIKE & TAG the person you'd bring along below... 🍷🍴 @tasteofdublin



92

104 comments 32 shares

**YOU DESERVE
SPAIN**



Publicación @tasteofdub

Taste of Dublin is at Iveagh Gardens.
19 May · Dublin · 🌐

Saborea España (Tasting Spain) is a unique Spanish gastronomic experience where visitors will have the opportunity to sample a wide variety of high-quality products from Spain, ranging from wines to olive oils, cheeses and pastries.

Spanish wines, cheeses and PASTRIES at Taste, surely you've bought your ticket when you heard that. Quick, it's the trusty link in our bio 🐼

#TasteOfDublin22 #WhereFoodLoversFeast



Publicación @tasteofdub

Taste of Dublin · 17 June at 15:00 · 🌐

Did you join our World Tapas Day celebrations yesterday? The Spanish delighted will be going down a treat in the Tasting Spain feature space all weekend!

#TasteOfDublin22 #WhereFoodLoversFeast



Publicación @tasteofdub

Taste of Dublin is with Saborea España (Tasting Spain) and Spain.info.
14 June at 09:00 · 🌐

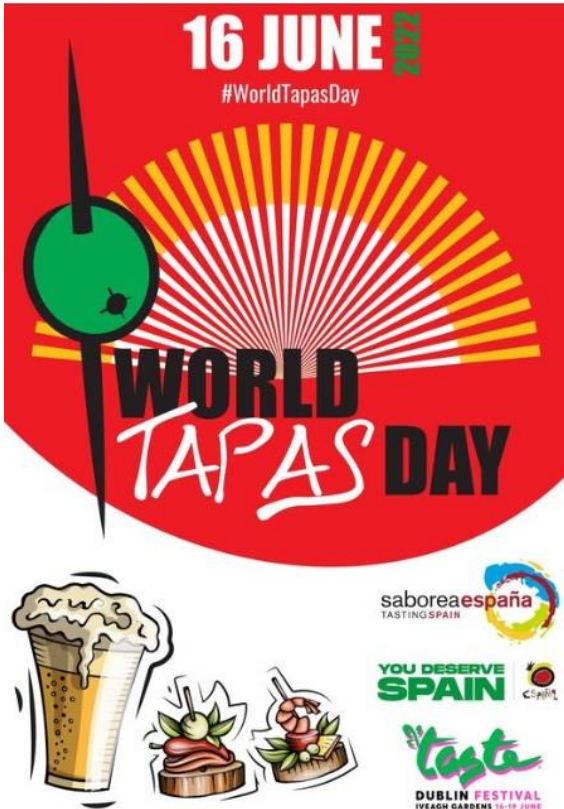
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#YouDeserveSpain #TasteOfDublin22

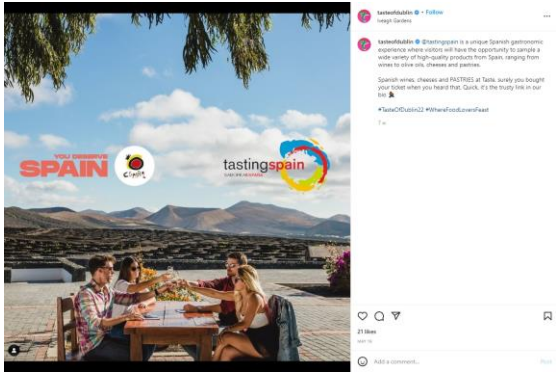


YOU DESERVE
SPAIN



INSTAGRAM

Publicación @tasteofdublin



Publicación @tasteofdublin



Publicación @tasteofdublin



Publicación @thenovelt traveller



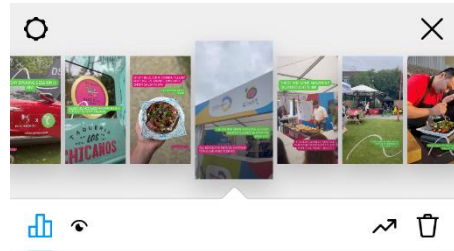
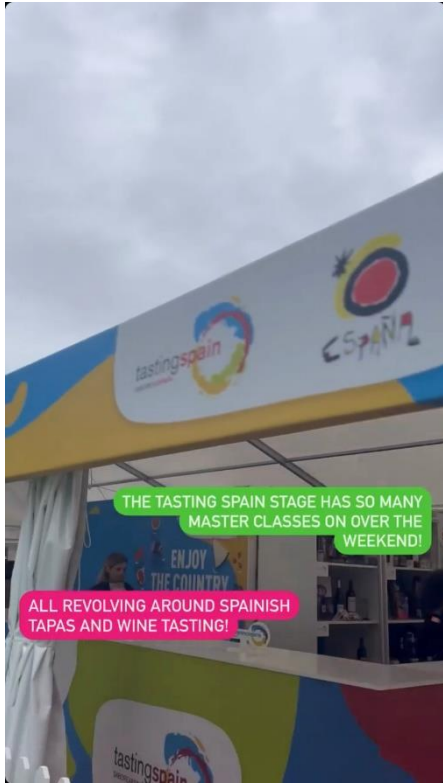
Publicación @bigjim gallagher1



