



Tuesday 17: BUTCHER´ S DAY

Creation of innovative artisanal products by Ana Paris.

Master butcher Ana Paris will prepare several different recipes live with meat as the main protagonist. Her presentations, which are renowned for their flavour and colour, have not gone unnoticed and earned her First Prize in the Paganni Contest held at the last I Meat Fair in Modena (Italy).

SPEAKER / CHEF: Ana Paris

Time: 11.00 a.m. - 12.00 p.m.

Company: Educarne - Carnimad

Pieces and cuts with an Australian flavour by Anthony Puharich and Darren Peter O'Rourke

Darren is a chef-turned-butcher who is taking the trade to new heights thanks to the passion that led him to exchange his pans for knives. He will be live alongside Anthony Puharich in a show where they will present some of the work that has made Victor Churchill Butcher´s "the best butcher's in the world".

SPEAKER / CHEF: Anthony Puharich y Darren Peter O´ Rourke

Time: 12.30 p.m. - 2.00 p.m.

Company: Educarne - Carnimad

Pepe Chuletón live.

José Luís Sáenz Villar, better known to everyone as Pepe Chuletón, will be presenting his skill with the knife live, with a demonstration of how he cuts the product that has made him into a social media star: his enormous beef steaks.

SPEAKER / CHEF: José Luís Sáenz Villar – Pepe Chuletón

Time: 2.15 p.m. - 3.15 p.m.

Company: Educarne – Carnimad



Round Table. Charcuterie and prepared foods. Specialist companies to discover and use. Their management, products, categories and future.

SPEAKER / CHEF:

Eugeni Moreno - Commercial Director, Mitjans.

Juanjo Gil – ShopManager, Octavio Charcuterie in San Anton Market

Trinidad Gómez - Director, SERTINA (Madrid).

Moderator:

Lola Barragán - Communications Director, Carnimad

Time: 3:45 p.m - 4.45 p.m.

Company: Educarne – Carnimad

Round Table. Industry revolutionaries plot the future course of the butcher and charcuterie sectors.

SPEAKER / CHEF:

Anthony Puharich - CEO, Victor Churchill Butcher. Woollahra (Australia).

Carlos Catalá - Director, Catalá Butcher´s. Aldaya (Valencia).

Álex Castany - Manager, Sanmarti 1850 Butcher´s. (Sabadell) and Associate Professor at the Culinary Institute of Barcelona.

Moderator:

María Sánchez. Managing Director, Carnimad.

Time: 5.00 p.m - 6.00 p.m.

Company: Educarne – Carnimad

Wednesday 18

Asturian beef rib chop: a great unknown.

How to get the most out of a piece of meat so it reaches its maximum expression depends not only on the quality of the product, but on the professionals working with it. Nacho Vaquero, a butcher at Hermanos Peña, Sergio Rama, a chef at Ternera Asturiana (Asturian Veal) and Elena Cebada, a technical director at Marca de Garantía Vacuno Mayor Asturiano (Superior Asturian Beef Guarantee Mark), will teach us how to get the most out of this cut of meat from the carcasses of Vaca Asturiana (Asturian beef cattle), which we will have the opportunity to taste. Nacho will cut out the 'aguja' from our Vaca Asturiana (this cut occupies the first five dorsal vertebrae joining the neck with the back), Sergio will explain the different culinary applications of each part and Elena will explain the main characteristics of the product and the quality controls carried out by the Regulatory Council.

SPEAKER / CHEF:

Nacho Vaquero - Butcher, Hermanos Peña

Sergio Rama, chef, Ternera Asturiana.

Elena Cebada, Technical Director, Marca de Garantía Vacuno Mayor Asturiano (Superior Asturian Beef Guarantee Mark).

Time: 11.00 a.m. - 12.00 p.m.

Company: Hermanos Peña **Stand:** 10C02



The perfect roast Segovian suckling pig from Tabladillo.

The perfect pre-cooked roast Segovian suckling pig from La Quinta de Tabladillo, and other tasty, easy-to-cook Tabladillo products.

SPEAKER / CHEF: Fuencisla Esteban

Time: 12.00 - 1.00 p.m.

