



EL NACIONAL

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• AMONG THE BEST OF WHAT'S COOKING IN BARCELONA •

NUMBER 01

Interview with Gerard Subirats

"EL NACIONAL IS A STAGE THAT SHOWS DIFFERENT EXPERIENCES THROUGH GASTRONOMY"

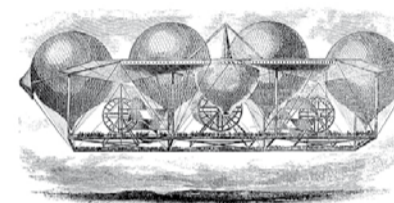
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A place full of history

The establishment, located in Passeig de Gràcia, was born in 1870 as a modernist café-theatre. The building has had many lives, including its time as a fabric and dye factory or as a prosperous multi-brand car dealership, before being used as a place to collect food after the Civil War or as a car park.

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A large scale project which intends to innovate in the sector

The impressive interior design of El Nacional has been entrusted to the Barcelona-based studio Lázaro Rosa Violán, which has been able to recreate, like no one else, the modernist architecture of the 30's and 40's and has managed to contrive a modern ambience with traditional roots.



Classic recipes with high quality ingredients

The product is the star in all sections, managed by a team with no egos composed of around 200 professionals. As a group and with excellent raw materials, El Nacional aims to achieve a unique result in the city thanks to resource optimisation.



4 restaurants, 4 bars and 1,000 ways of feeding your soul

El Nacional covers a surface area of 3,500 m², although only 2,400 m² are in view of customers —the rest is used for the kitchen and reserved areas—, which is divided into three central islands used as bars, the meeting points within the establishment, and for restaurant areas surrounding them, as well as a cocktail bar. In the near future, the two loft areas above the meat and fish restaurants will be set up, as well as a gourmet food shop.

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THE FIRST CULINARY MULTI-ZONE ESTABLISHMENT IN THE COUNTRY OPENS ITS DOORS

NEWS

With a capacity for 770 diners, the new restaurant of restaurants will open 365 days a year.

The first culinary multi-zone establishment in the country presents itself as a restaurant of restaurants where everyone can enjoy traditional recipes from the Iberian Peninsula, prepared with fresh products and in a unique environment, which reflects the social and cultural life of the city. An ideal place for lovers of good food that want to be reunited with familiar flavours, or the curious and restless who enjoy discovering and enjoying different cuisine. A place that democratizes cuisine and where everyone is welcome. A restaurant which opens 365 days a year and with opening times suitable for any meal during the day.

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A culinary committee is in charge of creating recipes, looking for suitable products, sampling dishes, establishing kitchen procedures and finding the seasonal products. A dedication which is possible thanks to the size of the team and the specialisation of each of its members.

Gastronomy brings us together

Gastronomy is a reflection of the melting-pot of cultures —culinary cultures and, by extension, social and traditional customs— that string together the Peninsula.



The gastronomy of the Iberian Peninsula ranks in the international top 5.

“There is nothing quite like a good ham and bread with tomato”. How many times have we heard that phrase? Hundreds, and no wonder, because we are presented with the most perfectly-paired culinary duo of all time; the model that proudly exemplifies the ties designed by Iberian Peninsula cuisine. While we agree that this is an obvious combo, we hasten to add that it only represents the tip of the iceberg of the tens of gourmet marriages provided by this land. Who does not enjoy combining a glass of Navarra wine with a tasty Galician Tetilla cheese, a mollete bread roll from the south with a good Madrid-style draft beer, a mixed Valencian paella with a Catalan cava, a Basque marmitako stew with an Asturian cider or some Andalusian torrijas with Valencian horchata?

Gastronomy is a reflection of the melting-pot of cultures —culinary cultures and, by extension, social and traditional customs— that string together the Peninsula. Rural products are intertwined with flavours of the coast, and pastures of the plateau with the dryness typical of the south. The result is a blend of flavours, aromas and sensations that place our cuisine in the international top 5. The secret lies in a changing geography, climates for flavours and a history of conquests and colonisation that has left us with the best of each territory. This is how it was described in the early twentieth century by the Generation of '27, a group of writers who could be considered the first culinary critics or the predecessors of what are known

today as the *foodie bloggers*, who highlighted in their texts the benefits of a highly elaborate cuisine with a comprehensive philosophy. So, the current gastronomic boom is not just some passing fad, but rather a reality that has long been documented thanks to a solid base. By way of proof, our country is home to some of the best chefs in the world, who are in charge of restaurants that are considered pilgrimage sites for foodies and international experts alike.

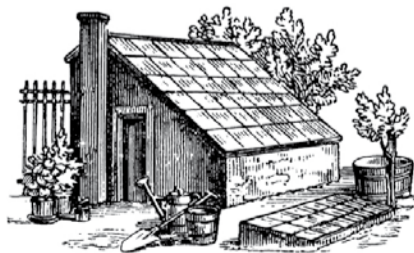
OUR GASTRONOMY IS A BLEND OF FLAVOURS, AROMAS AND SENSATIONS THAT PLACE OUR CUISINE IN THE INTERNATIONAL TOP 5

Today, more than ever, we value tradition whilst using somewhat more contemporary techniques and processes. Signature cuisine experiments with a wide range of national products in order to present them at their best and enhance their flavour. The secret? Not to discard any product and to milk one of the most varied and generous cuisines on the planet for all it's worth.



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“La Braseria cooks the best meat in the Peninsula in front of its diners”

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**100%
NATURAL
INGREDIENTS**



Please drink responsibly. 5,4°

The various culinary scenes of the Iberian Peninsula coexist in the same historic building

The establishment is set to be the city's restaurant of restaurants; an innovative multi-zone venue that will revolutionize the world of gastronomy as we know it today

The city of Barcelona is in luck, as of today it has El Nacional to its credit, a unique, innovative and ambitious project within the restaurant industry, where the most prominent Peninsular cuisine unites in spectacular fashion with the city's historical heritage. The most deeply-rooted culinary traditions are presented here as the key to the contemporary. A ground-breaking culinary project that intends to become an international point of reference, defined by quality and variety. An ideal place for lovers of good food that want to be reunited with familiar flavours, or the curious and restless who enjoy discovering and enjoying different cuisine. A place that democratizes cuisine and where everyone is welcome.

El Nacional is located at the heart of Barcelona, at no. 24 bis, Passeig de Gràcia. There, a typical, charming passage leads us to the historical building that houses El Nacional. A relic of industrial architecture hidden in the middle of a classic block in the Eixample neighbourhood, that has been reborn to put Barcelona on the map of international gastronomy. The venue has been restyled respecting the original essence and memory of the building whilst adding decorative details that perfectly echo the leitmotiv of the project. A unique culinary showcase where one can discover or rediscover the flavours of the Iberian

Peninsula in a contemporary atmosphere.

El Nacional has an open-plan layout in which we find four restaurants and four bars, with a capacity for 770 diners, serving Peninsular cuisine non-stop, 365 days a year. This culinary theatre offers different scenes where visitors can give free rein to pleasure through the enjoyment of different flavours. Each restaurant and bar is dedicated to the preparation of different raw materials, requiring the employment of nearly 200 people. So, we can find a space devoted to seafood products (fish and shellfish); another area specialised in meat; one offering tapas with a unique twist; as well as a final section with select products. Regarding the bars, visitors can choose between one offering oysters and caviar, one solely devoted to cheese and wine, a beer and preserves bar and last but not least, a cocktail bar. In short, we are talking about a series of micro-zones, each with their own personality that, as a whole, and under the same management, constitutes the restaurant of restaurants.

El Nacional can be enjoyed by locals, visitors and tourists alike. Revealing itself in such an open, honest way, it becomes a container of different experiences in constant movement. Among the most noteworthy ones are the visual, thanks to the spectacular size and design of the venue, as well as the culinary experience for obvious reasons. Those experiences will change with every visit, as each zone is different and worth repeating as many times as the visitor wishes, to fully experience El Nacional as a whole.



One of the fundamental points and which receives great emphasis is the quality of the produce used and the preparation of dishes. Having separate, specific and

produce. We should not forget that our wines, fish, shellfish, cava, meat, cheese, cured meats, preserves, vegetables, pulses, fruit and an extensive list of ingredients are to be found in the international top 5. The marriage of traditional and contemporary techniques, the preference for local produce, the transparency of preparation and the careful selection and presentation come together in a fundamental culinary centre in Barcelona, host to some of the best of what's cooking in the city.