Publicación @lovindublin



INSTAGRAM STORIES @tasteofdublin



Overview ⓘ

Accounts reached	4,082
Accounts engaged	--
Profile activity	5

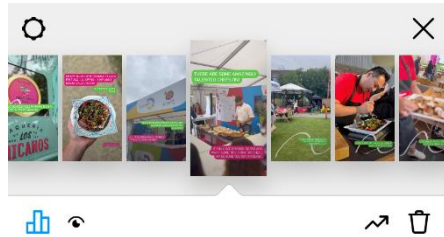
Reach ⓘ

4,082

Accounts reached



Impressions **4,287**



Overview ⓘ

Accounts reached	4,003
Accounts engaged	--
Profile activity	2

Reach ⓘ

4,003

Accounts reached



Impressions **4,221**

YOU DESERVE
SPAIN



YOUTUBE TASTE OF DUBLIN

Presencia de *Tasting Spain* entre los segundos 50'' – 55''

(Click para visualizar)

☰ YouTube



Taste of Dublin 2022 - Highlights

7 views Jul 11, 2022 Taste of Dublin 2022 took place in the stunning Iveagh Gardens from June 16th to 19th.

👍 0 🗑 Dislike ➦ Share ⬇ Download ⌵ Save ...

CLIPPING DE PRENSA

The Irish Times (58.131 lectores)

THE IRISH TIMES

Need a sit down? Check out the Neff Taste Kitchen cookery demo tent, where Irish and international chefs will be cooking in front of an audience. You can check out the programme for each session [here](#). Today is World Tapas Day and a team of six chefs has flown over from [Spain to take part in demonstrations throughout the weekend](#). Also, Dee Laffan and Ali Dunworth are hosting a stellar line up of guests for their Food for Thought panel discussions, producer tastings and skills demo. The timetable for each session is [here](#). There is also a full programme of musical entertainment at each session.



Marie Claire Digby

Marie Claire Digby is Senior Food Writer at The Irish Times



Sharon Noonan Podcast

Ruben Lopez Pulido, Director of the Spanish Tourism Office in Dublin has news about "[Tasting Spain](#)" an exciting gastronomic experience for you to enjoy at [Taste of Dublin](#) which takes place in Iveagh Gardens from Thursday 16 June to Sunday 19 June.



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Celebrating World Tapas Day with the Spanish Tourism Office at Taste of Dublin

BY SHANE CULLEN 24/06/17, 2017

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The Spanish Tourism Office and Saborea España partnered up at the Taste of Dublin with a feature stand named *tasting Spain*. ITTN's Sharon Jordan attended the flavourful evening of Spanish gastronomy.

The iconic summer event in Dublin's Iveagh Gardens runs until Sunday, 18th of June, with over 30,000 people expected to descend upon the capital as the champagne pops for the highlight of the Irish foodies' calendar.



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A Taste of Spain Meets a Taste of Dublin

🕒 22nd June 2022 - 2:30pm

#TRAVELTRADETOGETHER

The Spanish Tourist Office invited Travelbiz to join the festivities at Taste of Dublin in celebrating World Tapas Day. On June 16th (Bloomsday too!), Jacinta Mc Glynn (Senior Reporter Travelbiz) headed to Iveagh Gardens to Spain's colourful stand where chefs were already busy preparing a variety of delicious Spanish tapas. Five regions are represented: Gran Canaria, Lanzarote, Zaragoza, Cambrils and Valladolid. Our own Sr Ruben Lopez (Director Spanish Tourist Office Dublin) introduced the Deputy Ambassador Sr Eduardo Sanchez and Sra Ana Redondo, Consular of Tourism Valladolid, who both spoke passionately of Spain's renowned tapas history and encouraged us to eat well and enjoy.

Saborea Espana was a triumph as Taste of Spain and a perfect showcase for Spain's superb cuisine. Gastronomic tourism is now a real trend and Spain can certainly lead a charge. The high quality produce ranges from the familiar delicious cheeses, olive oils and charcuterie. The award-winning chefs will hold master classes and show cooking demos throughout the weekend with Susana Casanove (Zaragoza); Alex San Jose Birbaum (Valladolid); Juan Santiago & Guillermo Ramirez (Gran Canaria); Gaspar Caparo (Cambrils) and Victor Valverde (Lanzarote). Wine tastings are held throughout. Thanks, as always, to Ruben, Sara and Kathryn from the Spanish Tourist Office for a lovely evening. The whole weekend promises to be a tasty experience and a proper "sabor" of Spain. Viva Espana!



