

GENERAL PROGRAM

Main Stage

MONDAY 02/02/2026

10:25 - 18:15 h. **Main Stage Forum presented by Luis Márquez**

Main Stage

Presentador: Luis Márquez



Luis Márquez

- Conductor del Main Stage

10:30 - 11:30 h. **H&T Opening Ceremony**

Main Stage

12:00 - 13:00 h. **Gastronomic Keynote: Chef Eduard Xatruch of Disfrutar ***, Barcelona**

Main Stage



Eduard Xatruch Cerro

Restaurante Disfrutar (3* Michelin) - Copropietario

13:15 - 13:45 h. **Food that enhances well-being**

Main Stage

Session: Sustainability

The impact of food service provision on sustainability, including worker well-being and productivity.



Guillermo Herrera Pinilla

HB INT'L - Caja Colombiana de Subsidio Familiar (COLOMBIA) - Gerente de Alimentos y Bebidas

16:30 - 17:15 h. **Conference presented by Cajamar**

Main Stage



David Uclés Aguilera

Grupo Cooperativo Cajamar - Responsable Estudios DG Control de Riesgos

GENERAL PROGRAM

17:15 - 17:45 h. **The evolution of AI in Tourism: from its origins to what's coming next**

Main Stage

Session: Digitalization and AI

In this talk, we'll take a clear and engaging journey through the evolution of Artificial Intelligence—how it began, how it has progressed to where we are today, and the key trends shaping what's next. The session is fully practical and grounded in Tourism, translating concepts into real-world examples across trip planning and inspiration, traveler support, operations, and information management. The goal is to separate hype from real value and leave with actionable ideas you can apply right away



Alejandro Mullor

Microsoft - Worldwide Public Sector Ind. Advisor, Tourism Lead at Microsoft

17:45 - 18:15 h. **AI won't save your business**

Main Stage

Session: Digitalization and AI

In this talk, we will explore how AI takes on a whole new dimension when it is focused on decision-making.



Fabien Drogue

FMK - Hotel D'talks - Hotel General Manager & Consultor hotelero



Francesca Monina

Get in Touch - Directora Gerente

GENERAL PROGRAM

TUESDAY 03/02/2026

10:30 - 14:00 h. **6th NATIONAL HOSPITALITY FORUM**

Main Stage



13:22 - 18:00 h. **Main Stage Forum presented by Luis Márquez**

Main Stage

Hosted by: Luis Márquez



Luis Márquez

- Conductor del Main Stage

13:25 - 14:00 h. **Gastronomic Keynote: Chef Toño Pérez of Atrio Restaurant ***, Cáceres**

Main Stage



Toño Pérez

Restaurante Atrio 3* Michelin - Propietario y Chef

16:30 - 17:00 h. **Talent isn't the issue - Operational Design Is**

Main Stage

Session : HR and Talent

From the kitchen to the team: how operational design, processes, and technology shape the work experience and the sustainability of teams in hospitality



Marta Cebrián López

MCL Food Consulting - Directora ejecutiva

GENERAL PROGRAM

17:00 - 17:30 h. **Analyzing Trends, Exploring Opportunities**

Main Stage

Session: Customer Experience

In this presentation, we will take a journey through real examples of operators to explore how channel hybridization, convenience, and efficiency are shaping the key trends we need to keep in mind



Mariona Gaspà

AECOC - Senior foodservice Innovation Consultant

GENERAL PROGRAM

WEDNESDAY 04/02/2026

10:13 - 13:00 h. **Main Stage Forum presented by Luis Márquez**

Main Stage

Presentador: Luis Márquez



Luis Márquez
- Conductor del Main Stage

10:15 - 10:35 h. **The importance of donating. Turning surpluses into solidarity.**

Main Stage

Explanation of the Malaga no caduca program and its relationship with the law on the prevention of food loss and waste.