“ EL NACIONAL HAS AN OPEN-PLAN LAYOUT WHICH HOUSES FOUR RESTAURANTS AND FOUR BARS, WITH A CAPACITY FOR 770 CUSTOMERS, SERVING PENINSULAR CUISINE NON-STOP 365 DAYS A YEAR ”

specialised areas permits greater control and dedication to the task and to the purchase of raw materials, for example. The different teams work independently and are dedicated exclusively to their field, resulting in a deeper knowledge of their product. This is also reflected in more natural, organic customer service, in which clients can ask specialised staff about the



El Nacional opens an emblematic building in the city

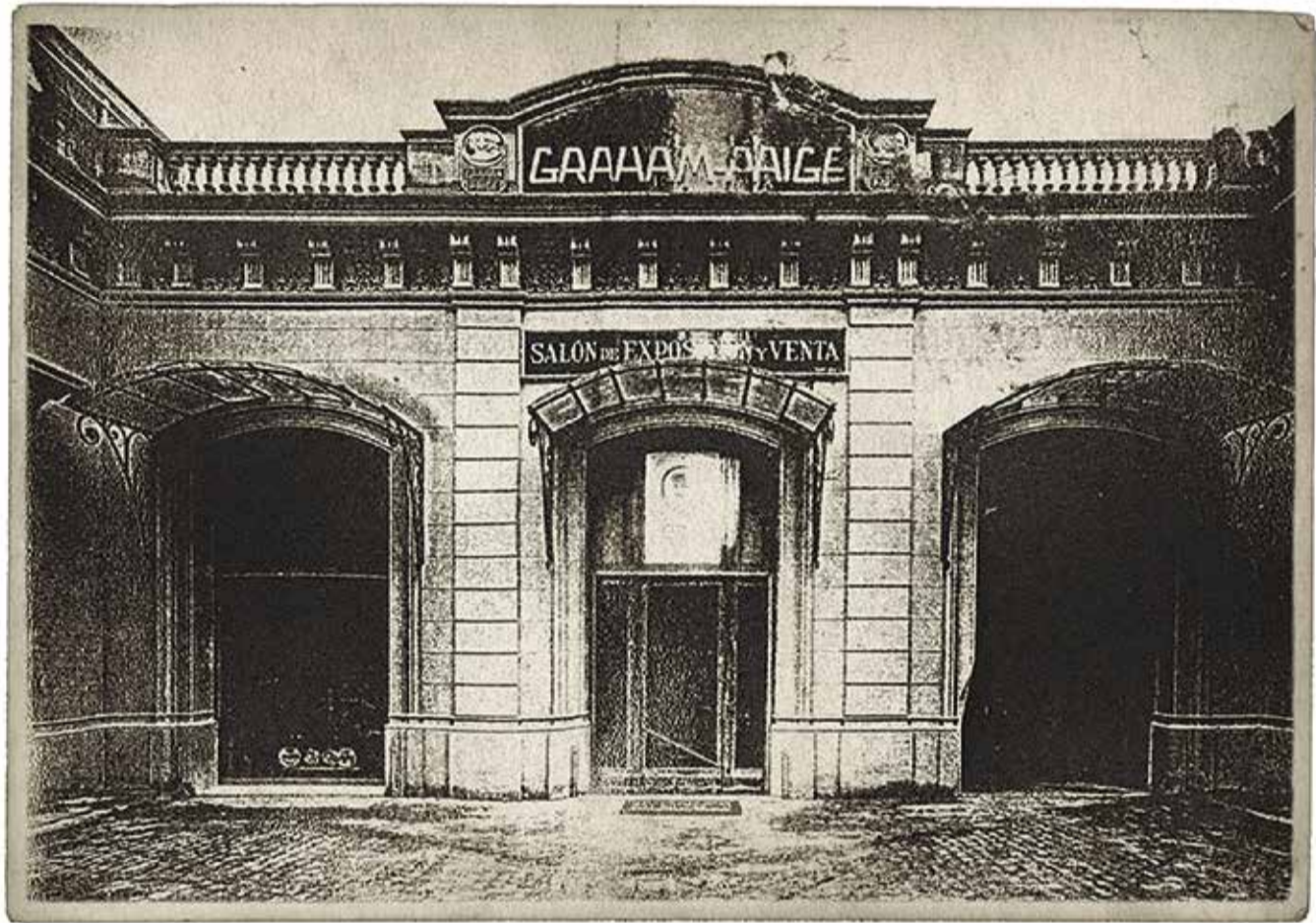
The establishment is presented as the benchmark restaurant of restaurants in Barcelona

El Nacional is born with high standards and its headquarters are situated in an absolute gem of late 19th century industrial architecture, located on a block of Barcelona's Eixample district, at the bustling heart of the city, yet remaining peaceful and discreet. Until a few months ago it was little more than an abandoned car park at number 24 bis, Passeig de Gràcia. Luckily, this establishment opens the doors of this historical building to the city once more.

El Nacional is one of the most ambitious and unique recent architectural renovation projects in Barcelona: it seeks to maintain the historical heritage of the building whilst transforming it into the largest culinary establishment in the city. The enormously varied menu travels through different parts of the Iberian Peninsula and applauds the excellence and diversity offered in our land, as well as celebrating the best of each region, not only through the cuisine, but also in the selection of materials used in the renovation. We can find wood and glass imported from Galicia, wicker from around the country, ceramic work and hundreds of tiles from Valencia that have been carefully laid in herringbone pattern and as mosaics and murals. We also see how the ceiling of the building, featuring traditional Catalan vaults, becomes an umbrella for a very special world, providing shelter for it. A venue in which memory, tradition and modernity live together, and that is set to become one of the hubs of the Catalan capital's intense social life.

“THE EMBLEMATIC BUILDING WAS ALSO USED AS A TEXTILE FACTORY AND CAR DEALERSHIP”

The eight metre high building covers a surface area of 3,500 m², an industrial construction dating back to the last third of the 19th century, when it was accessed through the passage between the Neo-Mudéjar twin building at no. 24-26 Passeig de Gràcia, built by Antoni Rovira i Trias in 1870, and the twin at no. 26, burned down and later demolished and rebuilt by Ramón M. Ruidor in 1892. The search for historical documents to shed light on what went on behind the doors of El Nacional when it emerged has not been very fruitful, as there are no archived plans for this building. However, a document dating back to 1989 reveals that the venue opened



Photograph taken before the Civil War.

its doors as a café-theatre, that was known to the people of Barcelona as *Teatro Español* between 1870 and 1900, as suggested by the presence of a sign found there. The building has had many lives, including its time as a fabric and dye factory (Tenería Moderna Franco Española) and as a prosperous car dealership owned by Adolfo Subirana —who actually became the city's first multi-brand car dealer, and had up to three makes of car. After the Civil War the council used it as a place to collect food, and

it then went on to become a car park that many of us still remember and which also had an entrance point at no. 99 Pau Claris. Many purposes that foretold the versatility and enormous potential of the building. The complex constitutes one of the most representative pieces of Barcelona's industrial architecture, characterised by the wide range of functions that were typical of the early years of the Eixample area, on Passeig de Gràcia, a main avenue even back then.



Tens of vehicles occupied the interior of the establishment.

A STRUCTURE CONSISTING OF 15 LOWERED VAULTS, KNOWN AS VOLTA CATALANA, CONFERS THE ESTABLISHMENT ITS INDUSTRIAL AIR

Special attention must be given to one of the main features of the building, the ceiling, which has maintained its 19th-century industrial air and that has a structure consisting of 15 lowered vaults, known as *volta catalana*. The construction is reminiscent of work by the Valencian architect Rafael Guastavino who, in 1881, registered the patent for this design and exported it to the United States. The historical value of this architectural piece of work, inherited from the modernist era, prompted the local council to supervise the restoration of the roof, in order to protect the *volta catalana* and make it visible.

Thanks to its uniqueness, El Nacional is a pilgrimage site for food buffs and architecture and design enthusiasts alike. All will enjoy the experience offered between the four walls of the city's restaurant of restaurants.

