



From a  
culinary  
proposal  
to a  
culinary  
tourism  
proposal

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**Febrer 2010**



## Xató route - History

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- Xato Route started as a culinary proposal **13 years ago** driven by 4 councils and some restaurants, to promote a typical dish from a specific regions.
- Nowadays Xató Route has increased a lot, as far as the actual structure, with **9 councils and 85 restaurants** where you can taste this recipe during the xató season, from november to april.
- As you can see, on his name, Xató Route **born to be a route** on this zone, with the goal that the people comes to the zone, to leave a complete experience, but 2 years ago the old model needs to change and Xato Route decide to evolution, to get the same foundational goals, and new ones.

**We decided to redefine Xató Route**

## Xató area

- Xato area is composed by **three different regions**:
  1. Alt Penedès
  2. Baix Penedès
  3. Garraf
- This zones are **placed between Barcelona & Tarragona, 45' far from each one**, so it's well placed to attract vistors and tourists of this cities, and foreign people, who comes by plain or by ship to visit mainly Barcelona.
- This area has "100" square km's and more than 300.000 people living there





## Xató

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- Xató is a **traditional Catalan dish** first referred-to in a document of **19th century**, but we are sure that the origin of the recipe it's older than 19th century, because it's a popular dish that comes from the rural area to the city, and on the rural area was considered as a normal dish, so, wasn't necessary to write nothing about it.
- It's **name** it's another think where we can talk during a long time, because **there are a lot of versions:**

# Xató

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- **Version 1: Aixatar:** It's the same that press, because you have to use a pan to prepare the Xató salse



- **Version 2: Chateau:** This the romantic versión: A famous catalan artist when discover this dish for first time in a Restaurants says: It look likes a Chateau (Castle in French)

## Xató

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- **Version 3 Aixatonar:** This is our versions, that referres to the ceremony of tapping the wine barrels- the fitting of a tap to allow the flow of the wine.



- Why this is the best version:
  - 1-Because Xato area is **one of the most important wine region** of the world
  - 2-Because the “**Escarola**” (the main ingredient of this dish) **season** starts at the same time that the first wines are ready to drink, then match with the tapping ceremony.



## Xató - The recipes

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- The ancient people of Xató area, says “**There are such xató recips as cookers**”, and perhaps it’s true, because the family recipe has been trasmitted from generation to generation, and each family has changed it depending their taste or the ingredients they could get.
- But now, The Xató Route, just promote **five differents recipes**, each one from each one of the bigger cities of the Xato area: **Vilafranca del Penedès, Vilanova i la Geltrú, Sitges, El Vendrell and Sant Pere de Ribes..**

# Xató - The recipes

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**Sitges**



**El Vendrell**



**Vilanova i la Geltrú**



**Sant Pere de Ribes**



**Vilafranca del Penedès**





# Xató - The ingredients





## Xató - The ingredients

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- The dish is composed by two different parts:
- **The Base:**
  1. Escarola
  2. Salted fish (cod, tuna, anchovies or white anchovies)
  3. Olives
- **The Sauce:**
- The main differences in the recipe are in the sauce: depending on the city, the ingredients of the sauce vary. Almonds, Toasted hazelnuts, Garlic or cooked garlic bread, toast bread or cookies, vinegar, olive oil and nyora peppers. There are some recipes that includes tomatoes too.

**Xató is a healthy mediterranean dish**

# **Redefinition Project**

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**September 2008**



## Redefinition project – Project Considerations

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### **During this years we got:**

- Be recognized like a culinary destination
- Attach a recipe to a territory: Xató to Xató area
- Develop a touristic brand in Spain: Ruta del Xató
- Consolidate a culinary season: with 13 years of experience
- That private company and public company work together for a long time with the same goals
- Develop Xatonades, popular Xató parties with massive attendance
- Involvement of 9 councils, 6 guilds and a lot of restaurants for a long time



## Redefinition project – Project Considerations

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### **But there was same goals to get yet**

- Increase the number of tourists and visitors
- Create a complimentary offer, to increase attractiveness of regions
- Distribution outside of Catalonia
- Loyalty to the members of the route



## Redefinition Project – Questions

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### **A project that has to answer questions like:**

- What we have to sell?
- Who is our client?
- What we have to do to sell it?
- Who are our partners to sell it?
- How we have to do to sell it?
- How much time we need to do it?
- How much does it cost?