Miguel Ángel Báez
Diputación de Málaga - Responsable Contrato Malaga No Caduca

10:45 - 11:15 h. **Business Visas, Organizational Framework, and Strategies for Market Entry**

Main Stage

Session: Internationalization

Presentation on visa options for European entrepreneurs entering the US market



Stefano Abbasciano
Abbasciano Law Firm - Fundador y Director Jurídico

11:15 - 11:45 h. **How to turn your team into your best sales strategy**

Main Stage

Session: HR and Training

Today, restaurants don't lack customers, they lack motivated teams. This talk shows how to turn POS data into clear goals, daily motivation and incentives to increase average spend per guest and build committed teams



Cristian Ruiz Tejera
Upselio - CEO

GENERAL PROGRAM

11:45 - 11:50 h. **Opening**

Main Stage



Sergio Durán Ruiz
CAJAMAR - Director Territorial en Málaga

11:50 - 12:10 h. **Foodservice & Out-of-Home Consumption. 2024 Report. Observatory of the Food Service in Spain and its Regions in the European Context**

Main Stage

Presentation of Spain's first Food Service Observatory: an unprecedented analysis quantifying the sector's contribution to the national economy, evaluating its productivity and benchmarking against the European landscape, providing essential sector insights



Ignacio Atance
Fundación Grupo Cajamar - Director Servicio Estudios

12:10 - 12:40 h. **People, Not Shifts: The New Challenge for Hospitality**

Main Stage

Bloque RRHH

Hospitality is facing a profound shift in how people are managed: less available talent, changing workforce expectations and an increasingly digital environment. This talk explores why the traditional model focused on filling shifts is reaching its limits and why the future of the sector depends on putting people at the center. With a practical and realistic approach, the session will cover employee value proposition, professionalized people management and the role of technology and AI as enablers to attract, engage and retain talent in an industry built around human experiences.



Xavier Martín Canals
Turijobs - Fundador y CEO

13:30 - 15:00 h. **H&T Awards Ceremony and Official Closing of H&T 2026**

Main Stage

Kitchen Lab

MONDAY 02/02/2026

GENERAL PROGRAM

10:00 - 10:30 h. **UGO CHAN Restaurant. The spirit of Japanese Cuisine in Madrid**

Restaurant of Pavilion 2 (Kitchen Lab)

In Málaga, we share how we approach Japanese cuisine and our unique way of interpreting it.



Hugo Muñoz

Restaurante **Ugo Chan** - Dueño y Chef

10:45 - 11:15 h. **ERA DE LOS NOGALES Restaurant, Huesca. Tradition and Avant-Garde**

Restaurant of Pavilion 2 (Kitchen Lab)



Toño Rodríguez

Restaurante **La Era de los Nogales 1* Michelin + Sol Repsol** - Chef

11:30 - 12:00 h. **PALODÚ Restaurant, Malaga. Dual Cuisine: Málaga Roots with Contemporary Emotion**

Restaurant of Pavilion 2 (Kitchen Lab)



Cristina Cánovas

Restaurante **Palodú, 1* Michelin + 1 sol Repsol** - Chef



Diego Aguilar

Restaurante **Palodú, 1* Michelin + 1 sol Repsol** - Chef

12:15 - 12:45 h. **FM Restaurant, Granada. Frying in Haute Cuisine**

Restaurant of Pavilion 2 (Kitchen Lab)



Rosa Macías

Restaurante **FM, Recomendado Guía Michelin** - Chef



Francisco Martín

Restaurante **FM, Recomendado Guía Michelin** - Gerente

GENERAL PROGRAM

13:00 - 13:30 h. **Haute cuisine in elite sports**

Restaurant of Pavilion 2 (Kitchen Lab)

Drawing from my experience in elite football and haute cuisine, this talk explores how to create healthy, flavorful dishes at the highest level by applying high-performance principles to both physical and culinary performance



Miguel Torres Gómez
Masterchef Celebrity 10 - Finalista

16:00 - 17:00 h. **EUROPASTRY BE BAKER Contest: Signature Sandwiches**

Restaurant of Pavilion 2 (Kitchen Lab)

Professional Culinary Contest

17:00 - 17:30 h. **FARALÁ Restaurant, Granada. Thinking sweet and cooking savory**

Restaurant of Pavilion 2 (Kitchen Lab)

I think in sweet and cook savory reflects on how emotion and memory inspire creativity, while technique and craftsmanship make it possible. A talk about culinary identity, balance, and cooking with purpose.