An X-ray of El Nacional

From its aesthetic design to its modus operandi, the restaurant of restaurants offers a unique option in the city

Once we have a general X-ray of the project and its philosophy in mind, it is time to enter the place and get to know it from the inside. El Nacional is one of those establishments that has been born with the warranted idea that attention to detail is what sets one apart and that, in this day and age, it is better not to risk having to improvise. Everything we see between its four walls has been meticulously planned: the layout, interior design, furniture and lighting. This is not only intended to surprise on an aesthetic level, but also to make the visitor feel comfortable and at ease, as well as to encourage full freedom in customers decisions. The idea is that El Nacional be like a transparent window, with no need to hide anything, as it bases its performance in the tradition of professionalism and honesty; thereby becoming a place where the customer can feel comfortable following their own judgement, requirements or intuition, without being afraid of making a mistake.

The interior design of El Nacional has been entrusted to Lázaro Rosa Violán, the popular studio based in Barcelona that has managed to put its flawless, personal stamp on every project that has come their way, and has succeeded in becoming synonymous with grandeur and professionalism. Its work is renowned for the unsurpassed recreation of the modernist architecture of the 30's and 40's, managing to contrive a modern ambience with traditional roots. 20%

of the materials used in El Nacional for example, have been recycled in order to achieve this authentic atmosphere, and the necessary connection to the historical memory of the building. What's more, the decorative details go hand in hand with the cuisine, as they represent a sample of peninsular design and craft work. This results in different corners with their own personalities, yet which remain coherent as an ensemble.



Here you can see one of the main features of the venue, the *volta catalana* protected by the Heritage Catalogue of Barcelona.



Ceramic wall art decorates the oyster bar, as wicker and wood do in the wine bar.

One can appreciate, for example, ceramic wall art and mosaics made in Valencia or incredible glass lamps from Galicia. All made of wood, ceramic, glass, wicker, granite, marble and iron. Noble materials, full of character, that do not need to be imported from overseas as, throughout the country, we can find real gems with which to furnish even the most refined interiors.



LÁZARO ROSA VIOLÁN'S
WORK IS RENOWNED FOR THE
UNSURPASSED RECREATION OF
THE MODERNIST ARCHITECTURE
OF THE 30'S AND 40'S

The layout of the establishment is almost as important as the décor itself. El Nacional has two entrances: one on Passeig de Gràcia and the other on Pau Claris. It covers a surface area of 3,500 m² with some 2,400 m² in view of customers—the rest is used for the kitchen and for storage of products and for staff—which is divided into three central islands, used as bars, the meeting points within the establishment, and four restaurant areas surrounding them, as well as a fourth bar. Between the central hub of El Nacional and the dining areas, there is a wide, oval aisle which goes the whole way around the venue. In the near future, the two loft areas above the meat and fish restaurants will be set up, as well as a gourmet food shop also acting as a café-tearoom on the Pau Claris side. However, before going into details about what will be happening in a few months time, it is better to familiarise oneself with each of the restaurants and bars.



In El Nacional, the décor of each section is in line with its gastronomic offer.

The art of a good draught beer

The tenders at this bar show the art of pouring the perfect beer and they accompany it with tapas preserves

Conventional wisdom has it that the best things in life are also the simplest, and nobody can deny that there is nothing better than a good draught beer. This bar, situated at the very heart of El Nacional and specialised in beers, will delight those with a classic palate by offering a simple, foolproof formula consisting of “beer and tapas”.



A select list of draught and bottled beers accompanied by a wide range of traditional savoury tapas, including the very best in olives and fish and seafood preserves. Simple pleasures we never tire of, fuss-free and perfect for sharing over some good conversation.



BREADS

Slowly-fermented bread.....	2.75 €
Toasted flat bread with ripe tomatoes, oil and salt.....	3.50 €

APPETISERS

Crisps.....	2.50 €
Stuffed olives.....	2.00 €
Designation of origin olives.....	2.00 €
“El Nacional” olives appetiser.....	2.50 €
“El Nacional” seafood preserves appetiser.....	9.00 €
“El Nacional” vegetable preserves appetiser.....	9.00 €
Acorn-fed Iberian ham (80 g) D.O. Guijuelo.....	18.00 €
“El Nacional” selection of cured meats and sausages.....	10.00 €
“El Nacional” cheese platter.....	10.00 €
Cockles.....	9.50 €
Fine white clams.....	8.50 €
Baby squids.....	8.50 €
Razor clams.....	8.50 €
Marinated mussels.....	8.50 €
Small sardines.....	7.00 €
Asparagus.....	8.50 €
Artichokes.....	3.50 €
Anchovies from L'Escala (4 fillets).....	7.50 €
Marinated anchovies (4 fillets).....	3.50 €
Gildas – Mini skewers of green peppers, olives and anchovies.....	1.20 €/each

Meeting point of national wineries

Wine by the glass and well-cut ham are the protagonists at one of the meeting point bars in El Nacional

CURED

Acorn-fed Iberian ham (80 g) D.O. Guijuelo.....	18.00 €
Acorn-fed Iberian shoulder ham (45 g) D.O. Guijuelo.....	9.00 €
Cured loin of Iberian acorn-fed pork (45 g) D.O. Guijuelo.....	7.00 €
Acorn-fed Iberian chorizo (45 g) D.O. Guijuelo.....	6.00 €
Secallona (Catalan cured pork sausage).....	6.00 €
“El Nacional” selection of cured meats.....	10.00 €
“El Nacional” olives appetiser.....	2.50 €
“El Nacional” seafood preserves appetiser.....	9.00 €
“El Nacional” vegetable preserves appetiser.....	9.00 €

CHEESES

“El Nacional” cheese platter.....	10.00 €
Afuega'l Pitu Roxu (Sheep's cheese from Asturias) D.O. Afuega'l Pitu.....	10.00 €
Torta Pascualete (Sheep's cheese from Extremadura).....	14.50 €
Azeitão (Portuguese sheep's cheese).....	10.00 €
Smoked Idiazabal (Sheep's cheese from the Basque Country).....	8.00 €
Blau de l'Avi Ton (Catalan goat's cheese).....	8.00 €
Green label Manchego (Sheep's cheese from Castilla-La Mancha).....	8.00 €
Carrat (Catalan goat's cheese).....	8.00 €
Roncal (Sheep's cheese from Navarra) D.O. Roncal.....	8.00 €
Brisat (Catalan cow's cheese).....	8.00 €

SALTING

Herring (each).....	3.25 €
Anchovies from L'Escala (4 fillets).....	7.50 €



That said, wine-lovers, both fans and experts, will not leave El Nacional without stopping by this bar which boasts a select wine list sold by the glass or the bottle. Red, white and rosé. Heighten your senses and stimulate your taste, smell and sight at the wine bar in El Nacional, the perfect starting point for the ultimate culinary experience.

Would you like to whet your appetite with a glass of red wine? It may sound like a self-indulgent excuse, but it has actually been scientifically proved that moderate consumption of wine may have great health benefits. It also has an unquestionable ability to intensify the pleasure of a good meal, and not only because we release endorphins when drinking it, but also because it stimulates the palate and heightens our ability to distinguish the different flavours.



Oysters suitable for all

The shellfish bar also serves caviar and other crustaceans with a democratic philosophy yet a refined spirit

APPETISERS AND SPREADS

Hake mayonnaise5.00 €

OYSTERS

Special Galician oyster6.25 €/each
Giant French oyster4.75 €/each
Mediterranean oyster3.00 €/each

CAVIAR

Platinum Caviar 50 g150.00 €
Platinum Caviar 30 g100.00 €

CLAMS

Medium Galician clams3.00 €/each

NORWEGIAN SMOKED SALMON

Seasoned cubes10.00 €

MEDITERRANEAN RED TUNA

Tartare12.00 €

Like all good things that come in small packages. This is also the case for the oysters at the fanciest and most exclusive bar at El Nacional, a place where this treasured shellfish meets delicious caviar and other types of seafood. As we all know, oysters and caviar are, for their special flavour and scarcity, two products that have traditionally adorned only the most distinguished tables.

In fact, it was the Ritz who consolidated the use of caviar in high society when its gourmet experts included it on the restaurant menus of their prestigious hotels. Nowadays, they are no longer a luxury reserved for the more privileged, and those who do not partake do so by choice or —we would hazard a guess— because they have never tried them. Who can resist a taste of the sea? A small luxury and a great pleasure to enjoy at a bar.



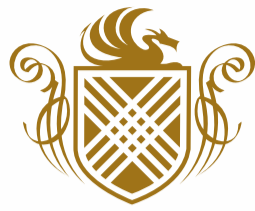
Classic and signature cocktails

This place invites us to enjoy endless soirées at the most nocturnal bar in this restaurant of restaurants

A dream come true. Enjoying a cosy, exclusive ambience whilst having your first drink before eating is possible at the cocktail bar, located on one of the sides of El Nacional. The 30's and 40's inspired décor, along with the impressive front-facing display of bottles, are the hallmarks of this bar, designed as a meeting point and one of the most renowned cocktail bars in the city.



