



The magical culinary of Albert cnn.com

Course number : CUL102

Course title: Concepts & Theories of Culinary
Techniques

Instructor : Chef Geoge Gardiner

Student: Feddy Halabi Troisi
Disheng Zhang
Gustavo Henrique Pereira
Jing Dou





reportegourmet.com

Albert Adria

“I am always afraid when I do not cook”
“Shut up and work”

Outline

- ❖ Question
- ❖ Albert Adria Life
- ❖ What is El Bulli
- ❖ What is the El Barrio
- ❖ Restaurant
- ❖ Tickets
- ❖ Enigma





What do you know about Albert Adria?



Albert Adria, Life.

- ✓ Albert Adrià was born in 10-20-1969 in Barcelona Spain.
- ✓ In 1985 Albert, abandoning his studies, at the age of just 16, he started his apprenticeship at El Bulli.
- ✓ better your talent working in different bakery and restaurant famous in Spain and french for example: Guy Savoy in Paris.
- ✓ 1997 - 1998. Albert Adria writes his first book called "Desserts of El Bulli."
- ✓ 1998 to 2006 it is exclusively concentrated together with some colleague of the bulli and not only they create a laboratory to create a new convention of the kitchen and new menus using new products
- ✓ In 2006 opens with best friend Inopia Classic Bar



- ✓ In 2009 Albert publishes his second book (natura) and directs a documentary film "Un dia en el Bulli"
- ✓ Also in February 2009, Albert announced an important decision. He was leaving the creative management of elBulli and haute cuisine in general
- ✓ In 2011 he created a new concept that combines and integrates 2 different worlds: "cocktails and snacks"
- ✓ In 2013 he became a member of the Bulli Foundation
- ✓ Currently, ALBERT is dedicated in its project the El Barrio that will be presented below



El Bulli

- ❖ History about El BULLI
- ❖ Why El Bulli become famous
- ❖ Why this establishment has to be shut down



EL BARRIO.

- ❖ El Barrio
- ❖ 5 restaurants



Ticket Restaurant

- ❖ Who was it created and environment
- ❖ Menu
- ❖ Awards



Enigma Restaurant

- ❖ HISTORY AND FOUNDATION
- ❖ Restaurant Policy: The restaurant has a very strict policy about photos and social media. Diners are only allowed to photograph for “personal use” and publication of those photos isn’t allowed without authorization.
- ❖ Patrons need a secret code to enter the restaurant: To reserve a seat at Enigma diners pay a 100€ (roughly \$107 USD) fee online. The fee buys a “ticket” email with a code that the restaurant staff types into a keypad at the door
- ❖ Menus :The menu is very long: Enigma is tasting menu-only with diners feasting on more than 40 dishes served on unusual, sometimes wire-mesh plates.
- ❖ There are some early stand out dishes, Vegetarian menus are not available
- ❖ Curiosities and commented



Enigma Restaurant

- ❖ Menu: The menu is very long: Enigma is tasting menu-only with diners feasting on more than 40 dishes served on unusual, sometimes wire-mesh plates.
- ❖ There are some early stand out dishes, Vegetarian menus are not available
- ❖ The wine list is restrained: The restaurant offers optional wine pairings
- ❖ Curiosities and commented:
 - ✓ The pricing: Each tasting menu is \$300 including tax and customers can add additional wine or drinks for \$120.
 - ✓ Seating is limited: The impressive 7,534-square-foot space seats only 24 diners at a time. Only groups of six or fewer are allowed in each of the restaurant's themed rooms.



CONCLUSION

Albert Adrià is a very important chef who has contributed to the development of many modern ideas on contemporary food, and above all, he has helped other people to realize their dreams as Chef



<https://www.youtube.com/watch?v=K3w9S54e39k>

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QUESTION

Thank you so Much

EMAIL

- tavinhohpp@hotmail.com
- marilyndou@sina.com
- [portroxadrezclube@gmail](mailto:portroxadrezclube@gmail.com)