Cristina Jiménez
Restaurante Faralá, 1* Michelin + 1 sol Repsol - Chef

17:45 - 18:15 h. **The Flavor of the Territory: The Bread that Tells Stories - The Case of Pão de Gimonde**

Restaurant of Pavilion 2 (Kitchen Lab)

In this encounter, Elisabete Ferreira takes us on a sensory and emotional journey to northern Portugal, to the village of Gimonde, where bread is not just food: it is history, identity, and the transmission of knowledge.



Elisabete Ferreira
Pão de Gimonde - CEO

GENERAL PROGRAM

TUESDAY 03/02/2026

10:00 - 10:30 h. **BARDAL, DALMAR & TRAGATA Restaurant, Malaga. Dalmar's Cuisine**
Restaurant of Pavilion 2 (Kitchen Lab)



Benito Gómez
Restaurante Bardal 2 ** Michelin y 2 soles Repsol - Chef

10:45 - 11:15 h. **CASA GERARDO Restaurant, Prendes (Asturias). Casa Gerardo: from 1882 to today**

Restaurant of Pavilion 2 (Kitchen Lab)



Marcos Morán
Restaurante Casa Gerardo 1* Michelin + 3 soles Repsol - Chef propietario

11:30 - 12:00 h. **LA COSTA Restaurant, Almeria. Sea Green and Earth Blue - 2026 Edition**

Restaurant of Pavilion 2



José Álvarez
Restaurante La Costa 1* Michelin + 2 soles Repsol - Chef

GENERAL PROGRAM

12:15 - 12:45 h. **NESPRESSO PROFESIONAL - CHOCO Restaurant, Córdoba "The Taste of Origin"**

Restaurant of Pavilion 2 (Kitchen Lab)



The renowned chef from Córdoba, Kisko García, of the Michelin-starred restaurant Choco, will be preparing three traditional Andalusian recipes with coffee as the central ingredient: marinated fish with coffee, quail with a coffee reduction, and a dessert made with cocoa, coffee, and carob. Lluís Álvarez, Customer Experience Specialist at Nespresso, will also be joining us to share how we can further elevate the coffee experience after a meal with two of our organic coffees from Colombia and Congo, along with our recently launched Indonesia Fairtrade variety. We will discuss the importance of preserving roots and origin in haute cuisine, as well as the quality of ingredients from the beginning of the gastronomic journey to the final coffee moment. Undoubtedly, a showcooking session to inspire and create.



Lluís Álvarez
Nespresso - Customer Experience



Kisko García
Restaurante Choco, 1* Michelin y 2 soles Repsol - Chef

13:00 - 13:30 h. **Fismuler, 10 years of cooking with product-led freedom**

Restaurant of Pavilion 2 (Kitchen Lab)

We will present a brand introduction, describing the adjectives that define Fismuler over these ten years



Nino Redruello
Restaurante Fismuler, Recomendado Guía Michelin + 1 sol Repsol - Chef y propietario



Manuel Villalba
Restaurante Fismuler, Recomendado Guía Michelin + 1 sol Repsol - Chef Ejecutivo

17:00 - 17:30 h. **JATAME Restaurant, Marbella. "Tuna and Hamachi" Asian products in Haute Cuisine by Amaran Cominport**

Restaurant of Pavilion 2 (Kitchen Lab)



Alberto Villarrubia Gonzalez
Gran Hotel Guadlupín Banús (marbella) - Jefe Cocina

GENERAL PROGRAM

17:45 - 18:15 h. **Living Mediterranean: History, Culture, and Cuisine**

Restaurant of Pavilion 2 (Kitchen Lab)

This talk explores the richness of the Mediterranean from antiquity to the present, highlighting how culture, trade, and cuisine have shaped its identity. A journey that blends tradition, innovation, and flavors that have endured for centuries.



Moha Quach

Restaurante El Terrat Recomendado Guía Michelin 1 Sol Repsol - Chef

GENERAL PROGRAM

Sala de Catas

MONDAY 02/02/2026

08:15 - 13:30 h. **Final Tasting - H&T Awards 2026**

TASTING ROOM 1 (Conference room - ground floor)

Cata Final Premios H&T 2026

Closed-door activity!