EL NACIONAL	Rum, manzanilla, lime, mint and bubbles.	9 €
L'APERITIU	Red Yzaguirre vermouth, gin, soda and grapefruit.	6 €
POMADA MENORQUINA	Xoriguer gin, lemon and sugar.	6 €
DRY UP TO YOU	Because a Dry Martini knows no rules... made just how you like it.	10 €
AZTEKA	Smoked with mescal and spiced with cinnamon and liquorice... a fusion of flavours and emotions.	10 €
MARE NOSTRUM	Mixture of exotic and Mediterranean flavours... Gin as the star of the show	10 €
HEMINGWAY SPECIAL	Grapefruit, rum and maraschino... bringing Cuba right here!	10 €
ROSSINI	Because strawberries never go out of fashion... just like in a romantic movie.	12 €
RED CARPET	All the glamour of the red carpet expressed in this cocktail.	6 €



EL NACIONAL

BARCELONA

{ LA LLOTJA }

The fish restaurant is characterised by its nautical-inspired mosaics and the presence of an extra-large tuna fish hung high in the room, acting as main witness to the delivery of fresh, daily produce.

{ COCKTAIL BAR }

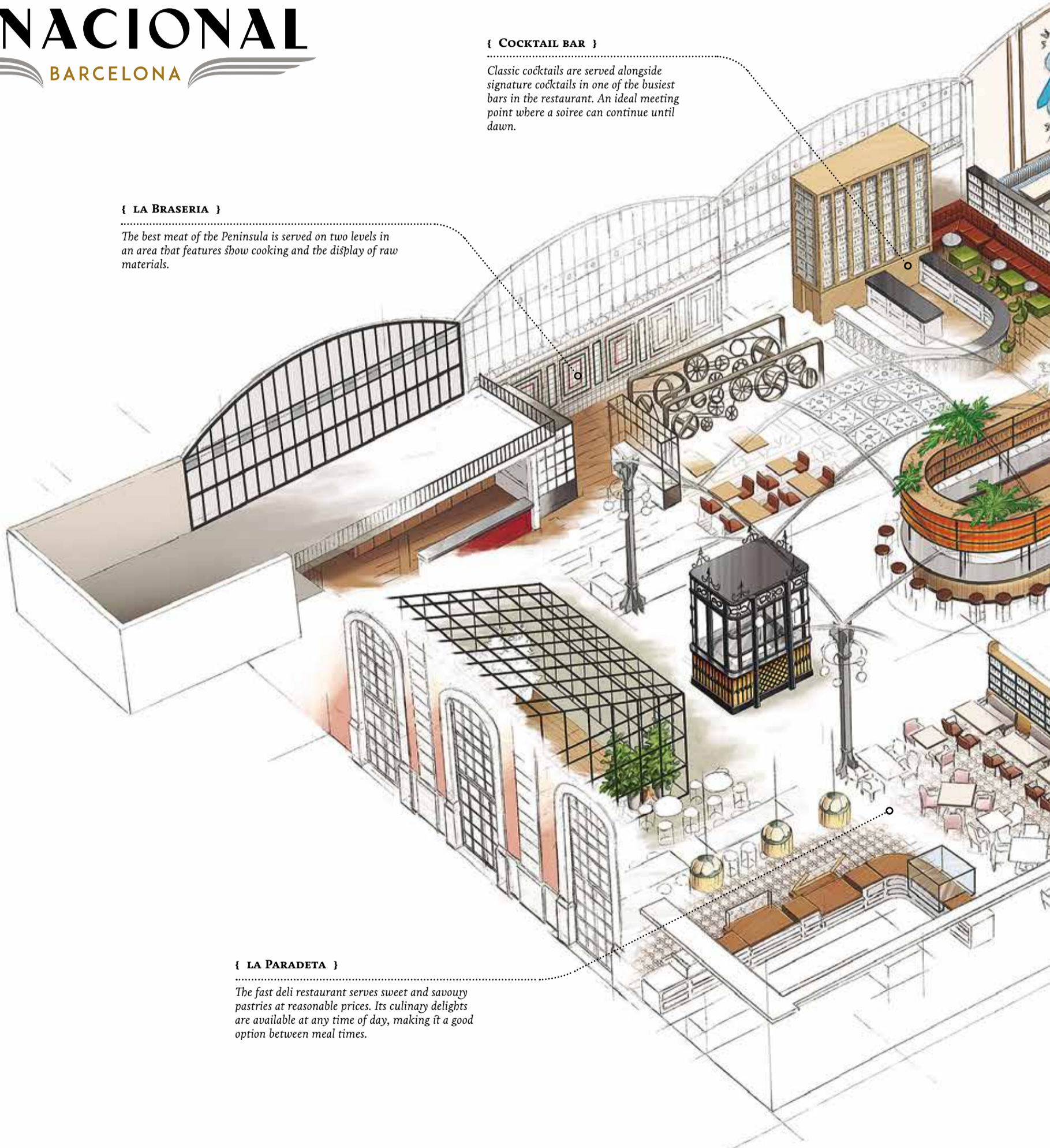
Classic cocktails are served alongside signature cocktails in one of the busiest bars in the restaurant. An ideal meeting point where a soiree can continue until dawn.

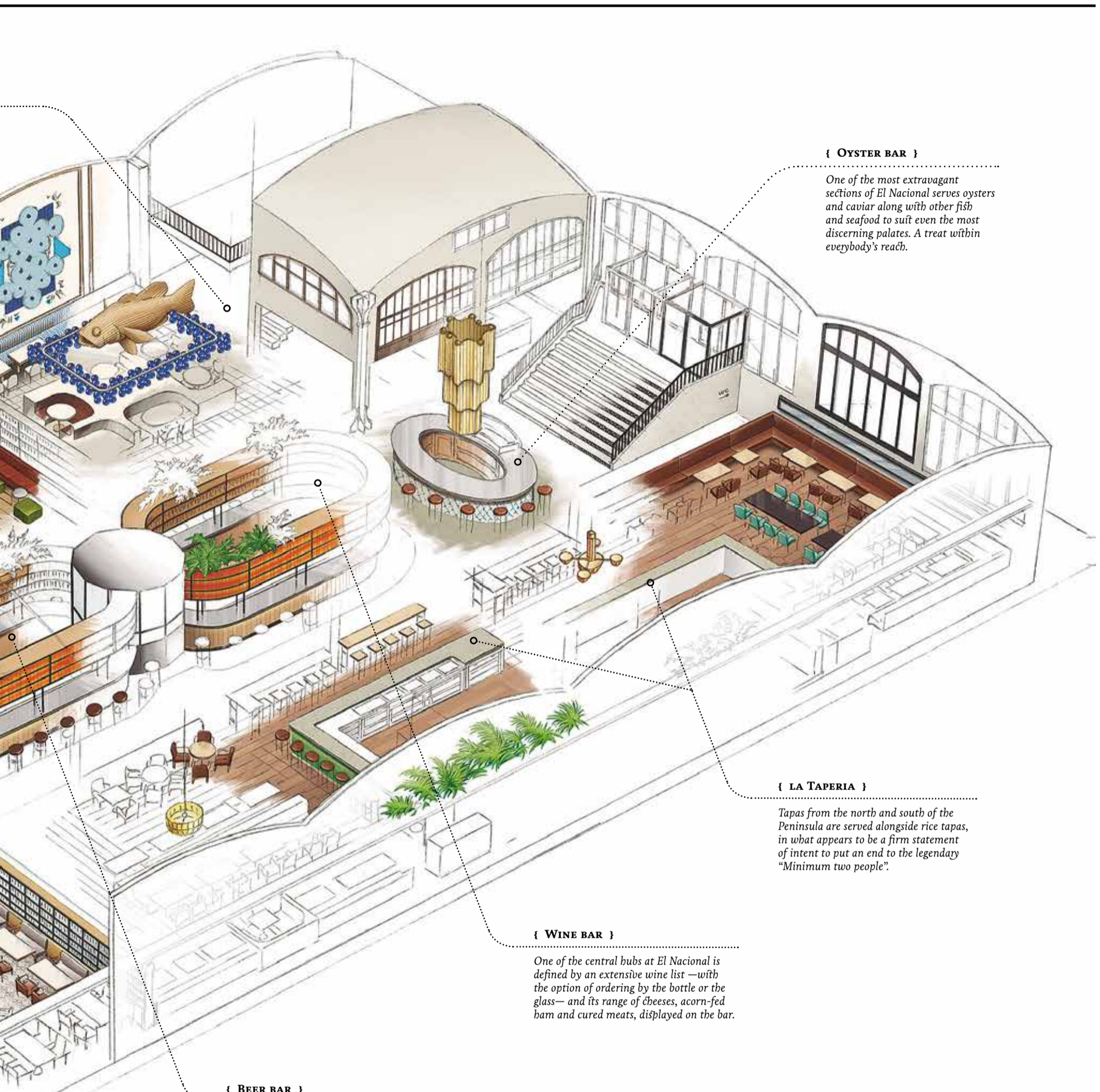
{ LA BRASERIA }

The best meat of the Peninsula is served on two levels in an area that features show cooking and the display of raw materials.