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Senior Times (8.550 lectores)

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Chefs from a number of Spanish regions presented prize-winning tapas dishes

| Spanish tapas a major attraction at Taste of Dublin event

BY SENIOR TIMES ON JUNE 24, 2022

FOOD & WINE, TRAVEL

The Spanish Tourism Office and Saborea España partnered to participate in the recent *Taste of Dublin* with a feature stand named *Tasting Spain*.

The iconic summer event took place in the charming surroundings of Dublin's Iveagh Gardens from the 16th to the 19th of June.

Connaught Telegraph (18.350 lectores)



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Published: Thu 16 Jun 2022, 1:21 PM



World Tapas Day is being celebrated in Ireland

The Spanish Tourism Office and Saborea España have partnered up to participate in Taste of Dublin with a feature stand named Tasting Spain.

The iconic summer event opened today in the charming surroundings of Dublin's Iveagh Gardens and continues until Sunday with over 30,000 people expected to descend on the capital as the champagne pops for the highlight of the Irish food enthusiasts' calendar.

Retail News (25.000 lectores)



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TOP FIVE NEW EXPERIENCES AT TASTE OF DUBLIN 2022

Posted on: 09 Jun 2022



lots of laughs!

2. Taste of Disco with Dublin Social

In a nod to noughties nostalgia, The Disco Social crew will be blasting throwback hits at Taste of Dublin on Sunday for Disco Brunch at 2pm & 8pm. Famous for their Disco Brunch parties, expect big tunes, live performances and a few surprises when they take over the private hospitality tent. Brunch includes a dish from Taste favourite, Bites by Kwanghi and a delicious Mil Gin cocktail. Excellent value and some of the best fun you can experience at Taste of Dublin. Grab your glowsticks and finest noughties fashion staples and enjoy a bop at this exciting new offering! Tickets are on sale now on the event website.

3. Celebrate World Tapas Day with Tasting Spain

On Thursday 16th, six of Spain's finest chefs will be flying into Dublin for an exclusive cookery session on the NEFF Taste Kitchen stage. Tasting Spain is a unique Spanish gastronomic experience where visitors will have the opportunity to sample a wide variety of high-quality products from Spain, ranging from wines to olive oils, cheeses and pastries. Given the rising popularity of Paella in Ireland, this is the perfect event for any Spanish food and culture lovers!

Taste of Dublin, inspired by NEFF, has revealed the top five new experiences at Taste of Dublin 2022. The iconic food and cultural event is set to return to the stunning grounds of Dublin's famous Iveagh Gardens from 16th-19th June. After almost two years, the event is back to full capacity boasting an eclectic mix of well-known Irish chefs, artisan food innovators and cultural food inspired experiences.

In addition to festival favourites such as the NEFF Taste Kitchen, Food for Thought and the Dyson Style Afternoon, organisers have introduced the below top five new experiences for 2022.

Ready Steady Taste

Inspired by TV's popular Ready, Steady Cook, this new event will see 'I'm Grand Mam' podcasters Kevin Twomey and PJ Kirby going head to head in a live cook-off on the NEFF Taste Kitchen Stage. The comedy duo will be guided by well-known TV chef Edward Hayden, who will be on hand to oversee the creation of their culinary masterpieces. A live audience will also be able to vote for their favourite dish using the same iconic Red Tomato and Green Pepper paddles as seen in the original hit show. This unmissable cook-off promises an explosive mix of culinary chaos, cheeky chit chat and

The Taste (509.000 lectores)



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The Gloss (378.887 lectores)

FOOD & WINE

Foodie Fun: A Taste of Dublin Returns

by THE GLOSS

TASTE OF DUBLIN, INSPIRED BY NEFF, IS RETURNING TO DUBLIN'S
IVEAGH GARDENS FROM JUNE 16-19...



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YOU DESERVE
SPAIN



Irish Daily Mail (26.265 lectores)

Irish Daily Mail

WHAT TO SEE AT TASTE OF DUBLIN

Celebrate World Tapas Day with Tasting Spain

TOMORROW, six of Spain's finest chefs will be flying into Dublin for an exclusive cookery session on the NEFF Taste Kitchen stage. Tasting Spain is a unique Spanish gastronomic experience where visitors will have the opportunity to sample a wide variety of high-quality products from Spain, ranging from wines to olive oils, cheeses and pastries. Given the rising popularity of Paella in Ireland, this is the perfect event for any Spanish food and culture lovers.