Rafael Bellido
Union española de sumilleres - Presidente



Juan Miguel Rubio Marquez
Seiton Business Consulting - Fundador



Antonio Carlos Miñán
Changueiro bar de vinos - Head sommelier



Salvador Santos
Los Patios de Beatas - Head Sommelier/ Catador



Carles Aymerich
Restaurant Esperit Roca - Jefe de Sala y Sommelier

12:00 - 13:30 h. **Flavors That Speak: The Essence of San Miguel**

TASTING ROOM 1 (Conference room - ground floor)

Join us on a sensory journey through the world of San Miguel beers. We invite you to discover four varieties that embody different personalities: from the smoothest and most refreshing, to the most intense and full-bodied, including a perfectly balanced option and another with an unmistakable character. During this guided tasting, we will unveil the secrets of their brewing process, explore their unique profiles, and show you how to pair them with the ideal foods to enhance every nuance.



Jose María Villero Salas
Mahou San Miguel - Jefe de Calidad y Medio Ambiente

GENERAL PROGRAM

17:00 - 18:30 h. **Burgundy: The Soul of Wines with History**

TASTING ROOM 1 (Conference room – ground floor)

This tasting brings together some of Burgundy's deepest and most distinctive expressions, a land where every vineyard is a microcosm and every winemaker a guardian of time. We will explore the very essence of Burgundy: the electric minerality of Corton-Charlemagne, the finesse of Puligny-Montrachet and Meursault-Blagny, the uniqueness of Aligoté from Morey-Saint-Denis, and the magic of Pinot Noir in names such as Gevrey-Chambertin, Nuits-Saint-Georges, or the legendary Griotte-Chambertin and Musigny. A unique and unrepeatable journey. A walk through the soul of Burgundy, guided by Paco Berciano. Truly unmissable.



Nacho Jiménez

Alma Vinos Únicos - Director Comercial

17:30 - 19:00 h. **Rioja Grand Reserves: Wines That Defy Time**

TASTING ROOM 2 (Conference room – ground floor)

A tasting of Rioja Grand Reserves from Bodegas Perica, a century-old winery where time, and tradition are transformed into wine, offering the opportunity to discover the remarkable evolution of these wines over the years.



Mario Entrena García

Bodegas Perica - Director General



Rafael García

Bodegas Perica - Director Técnico

GENERAL PROGRAM

TUESDAY 03/02/2026

12:30 - 14:00 h. **From Jerez to Heaven: Rediscovering the Fino de Pago**

TASTING ROOM 1 (Conference room – ground floor)

Two great voices of wine come together in this vibrant session to share their vision of a territory they consider unique: Jerez, the historic cradle of some of the world's most distinctive wines. They will explain how the idea was born to revive the historic greatness of fino de pago through a project that combines organic vineyards in Balbaína and Macharnudo, meticulous vineyard work, and a modern interpretation of biological aging. A truly unmissable experience.



Miguel Calvo
Bodega San Francisco Javier - Capataz



Violeta Luza
Bodegas San Francisco Javier - Directora comercial

17:00 - 18:30 h. **Bordeaux: The Silent Revolution**

TASTING ROOM 1 (Conference room – ground floor)

Immerse yourself, guided by two of today's leading specialists, in the Bordeaux universe through a selection of wines that reveal the complexity, history, and hierarchy that have made Bordeaux one of the world's most renowned wine regions. In this session, we will explore how styles, classifications, and winery decisions shape wines that define the wine lists of the planet's finest restaurants. An experience designed for professionals who wish to read Bordeaux with an international perspective and understand why, among châteaux, the game is truly played.