{ LA PARADETA }

The fast deli restaurant serves sweet and savoury pastries at reasonable prices. Its culinary delights are available at any time of day, making it a good option between meal times.





{ OYSTER BAR }

One of the most extravagant sections of El Nacional serves oysters and caviar along with other fish and seafood to suit even the most discerning palates. A treat within everybody's reach.

{ LA TAPERIA }

Tapas from the north and south of the Peninsula are served alongside rice tapas, in what appears to be a firm statement of intent to put an end to the legendary "Minimum two people".

{ WINE BAR }

One of the central hubs at El Nacional is defined by an extensive wine list—with the option of ordering by the bottle or the glass—and its range of cheeses, acorn-fed ham and cured meats, displayed on the bar.

{ BEER BAR }

The coupling of beer and tapas makes perfect sense in one of the meeting points of El Nacional. Classic salted and preserved goods fill the menu here at one of the most bustling bars in this venue.

THE FIRST RESTAURANT IN BARCELONA WITH DIFFERENT AREAS WHERE WE CAN TRY TRADITIONAL RECIPES FROM AROUND THE IBERIAN PENINSULA, PREPARED WITH HIGH QUALITY PRODUCE IN UNIQUE SURROUNDINGS. LOCATED AT THE HEART OF PASSEIG DE GRÀCIA, IT REFLECTS BARCELONA'S SOCIAL AND CULTURAL LIFE.

La Braseria cooks the best meat in the Peninsula in front of its diners

The charcoal grill is the star cooking method in this area, along with the wood-fired oven and the griddle

Meat-lovers will not hesitate when choosing which part of El Nacional to sit in. With a wide range of meats and preparation options, the charcoal grill is the star in this area, along with the wood-fired oven and griddle used for cooking in front of diners. Simple, classic preparation that lauds the value of tradition and whose secret not only lies in the quality of the raw material but also in the chef's ability to cook the meat to perfection. Those who choose to be seated in La Braseria can enjoy the juiciest grilled meats, cooked on the spot and upon request in an area that covers 50% of the cuisine offered at El Nacional - the other half of the judicious duo is managed by La Llotja. As is the case with the other restaurants in this multi-zone establishment, the meat is delivered on a daily basis from its place of origin to be displayed in full view of the customers. It comes as no surprise therefore that visitors can find stock displayed on the counter, nor that one can choose which part of it to eat.

There is no doubt that one of the main attractions to this section is that its menu features meat from "El Capricho". This León-based producer of ox meat and mature beef, who has been nominated as producer of "the best meat in the world" by Time magazine, pampers these prized pieces from the onset. Some of his specimens have enjoyed a retirement of up to three years living like "the king of the cattle" before being slaughtered. The meat matures for weeks before obtaining the texture, aroma and flavour required by a model of production that prioritises the respect and dignity of the animal, values also advocated by El Nacional.



What's more, diners may enjoy a wide range of selected meats with charcoal grilling as the speciality, a technique that has brought people together to drink and eat around the heat of the fire since ancient times. Fans of the classic veal chop may not only select the piece they will eat, but also accompany it with salad, grilled vegetables, or quite simply some classic chips that everyone will want to try.

“ FANS OF THE CLASSIC
VEAL CHOP WILL NOT ONLY
BE ABLE TO SELECT THE
PIECE OF THEIR CHOICE,
BUT ALSO TO CHOOSE
THEIR SIDE DISH ”

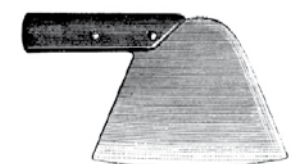
The most carnivorous guests will not be able to resist another of the restaurant's specialities, the hand-minced veal steak tartare, without a doubt, a dish that allows one to appreciate the flavour and texture of the meat in all its glory. The 250 to 500 gram hamburgers at El Nacional are also safe bets for insatiable appetites.

The kitchens of El Nacional do not look down on the more typical stews, but take inspiration from them and offer a series of traditional recipes such as *ossobuco* ox stew in León wine, pork *kokotxas*, Barcelona-style cannelloni or Segovia-style suckling lamb. Traditional cooking but with a contemporary twist. The menu is completed with two fish options that will tempt more than a few and a selection of breads according to taste.



“ THE LEÓN-BASED
PRODUCER,
EL CAPRICO,
HAS BEEN NOMINATED
PRODUCER OF “THE BEST
MEAT IN THE WORLD”
BY TIME MAGAZINE ”

The décor, featuring large tiled murals, reminiscent of Andalusian courtyards, recreates the spirit of such lively places that simply exude tradition. The perfect place to share and celebrate the pleasure of good company, conversation and fine dining. Located on the second floor and with an entrance from the restaurant, the meat loft will soon open as an exclusive and intimate gastro-dining area, offering a tasting menu featuring a selection of the finest meats in the Iberian Peninsula. Together with the neighbouring loft belonging to La Llotja, it is the only section with access subject to previous reservation.



La Braseria is a peculiar section, presided over by an industrial sculpture with mobile gears and some original antique reading lamps.



Welcome to La Braseria

If you are a meat lover, you are in the perfect place. Enjoy the best meat from the Iberian Peninsula, prepared on a charcoal grill, in a wood-fired oven or on the griddle, and combine it with salad or vegetables. And if you are in doubt, our professionals can make recommendations.

BREAD

- 1 Slowly fermented bread.....2.75 €
- 1 Bread with virgin oil, salt and fresh herbs2.75 €
- 1 Toasted flat bread with ripe tomatoes, oil and salt 3.50 €

STARTERS

- 1-5 Cream of pumpkin soup made in wood-fired oven with round bread and *sobrassada* (cured pork sausage with paprika) 8.50 €
- Lettuce heart salad with celery, apple and blue cheese 8.50 €
- 1 *Cojondongo*, fresh vegetable salad with cured beef "El Capricho"*12.50 €
- Whole grilled lettuce with garlic shoots and shredded cod 8.50 €
- Fresh Calaf eggs with potatoes and chorizo "El Capricho"*10.00 €
- 1-3 Andalusian squid with citrus fruit, garlic and green chilli pepper 14.50 €
- 1 *Patatas "al mojo"* —Typical dish from the Canary Islands— potatoes with sauce10.00 €
- Seasonal tomatoes with ventresca tuna belly loin and onion "al cop de puny" - crushed with the fist 15.00 €

MATURE BEEF AND VEAL

- Extra-aged mature beef "El Capricho"*
- T-bone steak85 €/kg
- Selected and aged veal
- T-bone Steak (for two people) 48 €
- Entrecôte22 €
- Sirloin.....25 €

LIMITED EDITION OX

- Extra-aged ox "El Capricho"* (depending on availability)
- Premium T-bone steak 185 €/kg

SPECIALITIES

- 3-9 Ox steak tartar.....17.50 €
- Ox burger "El Capricho"* 250 g16.00 €
- Large ox burger "El Capricho"* 500 g32.00 €

STEWES

- 1-5-8 Ox ossobuco with León wine 18.50 €
- 5-8 Pork *kokotxas* (Pork cheeks)..... 18.50 €
- 1-7 Barcelona-style cannelloni.....14.00 €

(VAT INCLUDED)

OTHER MEATS

- 1 Whole grilled chicken, stuffed with bread and garlic16.00 €
- Baked suckling lamb, Segovia style21.50 €

FISH

- Cod loins sealed on the grill and finished in a roasting pan22.00 €
- Grilled octopus - twice cooked 20.00 €

ACCOMPANIMENT

- Lettuce heart salad - fresh from the vegetable garden
- Baked aubergines and peppers with their emulsion
- Smashed potatoes
- Just made French fries – crunchy and very tasty

DESSERTS

- 7 Fruit of the day prepared in wood-fired oven with whipped cream ... 5.50 €
- 1-3-5-7 Scorched lemon meringue pie 6.50 €
- 1-3-7 "Joşper" Toast with cottage cheese and bitter orange marmalade..... 5.50 €
- Melted chocolate with strawberries or the best fruit of the day6.00 €
- 1-3-5-7 Cake of the day 6.50 €
- 1-5-7 Jijona nougat ice cream slice - full of childhood memories5.00 €
- Special selection of national cheeses..... 12.00 €
- 1-3-7 Selection of desserts 12.00 €

* "El Capricho", producer of ox and mature beef, León ("The best meat in the world", Time)

SUBSTANCES OR PRODUCTS THAT CAUSE ALLERGIES OR INTOLERANCE

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- 8: Celery and products thereof.
- 9: Mustard and products thereof.
- 10: Sesame seeds and products thereof.