## Redefinition project – Internal Marketing objectives

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### **Internal marketing objectives**

1. Attract new visitors and tourists
2. Increasing the number of restaurants
3. Attract other agents of the tourist area: like hotels, cellars, museums,...
4. Increasing economic value
5. designing a new model that serves to route future
6. To know the territory
7. Improving the knowledge of xató
8. Increasing awareness of the other attractions of the territory



## Redefinition project – External Marketing Objectives

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### **External marketing objectives**

1. To loyal restaurants that are part of the current route
2. Give value to its share
3. Create a flow of communication between the route and restaurants, sponsors and collaborators

**So, The project needs to influence in: Product, Market zone, Agents and Promotion**





## Redefinition project- Conclusion

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**And the conclusion is that the success of the project has to be supported by:**

- Ability to create and have an attractive offer for potential visitors. Offer that includes the cuisine, represented by xatú with the rest of the existing territory. Specifying an attractive offer for the visitor
- Communicate with potential visitors to know us and can come
- Exploiting the large volume of people already visiting us in certain periods of the year
- Ensuring that the agents continue involved in the project area



## Redefinition Project- Product Decisions

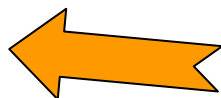
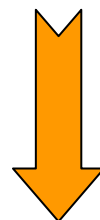
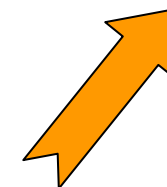
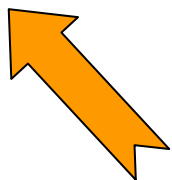
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### **Product decisions**

- We had a lot of potential tourist attractions, but each one try to promote itself
  
- We did an inventory, and for the first part of the project development we make 5 generic groups, where we could include the major part of the existing offer.
  - **Winetourism**
  - **The Sea**
  - **Natural spaces**
  - **Artistic and architectural patrimony**
  - **Music**

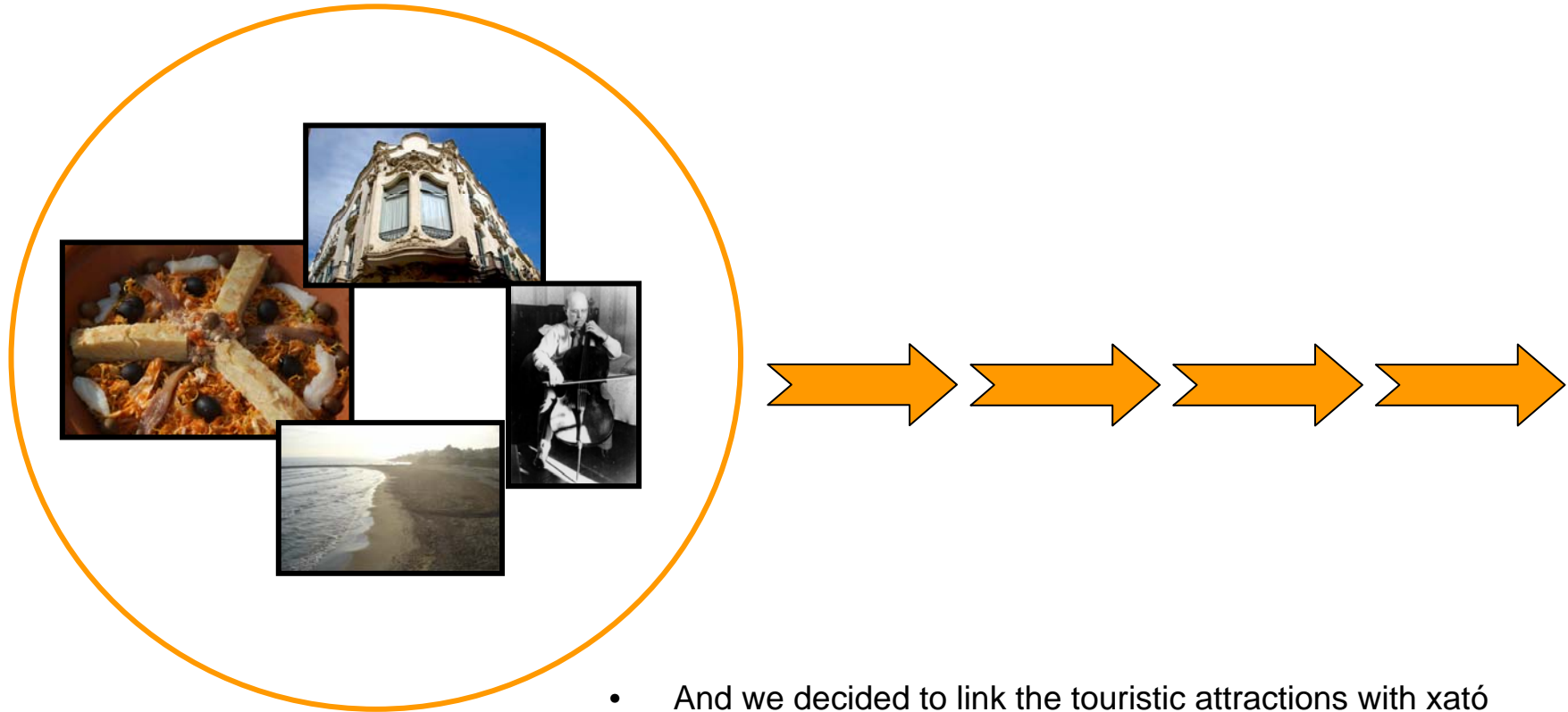
# Redefinition Project- Product Decisions

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## Redefinition Project- Product Decisions

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- And we decided to link the touristic attractions with xató
- We create the **thematic outings**, thought to facilitates searching for proposals according to the preferences of each person