Xavier Cantorné
DIVA Bordeaux - Export Manager para Mercado Europeo



Roberto Lorente
The Wine Pilot - Fundador

GENERAL PROGRAM

17:30 - 19:00 h. **Riesling: Journey Through Germany's Iconic Terroirs**

TASTING ROOM 2 (Conference room – ground floor)

Embark on a profound journey into the heart of German Riesling and deepen your knowledge of one of the planet's most expressive grape varieties. Through diverse terroirs and microclimates, the wines selected by one of Spain's foremost experts will demonstrate how this grape can reveal, with surgical precision, the personality of each soil, slope, and orientation. From the cool valleys of the Rhine to the steep slopes of the Mosel, we will discover why Riesling is considered a mirror of the landscape: complex, elegant, vibrant, and surprisingly versatile. An experience designed to help you understand, glass in hand, the essence that has made these wines international benchmarks.



Fritz Michael Wöhr
Vins Alemany SLU - Gerente

GENERAL PROGRAM

WEDNESDAY 04/02/2026

12:00 - 13:30 h. **Currently in Development by Makro Spain**

TASTING ROOM 2 (Conference room – ground floor)

En esta singular actividad descubrirá como algunos de los vinos más divertidos y transgresores comercializados por Makro, maridan con el “acento oriental” de uno de los establecimientos más emblemáticos de la gastronomía malagueña: La Sole. Apúntate rápido que te quedas sin plazas.



Juanjo Perles
Bodegas el Pimpi y La Sole - Chef Corporativo



Aurelio Molina
Makro Málaga - Sumiller



Marta Hurtado
La Sole del Pimpi - Jefa de Partida de Sushi

12:30 - 14:00 h. **Tasting Talk / 75 Years of Bubbles: The Legacy of Long Aging in Penedès**

TASTING ROOM 1 (Conference room – ground floor)

In this tasting we will trace the journey of Ill Llustros, the sparkling wine with which Gramona pioneered, 75 years ago, the path toward very long aging in Penedès. Through a perspective that combines history with both historic and current vintages, we will show how this wine became a benchmark of quality and a model that transformed the perception of sparkling wine both within Spain and abroad. A session to understand why this wine remains an icon and how its legacy continues to set the standard for long-aged sparkling wines in Spain.



Toni Pérez Artesero
Bodegas Gramona - Director Comercial Nacional

Foro Nacional de Hostelería

TUESDAY 03/02/2026

10:30 - 11:00 h. **Opening of the 6th National Hospitality Forum**

Main Stage

GENERAL PROGRAM



Javier Frutos
Hostelería de Andalucía - Presidente



José Luis Álvarez Almeida
Hostelería de España - Presidente



Francisco Salado
Diputación de Málaga Costa del Sol - Presidente



Francisco De la Torre Prados
Ayuntamiento de Málaga - Alcalde

11:00 - 11:08 h. **Sustainable Gastronomy Presentation: Territory, Local Products, and Tourism Responsibility**

Main Stage

Sustainability and Gastronomic Tourism

11:08 - 11:30 h. **Sustainability, Local Products, and Territory: Keys to Responsible Gastronomic Destination**

Main Stage

Sustainability and Gastronomic Tourism



Jose Manuel Gaztelu
Academia Andaluza de Gastronomía - Presidente



Leonor García - Agua
Diputación de Málaga - Directora de Sabor a Málaga



Rocío Porfirio Carpio
CEO AcH Consulting - Consultora en calidad y sostenibilidad

11:35 - 11:42 h. **From Dish to Experience Presentation: Creative Innovation in Gastronomic Tourism**

Main Stage

Innovation and Gastronomic Experiences



Eduardo Serrano
AIDABE/ESMA - Consultor experto mod. gestión y exper. turísticas

GENERAL PROGRAM

11:42 - 12:05 h. **Gastronomy 360º: Experiences, Technology, and New Tourism Models**

Main Stage

Innovation and Gastronomic Experiences



Jose Manuel Ferro
Square - Marketing Manager



Alberto De Paz
Binómico (Congreso Gastronómico Iberoamericano) - Director



Minerva Tapial
Grupo Rosi la Loca World - CEO, Socia y fundadora

12:20 - 12:28 h. **Gastronomy as a Destination's Competitive Edge Presentation**

Main Stage

Gastronomy as a Destination Brand



Ricardo Rojas
ÉTERON Partners - Socio Director

12:28 - 12:55 h. **Gastronomic Tourism: Identity, Narrative, and Destination Positioning**