The fish restaurant at El Nacional serves fresh produce in a formal atmosphere

This section includes a display of raw produce and an area for “serving up” pieces in view of diners

Like going to the fish market but with more attractive and comfortable surroundings. This is how we could define the experience offered by El Nacional’s fish restaurant. We are presented with one of the most formal sections of this multi-zone establishment, captained by a hanging wicker tuna fish which guards diners from the heights of the room. Blue and white are predominant in the space thanks to furnishings in marine tones and a geometric mosaic that almost entirely covers the eight-metre-high wall. A nautical colour scheme that is only interrupted by another set of wall tiles in the counter area depicting a map, reminding us that Catalonia was once a principality centuries ago, and that fish has always been a classic element of the Mediterranean diet.

Comparing this restaurant to a fish market may seem a little far-fetched, but it is actually not at all absurd. Clients in this part of the restaurant can expect to be served one of the appetizing dishes offered on the menu, but they can also go to the counter and personally choose the exact piece they wish to eat on the spot. We can also rest assured that the extremely fresh fish will have been delivered just a few hours previously to be displayed on the rack. Just a few steps away from this feast for the eyes, waiters serve up the largest pieces, such as the salt-baked sea bream, one of the house specialties. This display seeks to revive the best of show cooking, making the experience a culinary demonstration while skipping the less interesting parts of the procedure. The philosophy behind La Llotja makes complete sense when we see that the client also has the option of buying fish by weight.

“ THE MENU CATEGORIZES DISHES ACCORDING TO THE COOKING METHOD ”

After carefully studying the menu, its layout comes to our attention. Dishes are distinguished by the variety of cooking methods. Baking, charcoal-grilling, cooking on the griddle, steaming, grilling or even its tastiest and most prohibitive version, frying. These are some of the techniques that help establish an unusual

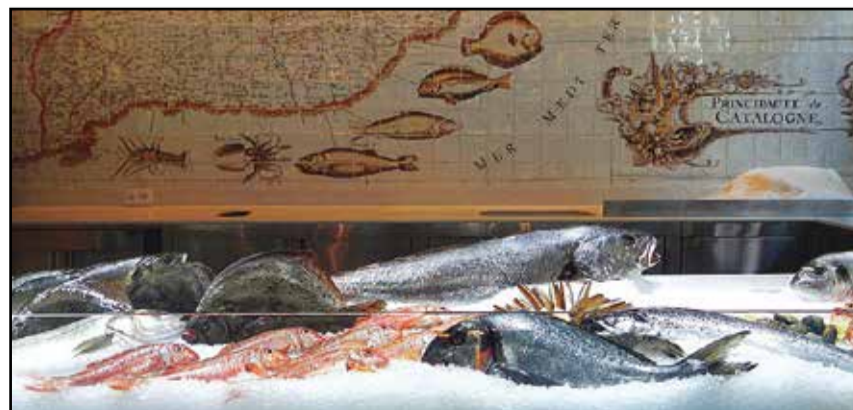


An astonishing tuna fish welcomes the diners at La Llotja.

but very coherent classification system in a menu headed by the fish of the day that may be prepared according to the customer’s taste. This culinary feast would not be the same without the right selection of breads on the menu, with special emphasis on slow fermentation breads which, like the organic produce, aid digestion.

Like La Braseria, La Llotja includes a loft area for around 40 people, designed

for somewhat exclusive service, revealing the most refined and sophisticated side of this multi-zone establishment. Only here can customers make a reservation and enjoy a lofty gourmet menu, designed to be presented in a single serving and that seeks to show El Nacional at its most formal. An option that strives to satisfy not only the most discerning palate, but also those who appreciate a unique experience, and one that will be available in just a few weeks.



Native species are the stars of the mosaic which decorates the wall



“ SHOW COOKING ADDS AN ELEMENT OF ENTERTAINMENT TO THE EXPERIENCE ”

Before putting the final full stop on the text, it is important to make a note to those who fear finding a menu consisting entirely of fish dishes. Albeit briefly, meat does make an appearance on the menu, along with starters such as Andalusian gazpacho and acorn-fed Iberian ham. Unforgettable classics that adapt well to all sorts of produce, whether meat or fish.



Welcome to La Llotja

*Get comfortable and prepare yourself to enjoy our high quality fresh fish, cooked on the griddle, in the oven, charcoal grilled or steamed.
Combine it with soup, stew, salad, vegetables and with a smile from our professionals who will be only too happy to help.*

BREAD

- 1 Slowly-fermented bread2.75 €
- 1 Bread with virgin oil, salt and fresh herbs2.75 €
- 1 Toasted flat bread with ripe tomatoes, oil and salt 3.50 €

STARTERS

- 1 Andalusian-style gazpacho with vegetables and crunchy breadcrumbs6.75 €
- 7 Fresh fennel salad with semi-dry tomato, pickle emulsion
and cottage cheese 7.50 €
- 5 Tuna tartare, red onion and hazelnuts 14.50 €
- Ebro Delta salad with tomato, spring onion and smoked eel10.00 €
- From L'Escala and the Cantabrian Sea: The best anchovies!16.00 €
- Acorn-fed Iberian ham from our D.O. Guijuelo reserves 18.00 €
- Mediterranean oysters, according to taste 3.50 €/each
- 6·8·10 Raw. Plate of oysters, clams and scallop ceviche 20.00 €

FISH OF THE DAY TO BE SELECTED AT OUR FISH STAND

(Cooked: in its juices, griddled, grilled,
steamed or oven-baked) By weight 65 €/kg

SPECIALITIES

- Sea-bream baked in Formentera sea salt spray19.00 €
- Shrimps cooked in seaweed salt from the south 18.50 €
- Crunchy Andalusian-style shrimps with pickle mayonnaise 18.50 €

CLASSICS

- Fish and seafood paella (minimum two people) 22.00 €/pers.
- 3 Fideuá - Paella made with noodles
and served with garlic sauce 16.00 €/pers.
(minimum two people)

STEAMED

- 8 Steamed mussels with fresh herbs and a grill smoked touch 12.00 €
- Steamed cockles with ginger and lemon 14.50 €
- 8 "Best steamed" sea bass with vegetables and potatoes 22.50 €

THE BIG FRY

- 1 Fried sand eels with the house pickle sauce10.00 €
- 1 Andalusian, land and sea-style squids 15.00 €
- 1·3·7 Cone of traditional salt cod fritters12.50 €

(VAT INCLUDED)

PAN GRILLED

- Simply seashells... clams and razor clams25.00 €
- Scallops in their shells with root vegetables 18.50 €
- 6 Seared red tuna with charcoal-grilled vegetable ratatouille 20.00 €

GRILLED

- Grilled turbot with a Getaria potion25.00 €
- Grilled croaker with garlic, chilli peppers and sherry vinegar23.00 €
- Grilled octopus - twice cooked 20.00 €

MEATS

- 1 Boneless chicken coated with breadcrumbs and lemon peel,12.50 €
browned with olive oil
- Casserole of fillets, roasted potatoes and green chilli peppers 19.50 €

DESSERTS

- 1·3·5·7 Hot crepe with ice cream 5.50 €
- 1·3·5·7 Bizcocho Larpeira - typical sponge cake from Galicia -
with cream caramelised on the spot..... 5.50 €
- 1·3·5·7 Piononos -Typical pastries from Granada -sweetness at your fingertips .. 5.50 €
- Refreshing fresh pineapple with fennel 6.50 €
- 3·7 Home-made-style crème caramel (ideal for 2 people) 8.50 €
- 1·3·5·7 Chocolate and vanilla ice cream slice - full of childhood memories 5.00 €
- 1·3·5·7 Cake of the day 6.50 €
- Special selection of national cheeses 12.00 €
- 1·3·5·7 Selection of desserts 12.00 €