## Redefinition Project- Product Decisions- Thematic outings

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**Winetourism + Xató**

**The Sea + Xató**

**Music + Xató**

**Natural spaces + Xató**

**Artistic and architectural patrimony + Xató**

**..... + Xató**

## Redefinition Project- Product Decisions- Winetourism

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### Winetourism and xató

- Where the tourists can found and offer around the wine and cava world, with cellars, and concrete experiencies provided by wine tourism agencies, and the nearly restaurants to eat the Xató

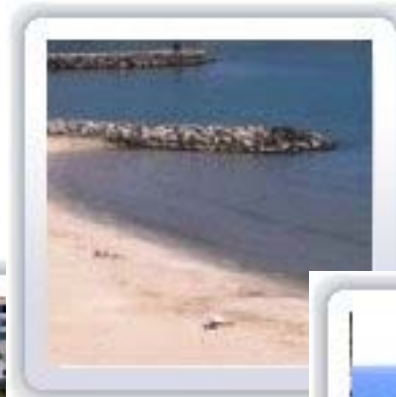


## Redefinition Project- Product Decisions- Sea

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### **Xató and the sea**

- With a selection of the best beaches of the xató area and activities that you can live there.

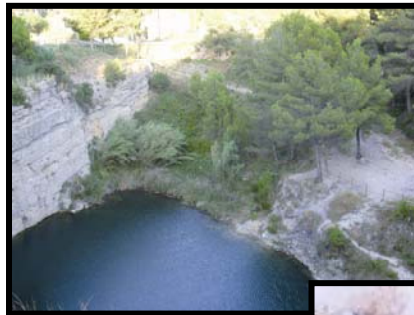


## Redefining project- Product Decisions- Natural Spaces

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### Xato and natural spaces

- Where you can find information about the three natural parks of the xató area. And activities like trekking, btt,... that you can do there, and the restaurants you can find.



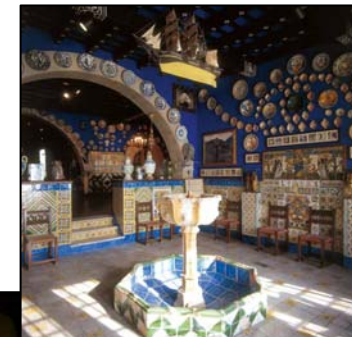


## Redefinition Project- Product Decisions- Artistic and architectural patrimony

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### Xató and artistic and architectural patrimony

- Focused those who appreciate art and architecture, with a complete list of castles, modernist buildings, prehistoric settlements, museums, and gothic, romanian and mediaeval testimonies

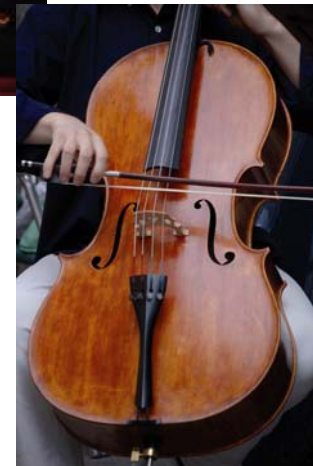


## Redefinition project- Product Decisions- Music

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### Xató and the music

- With the complete program of musical festivals and concerts: jazz, classical music, techno, indie, traditional,...





## Redefinition Project- Product Decisions- Proposals

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- We currently have **over 180 proposals that can be performed in the territory**, And now we are working in the second phase of the thematic outing:

### Second part

- Create new thematic outings
- Develop specific proposals inside each thematic outings with new agents like hotels tourism agencies,...

**Ej. Cellar + Xató + Hotel = 100€**



## Redefinition Project- Relationship decisions

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### Relationship decisions

- The new definition about xató route **has no sense without the agents of the zone**, so we have developed:
- **A Relationship marketing strategy:** With a exclusive monthly newsletter, with news of the route, prominent appearances in press,...
- **Activities for the route agents:** Exclusive thematic outings for the restaurants, Xató awards, master cooking classes,...

**We need to strengthen the relationship with the agents in the area**



## Redefinition Project- Comunication Decisions

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### Media

- The Xató Route works with an external press agency, that has developed a **media relationship** and manages the **multichannel media** investment, to get the widest possible dissemination.
- In this line:
  - We've organized press trips
  - We've invested in press, travel magazines, culinary magazines, leisure magazines
  - We collaborate with famous catalan cooks, and prescribers,...



## Redefinition Project- Comunication Decisions

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### Target

- And, obviously we can not forget, for whom we are redefining this proposal: For the new tourists and vistiors among which we want to generate a preference to Xató Route against other proposals in the market, so we have developed new channels of communication and we have optimized the existing ones.

#### **New Channels**

- Newsletter for the web subscribers
- Own video channel: youtube
- Own photo channel: Picasa
- Our own space in social network: Facebook

#### **Optimized channels**

- New web site: [rutadelxato.com](http://rutadelxato.com)
- Catalogs
- Recipes directory



## Redefinition Project- New agents Decisions

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### **New agents decisions**

- On the second part where the Xató route is immersed now, we are developing different proposals for each type of agent that we want inside the Route to become a bigger touristic proposal.



## Contact

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