Main Stage

Gastronomy as a Destination Brand



Rodrigo Rodríguez
Prodetur - Vicepresidente Ejecutivo



Ana Muñoz
Políticas Turísticas del Ministerio de Industria y Turismo - Directora



Jose Antonio Gómez
Marca Burgos Alimenta - Director Técnico



Antonio Real
Ayuntamiento de Jerez de la Frontera - Concejal-Delegado de Turismo y Promoción

13:00 - 13:25 h. **Transforming the World Through Gastronomy**

Main Stage



Toño Pérez
Restaurante Atrio 3* Michelin - Propietario y Chef

GENERAL PROGRAM

Aula Makro

MONDAY 02/02/2026

12:00 - 12:45 h. **Made of Clay**

Pavilion 2 (Aula Makro)



Carlos Maldonado
Restaurante Raíces, 1 * Michelin - Chef

13:00 - 13:45 h. **From the Grill to the Dining Room**

Pavilion 2 (Aula Makro)



Iván Sancho
KEA Basque Fine Food - Plato Michelin - Chef

14:00 - 14:45 h. **Dual Cuisine: Malaga Roots and Contemporary Emotion**

Pavilion 2 (Aula Makro)



Diego Aguilar
Restaurante Palodú, 1* Michelin + 1 sol Repsol - Chef



Cristina Cánovas
Restaurante Palodú, 1* Michelin + 1 sol Repsol - Chef

15:00 - 15:45 h. **Textures, Flavor and Artificial Intelligence**

Pavilion 2 (Aula Makro)



Alvar Hinojal
Alquimia Laboratorio, 1* Michelin - Chef

16:00 - 16:45 h. **Our Traveling Cuisine**

Pavilion 2 (Aula Makro)

GENERAL PROGRAM



Sergio Hernández
Latasia - Chef



Roberto Hernández
Latasia - Chef

17:00 - 17:45 h. **A New Era... One Year with the Michelin Star**

Pavilion 2 (Aula Makro)



Toño Rodríguez
Restaurante La Era de los Nogales 1* Michelin + Sol Repsol - Chef

GENERAL PROGRAM

TUESDAY 03/02/2026

12:00 - 12:45 h. **Jiribilla: Mexican Cuisine from Here**

Pavilion 2 (Aula Makro)



Gerard Bellver
Restaurante Jiribilla - Plato Michelin - Chef

13:00 - 13:45 h. **Teppanyaki that isn't Teppanyaki**

Pavilion 2 (Aula Makro)



Joao Kather
Restaurante Tetsu - Plato Michelin - Chef



Miguel de Aguilar
Restaurante Tetsu - Plato Michelin - Chef

14:00 - 14:45 h. **The World of Spices and Indian Cuisine with Spanish Products**

Pavilion 2 (Aula Makro)



Luis Ojeda
Restaurante Benares - Plato Michelin - Chef

15:00 - 15:45 h. **Kimchi, Our Sustenance**

Pavilion 2 (Aula Makro)



Lis Ra
Restaurante Na Num - Chef

16:00 - 16:45 h. **The Keys to Gastronomic Events**

Pavilion 2 (Aula Makro)



Sergi Chacón
Catering Sensacions Gastronomy & Emotions - Chef



PREMIUM PARTNER



GENERAL PROGRAM

17:00 - 17:45 h. **Maturation of Iberian Pork: Flavors in Evolution**

Pavilion 2 (Aula Makro)



Alejandro Hernández

Restaurante Versátil, 1* Michelin - Chef

GENERAL PROGRAM

WEDNESDAY 04/02/2026

12:00 - 12:45 h. **From Thyme to Oak, Passing Through the Pine Forest**

Pavilion 2 (Aula Makro)



Manuel Franco
Casa Manolo Franco, 1 * Michelin - Chef

13:00 - 13:45 h. **Cooking Menorca in Menorca**

Pavilion 2 (Aula Makro)



Jose María Borrás
Aquiara José María Borrás - Chef

14:00 - 14:45 h. **The Art of Proportions: The Foundation of Japanese Flavor**

Pavilion 2 (Aula Makro)



Naumi Uemura
Restaurante Uemura - Chef