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La Taperia is regarded as the most festive part of El Nacional

Rice-based tapas are served alongside the usual range of little dishes, going through the Peninsula from north to south

The free-spirited will find a home from home at El Nacional's La Taperia, with its informal and fun-loving atmosphere. With quick, casual service it combines tapas from the north and the south of the Peninsula with a playful result in a relaxed atmosphere, inviting guests partake in some real culinary revelry. The way the establishment works is simple and efficient: the client takes a seat and a member of staff takes their drinks or cold tapas order. Everything else comes on its own, or rather, on a tray. You just have to keep an eye on the waiters, who auction hot tapas and individual rice dishes on plates that come out of the kitchen and end up on the highest bidder's table, in true Malaga tradition. The dinner service flaunts different colours which represent the price of each dish (from 3.50 to 5.50 €) in honour of Asian tradition, where the colour scheme determines the final price of a good feast. Green, blue and red are the colours of this culinary game of ludo that is guaranteed to brighten up even the dullest days in the city.



The restaurant is characterised by the green tiles and the use of wood, in clear contrast with the plants.



The cold tapas are displayed in refrigerated cabinets located at the bar, where clients can also sit if they desire an even more informal experience. Defined by furniture and mosaics in shades of green, La Taperia is also the green zone of El Nacional, thanks to the extensive collection of plants that bestow a natural and botanical air upon the bar. A good collection of posters from days gone by decorate the walls of this, the least formal section of the establishment, giving it a touch of gypsy flair and old-fashioned charm, helping diners feel right at home. The use of wood achieves the perfect balance in one of the most comfortable parts of El Nacional.

The selection of breads is especially important in La Taperia. What are tapas without a good slice of bread? Slowly-fermented, with olive oil or "coca" flat bread, bread becomes the perfect partner for the tapas, whether hot or cold. As stipulated by the style guide of the kitchens of El Nacional, the establishment continues to resist giving way to the outlandish and sticks with traditional recipes.

“ THE WAITERS AUCTION HOT TAPAS AND PORTIONS OF RICE DISHES AMONG THE CUSTOMERS ”

Among the cold tapas we can find the infallible Russian salad, the "cojondongo" salad from Extremadura, the Galician pasty and grilled vegetables with shredded cod. A wander through the landscapes of the Peninsula that continues with traditional hot dishes such as the potato and onion omelette, Andalusian-style sand eels and the baldana sausage from Tortosa, and that ends the tour in the Valencia area with a tempting menu of rice dishes. With vegetables, seafood or a

mixture of ingredients, the paellas come out of the kitchen to land on the table of the quickest punter. A good initiative for those who have grown tired of the typical "minimum two people".

“ THE EFFICIENT, CASUAL SERVICE COMBINES TAPAS FROM THE NORTH AND SOUTH OF THE PENINSULA ”

Obviously, if any part of El Nacional had to dedicate a space to the good old traditional stew, it was La Taperia. Dishes such as callos (tripe), meatballs with cuttlefish and cod ratatouille will conjure up images of long family meals and the essence and culinary roots of this country.



Posters from times gone by adorn La Taperia



Welcome to La Taperia

Blend into a unique and original atmosphere whilst enjoying some of the best hot and cold tapas in the city, the most traditional rice dishes “a la carte” or “Malaga-style” and the service provided by a staff who strives to make you feel that you are in a special place.

BREAD

- 1 Slowly - fermented bread2.75 €
- 1 Toasted flat bread with ripe tomatoes, oil and salt 3.50 €

COLD TAPAS

- Grilled vegetables with shredded salt cod4.00 €
- Pulse salad4.00 €
- Marinated sardines4.00 €
- 3 Stuffed eggs4.00 €
- 3 Mortar of potatoes with garlic sauce4.00 €
- Gildas* - Mini skewers of green peppers, olives and anchovies5.00 €
- 3 Russian salad5.00 €
- Extremaduran *Cojondongo* - Tomato, pepper and onion salad 5.00 €
- 1 *Tomber* - Mallorcan potato, pepper and aubergine stew with tomato sauce5.00 €
- Shredded salt cod salad 5.50 €
- Fish and seafood salad 5.50 €
- 1-3-5 Galician pasty 5.50 €
- Acorn-fed Iberian shoulder ham (45 g) D.O. Guijuelo9.00 €

RICE AND NOODLES

- Vegetable rice4.50 €
- 2 Seafood rice4.50 €
- 2-3-4 Black rice4.50 €
- 2 Mixed paella4.50 €
- 2 Casseroled noodles4.50 €
- 2-3-4 *Fideuá* - Paella made with noodles, served with a garlic sauce4.50 €

STEWES

- 1-2-5-8 Meatballs with cuttlefish5.00 €
- 5-8 Tripe5.00 €
- 1-5-8 *Fricandó* - meat stew5.00 €
- 5-8 Pork cheeks5.50 €
- Salt cod ratatouille 5.50 €
- 2-5 Fish casserole 5.50 €

HOT TAPAS

- 3 Fried potatoes served with spicy sauce4.50 €

(VAT INCLUDED)

- 1-3-7 Olot-style stuffed potatoes4.50 €
- 1-3-7 Croquettes4.50 €
- 8-9 Steamed mussels5.00 €
- 1-3 Batter fried squid5.50 €
- 3 Cod omelette5.50 €
- 3 Potato and onion omelette5.50 €
- Shrimp in garlic sauce5.50 €
- Beef chorizo simmered in cider5.50 €
- 1 Andalusian-style sand eels5.50 €
- Fried cod5.50 €
- 1-3 Battered hake5.50 €
- 1 *Baldana de Tortosa* – Blood and rice sausage from Tortosa5.50 €
- 1-3 Salt cod fritters5.50 €
- Tapa of the day5.50 €

DESSERTS

- 7 Rice pudding3.50 €
- 3-7 Crème brûlée3.50 €
- 3-7 Crème caramel3.50 €
- 1-3-5-7 *Pionono* —Typical pastry from Granada— sweetness at your fingertips.....3.50 €
- 1-5 Bread with chocolate, oil and salt3.50 €
- 1 Bread with wine and sugar3.50 €
- 1-3-5-7 *Taps de Cadaqués* – Typical Sponge cork cake from Cadaqués3.50 €
- 5-7 Ice cream slice3.50 €
- 1-3-5-7 Cake of the day3.50 €
- 7 Cheese board5.00 €

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- 8: Cereals and products thereof.
- 9: Mustard and products thereof.

La Paradeta is recognised as the fast delicatessen restaurant in this multi-zone establishment

The only self-service area of El Nacional boasts a long counter that travels through the four seasons via its products

It may seem an unlikely marriage, but the truth is it is a very well-matched couple. Maybe because opposites attract, but the concepts of quick service and delicatessen co-exist in the same place under the roof of El Nacional with resounding success. La Paradeta has been born to debunk myths and show that self-service can, not only be a healthy option, but also a tasty one. The cuisine on offer at this fast deli restaurant is exhibited on a counter that is several metres long and that, through its products, takes us on a journey through the four seasons. This way, clients can see the dishes for themselves and choose whichever appeals most. The cash register is located at the end of the counter, the last stop before taking a seat at one of the cosy tables in the lounge.

The shelves and glass cabinets that wrap the place up like cling film are lined with boxed products with packaging that combines harmoniously with the rest of the room. The décor has a French vintage touch to it with a modern twist. As with La Taperia, La Paradeta boasts a collection of plants, giving the venue a natural touch that diners will surely appreciate.

“LA PARADETA HAS BEEN CREATED IN ORDER TO DEBUNK MYTHS AND SHOW THAT SELF-SERVICE CAN BE BOTH HEALTHY AND TASTY”

The cuisine on offer is suitable for any time of day and is perfect for snacking between meals. One of the star dishes at La Paradeta are the *cocas de recapte* —Catalan crunchy bread with tomato and roasted vegetables—, or the classic version with olive oil —whether with ham and cheese or acorn-fed ham. The different types of cheese, vegetables, cured and smoked meats are the leading ingredients for oil ciabatta sandwiches, which are found upon the counter along with more classic options. The list continues with mixed salads, which clients can design to taste, fresh fruit which is prepared on the spot, a wide range of desserts —watch out for the *coca de panadero* (sweet pastry)— and the



La Paradeta is inspired by an old kitchen, like the one our grandmothers had.

various flavours of artisanal ice cream that El Nacional has created for those with a sweet tooth.