Company: Cárnicas Tabladillo SL **Stand:** 10C11

“The Best Ham Sandwich in Spain”

Exhibition by “Los Espigas Spanish Selection of Artisanal Bakers” of their 5 best products and breads that make for the best match for “our” ham sandwich. An homage to highlight the excellence, properties and nutritional benefits of a good artisanal bread with an excellent ham from our homeland, an icon of our gastronomy. The ham sandwich is one of the most traditional recipes in Spaniards’ regular diet, and one of the best options for our children’s afternoon snacks thanks to its vitamins and nutrients. Apart from also being delicious.

SPEAKER / CHEF: Los Espigas Spanish Selection of Artisanal Bakers

Time: 1.00 - 3.00 p.m.

Company: Los Espigas . Ceopan

20th Anniversary Meat Market

A tour of the changes in meat cuts and preparations that reflect 20 years of the sector at mercamadrid.

SPEAKER / CHEF: Juan Pozuelo

Time: 3.00 - 4.00 p.m.

Company: Mercamadrid s.a. **Stand:** 10D03

Miguel Vergara, Meat with a first and last name.

A passion for cattle-rearing and a total commitment to animal welfare allows us to offer products of the highest quality: Miguel Vergara Angus, the authentic flavour of a unique breed.

SPEAKER / CHEF: Eduardo Sánchez Benavente - Product Manager Angus Grupo Miguel Vergara

Time: 4.00 - 5.00 p.m.

Company: Miguel Vergara, s.l. **Stand:** 10E04



Kobuty, The Excellence of Suckling Pig.

How to discover the secret of a good suckling pig. Preparation and accompaniments.

SPEAKER / CHEF: Victor Barrado

Time: 5.00 - 6.00 p.m.

Company: Bopepor s.l. **Stand:** 10D13H

Other cuts of Asturian Veal: culinary uses

How to get the most out of a piece of meat so it reaches its maximum expression depends not only on the quality of the product, but on the professionals working with it. Nacho Vaquero, a butcher at Hermanos Peña; Sergio Rama, a chef and Elena Cebada, a technical director at Marca de Garantía Vacuno Mayor Asturiano (Superior Asturian Beef Guarantee Mark), will teach us how to get the most out of carcasses of Asturian beef cattle, which we will have the opportunity to taste. Nacho will cut out different parts, Sergio will make culinary applications with each of them and Elena will explain the main characteristics of the product and the quality controls carried out by the Regulatory Council.

SPEAKER / CHEF:

Nacho Vaquero - butcher, Hermanos Peña.

Sergio Rama, chef, Ternera Asturiana.

Elena Cebada, Technical Director, Ternera Asturiana

Time: 6.00 - 7.00 p.m.

Company: Hermanos Peña **Stand:** 10C02

Thursday 19

“Ham in Hospitality: Sales and profitability strategies”

Monograph on sales and profitability strategies in hospitality covering three major themes:

How to calculate ham yield and make it more profitable.

How we should serve it in our restaurant and what presence should we give it to boost sales and make the customer experience as satisfactory as possible.

How to apply professional cutting techniques to make our dishes look nicer.

We will examine both the hotelier’s perspective (greater profitability) and that of our clients (better experience in our restaurant, loyalty building).

SPEAKER / CHEF: Roberto González Santalla

Time: 11.00 - 1.00 p.m.

Company: CORTE A CUCHILLO



Best Meat Tapa of Madrid Finals 2019: ATTRACTION COVER

Finals "Tapa Attraction". Best meat tapa in Madrid

Time: 1.00 - 3.00 p.m.

Company: Meat Attraction. Hey. Mercados Mun Madrid

"Versatility of León cecina (smoked meat) in the kitchen"

Crispy asparagus hearts with Cecina (thin, cured beef) from León Entrepeñas

SPEAKER / CHEF: Rosa María Gutiérrez

Time: 3.00 - 4.00 p.m.

Company: Entrepeñas s.l. **Stand:** 10E04E

The Intricacies of Spanish Suckling Lamb

The sustainable value of suckling lamb in Spanish gastronomic culture. New forms of exploitation

SPEAKER / CHEF: Antonio González de las Heras | Estrella Michelin

Time: 4.00 - 5.00 p.m.

Company: Moralejo Selección **Stand:** 10E03