It is difficult to spend more than 15 euros on a visit to La Paradeta, which makes it the most affordable option at El Nacional. The self-service system is key in being able to offer a decent, deli-style product at prices that are within everyone's budget.

Another surprise hidden between the colourful tiled walls of La Paradeta is the figure of the barista, a must in a place like El Nacional. In recent years, this specialist in gourmet coffee has become an essential figure at any establishment visited by those in the know. Their skills include knowing the coffee bean roasting process blindfolded, and even the different degrees of roasting. The barista, a figure originally from Italy, does not only know how to achieve the perfect blend, but is also an expert in

service techniques and is even able to show great artistic ability with a *latte*, drawing figures on the froth of a good cup of coffee.

“THE CUISINE ON OFFER HERE IS SUITABLE FOR ANY TIME OF DAY AND IDEAL FOR SNACKING BETWEEN MEALS”

La Paradeta, one of the less formal sections of El Nacional along with La Taperia, is a cosy place to have a rest for those looking for an oasis at the heart of Passeig de Gràcia. Whether it is a quick break or a stop to relax and while away the hours, this place meets the demands.



Slowly-fermented bread exclusive of El Nacional.



Welcome to La Paradeta

Enjoy an appetising range of flat breads and sandwiches. Try our bakery and artisan ice creams and, if you want any recommendation, our staff will be pleased to help you.

CATALAN CRUNCHY BREAD WITH ROASTED VEGETABLES

- 1 With tomato6.00 €
- 1 With grilled vegetables6.00 €

OIL PASTRIES

- 1.7 With ham and cheese6.00 €
- 1 With acorn-fed Iberian shoulder ham D.O. Guijuelo6.50 €

PASTIES

- 1.3 With spinach6.00 €
- 1.3 With mushrooms and onion confit6.00 €

SAVOURY PASTRIES

- 1 With fresh cheese, tomato and rocket6.00 €
- 1 With Xató - A Catalan salad with nuts, breadcrumbs, garlic and vinegar..6.00 €

OLIVE OIL CIABATTA

Choice of filling:

- 1 Acorn-fed Iberian shoulder ham D.O. Guijuelo6.50 €
- 1.7 Goat's cheese6.00 €
- 1.7 Fresh cheese6.00 €
- 1.7 Matured sheep's cheese6.00 €
- 1.3.4 Vegetables6.00 €

Supplement:

- 1 Acorn-fed Iberian shoulder ham D.O. Guijuelo3.50 €

(VAT INCLUDED)

SALAD

- Personalised according to taste.....6.00 €

SHAKES

- Combinations of fruit, vegetables, root crops and fresh herbs6.00 €

FRESH FRUIT

- According to taste6.00 €

PATISSERIE

- 3.5.7 Coca de panadero - sweet, spongy pastry5.00 €
- 3.5.7 Coca de panadero - sweet, spongy pastry filled with chocolate5.00 €
- 1.3.5.7 Selection of cakes.....6.00 €

ICE CREAMS

- 7 Selection of your choice5.00 €

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AN INTERVIEW WITH GERARD SUBIRATS

“El Nacional is a stage that shows different culinary experiences”

Gerard Subirats, CEO of SB Grup (SB Hotels, SB Immobiliària), is the alma mater behind El Nacional

How did the Subirats family go from real estate development and hotel management to opening El Nacional?

The ability to bring added value to projects has been a defining characteristic of SB Grup. We analyse what our competitors do, we look for shortcomings and we offer a complimentary product. As part of the second generation of a family dedicated to real estate development, construction and hotel management, we were anxious to open a completely different style of restaurant, and what's more, from the point of view of someone not in the restaurant industry and start with a clean slate.

How would you define the space?

El Nacional is like the stage of a theatre that shows different culinary experiences. We can categorise each area as a culinary sub-experience with its own personality in the room, determined by the type of product chosen: meat, fish, tapas... Every time a client visits El Nacional, they will have a different experience and the whole impression can only be formed by visiting the place a minimum of three or four times.

How did you come to the conclusion that you should create a restaurant of restaurants? We are talking about a pioneer project if we take into consideration the fact that all of the sections belong to the same group...

In order to manage the 3,500 m² of El Nacional well, almost 200 workers are required. But we already know that, quite often, a high number of diners equals bad service. That is how we got the idea of dividing up the sheer volume of customers between different restaurants. That way we can increase our purchasing capacity and get the best product at a competitive rate, but treat it with a small team, in the different restaurants at El Nacional. Furthermore, thanks to the economies of scale we can afford having a person in charge of finding the best vegetables, another for the meat, one for the fish, and so on. A small restaurant could not cover costs like that, but El Nacional can.

Would it be right to say that the spirit of El Nacional is the democratization of haute cuisine?

Yes, the idea is to offer a high quality product, as is the case in many towns and cities on the Peninsula, but in a unique atmosphere. I think that it is very complicated to set up a Michelin-starred restaurant, but even more so is to offer a good meal whose quality outweighs its price and at any time of the day.



THE CUISINE OF THE IBERIAN PENINSULA IS A HERITAGE THAT SHOULD BE PRESERVED, PROMOTED, CELEBRATED AND SHARED

GERARD SUBIRATS I GONFAUS (TORTOSA, 1982), CEO OF SB GRUP (SB HOTELS, SB IMMOBILIÀRIA), BELONGS TO THE SECOND GENERATION OF A FAMILY BUSINESS THAT HAS GROWN THANKS TO IT PROFESSIONALISM AND THE WAY IT NURTURES EACH OF ITS PROJECTS. THE PROJECT IN QUESTION REPRESENTS A NEW CHALLENGE FOR THE GROUP THAT, AFTER WORKING IN THE WORLD OF REAL ESTATE DEVELOPMENT, CONSTRUCTION AND HOTEL MANAGEMENT, IS ENTERING THE RESTAURANT INDUSTRY ON A HUGE SCALE. EL NACIONAL IS TO BE THE FIRST RESTAURANT OF RESTAURANTS ON THE IBERIAN PENINSULA, AN ESTABLISHMENT THAT WORKS UNDER THE SAME CULINARY MANAGEMENT AND INVITES CITIZENS TO TRY NATIONAL CUISINE IN A UNIQUE AND UNPRECEDENTED WAY.

Which is the role of the culinary committee of El Nacional?

In order to create a restaurant of restaurants, it is very important to be organised at a culinary level... That is why we have established a committee with different professional profiles. One of the most important people is our partner Lluís Canadell (owner of the restaurant “Boca Grande”), who has contributed valuable ideas and concepts during the whole preparation process of El Nacional. Right now we have three chefs on the culinary committee, as well as the chief procurement officer for SB Hotels, and one of them is Carles Tejedor, who could be considered the guide in the kitchen at El Nacional. This committee is in charge of creating recipes, looking for suitable products, sampling dishes, establishing kitchen procedures and finding the seasonal products.

However, El Nacional is a place that believes more in the collective spirit than in the individual, right?

Exactly. We have created a team without egos, which consists of 85 professional in the kitchen alone. Our idea is to achieve, as a collective, what none of those people could achieve alone in a kitchen.

What's more, it seems likely that the team will soon grow, as some of the sections will not be opened at the inauguration...

It will be several weeks before our fish and meat lofts will be able to accommodate diners, along with La Botiga with its entrance on Pau Claris, where one can have a tea or coffee and buy a selection of ingredients made by us or chosen by us for their characteristics.

In your opinion, what is the target audience for El Nacional?

We have created El Nacional with three client profiles in mind: the local, who will understand our concept better than anyone; the visitor, who could be a relative of mine that comes from Tortosa or Girona and wants to spend the day in Barcelona and wants to try something new; and the tourist, who sees the restaurant as a must on their list of places to visit, maybe on their way to the Pedrera, and stops here to try the national cuisine.

Now that we have seen El Nacional on the inside, could you tell us what value and impact you expect it to have on Barcelona?

We want it to mark a turning point in a city that is cosmopolitan and has the capacity to understand what we offer. From 5 to 50 Euros, we want it to be the restaurant with the biggest impact on the city, for its uniqueness and because we want to democratize cuisine, making it easier for everyone to be able to stop by and enjoy any time of the day.